

Report to Council and Executive Board

October 14, 2010

Keith Michael Fiels
Executive Director

Banned Books Week

Banned Books Week, September 25 – October 2, generated a great deal of coverage, including BBC.com, AOL, multiple NPR affiliates and several posts in the *Huffington Post*, including an op-ed by ALA President Roberta Stevens. For more information on Banned Books Week, see the Office for Intellectual Freedom report below.

Value of Academic Libraries Report

On September 14, the Association of College and Research Libraries (ACRL) released “The Value of Academic Libraries Comprehensive Research Review and Report,” a review of the quantitative and qualitative literature, methodologies and best practices currently in place for demonstrating the value of academic libraries. Developed by Megan Oakleaf of the iSchool at Syracuse University, the comprehensive review provides academic librarians with a clearer understanding of what research about the performance of academic libraries already exists, where gaps in this research occur and identifies the most promising best practices and measures correlated to performance. For more information on the report, see the ACRL report below.

Obama Announces Nomination for Director of IMLS

On September 29, 2010, President Obama announced his nominations for key administration posts including Susan H. Hildreth for Director of the Institute of Museum and Library Services. Hildreth is currently the City Librarian of the Seattle Public Library and an active member of the American Library Association (ALA), having served as President of the Public Library Association in 2006. She was also previously appointed as California’s State Librarian by Governor Arnold Schwarzenegger.

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

2010 School Libraries Count! Longitudinal Survey

The 2010 Libraries Count! Study is part of a longitudinal study aimed at gathering data on national changes in the school library field. The recently released study found that students in high poverty schools have been most affected by last year's economic downturn. For more information, see the AASL report below.

Call for Cutting-Edge Technologies

On October 6, the Office for Information Technology Policy (OITP) issued a call for nominations for best library practices using cutting-edge technology. The contest showcases libraries that serve their communities with novel and innovative methods and provides the library community with some successful models for delivering quality library services in new ways. For more information, see the OITP report below.

Public Relations Award

Entries for the 65th John Cotton Dana Library Public Relations Award are being accepted now through December 4 by LLAMA. For more information, see the LLAMA report below.

Debut of Trustee Academy Courses

ALTAFF Trustee Academy webcast courses will debut October 18. Publicity for the Academy has been extensive including ads in "Public Libraries," as well as in *AL Direct* and via all state library agencies and associations. Interest is high with many states and regional systems inquiring about group registrations.

ALA JobLIST Placement Center Webinar

The free webinar, "Take Your Job Search Campaign Up a Level: What to do When You're Still Not Getting That Job You Want (And Need!)" is scheduled for Oct. 20, 2010. Sponsored by the ALA JobLIST Placement Center, it will be held from 2:00 to 3:30 p.m. EDT on Wednesday, October 20, 2010. To register, go to <http://tinyurl.com/alajobsearch>. For more information on the webinar, see the HRDR report below.

LITA National Forum

The LITA National Forum in Atlanta earlier this month provided essential educational sessions and networking opportunities for almost 300 information technologists from libraries, institutions, and product providers across the continent. The theme this year was "The Cloud and the Crowd". For more information on the forum, see the LITA report below.

ALA OFFICES

Chapter Relations Office (CRO)

Money Smart Week @ your library

ALA is partnering with the Federal Reserve Board of Chicago to take Money Smart Week national April 2-9, 2011. Libraries of all types in the Midwest have already successfully utilized Money Smart Week to present financial literacy programming. The Money Smart @ your library website will go live November 1, 2010.

International Relations Office (IRO)

ALA-FIL Free Pass to Guadalajara Book Fair

President Roberta Stevens will be leading a delegation of 130 member librarians to the Guadalajara International Book Fair (FIL), November 28 – December 1. President Stevens will be presenting at the annual Coloquio sponsored by the University of Guadalajara.

ALA and the Guadalajara International Book Fair partnered again, for the ninth year, to provide support for ALA members to attend the 23rd Guadalajara International Book Fair by offering the ALA/FIL FREE PASS Program.

Office for Accreditation (OA)

Program Reviews

The Office for Accreditation has conducted six program reviews since August, including review for initial accreditation of the [MLIS program](#) at St. Catherine University (MN). The Committee on Accreditation will make accreditation decisions concerning those programs at the ALA 2011 Midwinter Meeting.

Comment Collection on Standards

The Office conducted part one of comment collection on the 2008 Standards, directed to primary users of the Standards—library and information studies (LIS) programs and external review panelists (practitioners and LIS faculty). Collection was accomplished via a web survey. Results are available at <http://tinyurl.com/27bcmxj>. Analysis is underway with a summary report on the data prepared for discussion by the Committee on Accreditation at its fall meeting November 19-21, 2010.

Office for Government Relations (OGR)

Elementary and Secondary Education Act

Both the Senate and House have held hearings and meetings throughout this year on what should be included in the reauthorization of the Elementary and Secondary Education Act (ESEA). During this time, the Washington Office has been meeting with key members and staff on what needs to be in ESEA for libraries. As time is running out on this Congress, it is unlikely that ESEA will be finished before the end of the year. It is speculated that Congress will deal with this legislation in 2011; however, it is not known at this time when this will happen.

When an ESEA bill is introduced next year, the Washington Office will continue working to ensure that school libraries are included in the legislation. The Washington Office has been pushing Congress to define in an ESEA bill an “effective school library program” as a school library that is staffed by a state certified school librarian and has up-to-date materials and equipment that can allow for regular collaboration among school librarians and classroom teachers. If a school does not meet this definition of an “effective school library program,” then it would have to use a portion of the money authorized in the LEARN Act to meet this definition. If a school does meet this definition, then it is allowed to use this money in other areas.

Messages to Congress

To date, library advocates have sent 14,690 messages to Congress. This number breaks last year’s record of 13,206 messages. ALA members also continue to break records in sending messages to Congress using Capwiz software. The ALA Washington Office has also used the software to identify town hall meetings going on during the district work period.

E-Government Services

In late September, the Institute of Museum and Library Services (IMLS) awarded a \$581,609 grant to the American Library Association and the Center for Library and Information Innovation (CLII) of the University of Maryland’s iSchool to develop a Web resource to help libraries and governments better assist their users to successfully engage in e-government activities. Project partners also include the University of Illinois at Chicago and the Information Institute at Florida State University.

Developed jointly by CLII and ALA, this Web resource will include service and resource content, tutorials, best practice approaches to government-library collaborations, embedded expert government information digital reference, guidance on the provision of e-government services, the ability to share and exchange practices, and tools to facilitate local customization of e-government service provision and resources in libraries. This Web resource will facilitate the ability of libraries to:

- Provide essential e-government services to their residents and communities;
- Work with agencies to develop collaborations to facilitate services to individuals; and

- Develop a range of collective support tools, templates, and training materials that help libraries of all types engage in e-government services rather than each library's working on its own.

Appropriations

Before Congress adjourned for its annual August recess, it passed a \$23 billion jobs package of which \$10 billion could be used for keeping and hiring back laid-off education jobs. This money, as defined by Congress and the U.S. Department of Education, can therefore be used for school librarians.

Also, before the August recess the House and the Senate Appropriations Committee marked up their FY2011 spending bills. The House numbers are not yet public, but the Senate chose to level fund both the Library Services and Technology Act (LSTA) and the Improving Literacy Through School Libraries at \$231.5 million and \$19.1 million respectively.

On September 30, Congress passed a continuing resolution (CR) that will fund the federal government at current FY 2010 levels until December 3.

Congress was forced to pass this measure after they failed to pass any of the 12 appropriations bills for FY2011 by the end of the current fiscal year, which ended on October 1. The Senate voted 69-30, and the House voted 228-194 to pass the CR.

Congress has adjourned for the November elections, and is expected to come back for a "lame duck" session on November 15, when it is expected to finish up work on next year's budget.

The SPEECH Act, H.R. 2765

On August 10, 2010, the President signed into law the Securing the Protection of Our Enduring and Established Constitutional Heritage (SPEECH) Act – protecting American authors, journalists and publishers from foreign libel judgments that undermine free speech, also known as "libel terrorism." The ALA WO worked closely with colleagues in the Office for Intellectual Freedom (OIF) to help shape the legislative language and then advocate passage of this important legislation.

Office for Human Resource Development and Recruitment (HRDR)

ALA JobLIST Placement Center to Present Webinar

The free webinar, "Take Your Job Search Campaign Up a Level: What to do When You're Still Not Getting That Job You Want (And Need!)" is scheduled for Oct. 20, 2010. Sponsored by the ALA JobLIST Placement Center, it will be held from 2:00 to 3:30 p.m. EDT on Wednesday, October 20, 2010. To register, go to <http://tinyurl.com/alajobsearch>.

For those one week, one month, three months or even longer into a job search without any end in sight, and feeling frustrated, stuck, a bit down and just not sure what to do to change things,

this webinar is meant to jumpstart and re-energize the job search campaign, no matter where it is right now. Come and learn:

- How to assess the status of your current job search strategy
- How to identify tactics for improving that strategy
- What you should *start* doing, *stop* doing and *keep* doing to catapult your job search to the next level
- How to use the top 10 tips to get you and your talent noticed
- How to take care of yourself while you're in job-seeking mode

Dr. Caitlin Williams will be the presenter for this webinar. She has been partnering with ALA for nearly ten years to offer ALA members, students and professionals in the field the latest information on managing their careers, and she offers free career coaching at ALA conferences.

Participants will have the opportunity to ask specific questions about their individual job search efforts. Participants should have a resume and other marketing documents with them when attending this webinar. The goal is to get participants “unstuck” and moving forward toward that desired job offer.

For questions or more information on the webinar, contact ALA JobLIST Placement Manager, Beatrice Calvin at bcalvin@ala.org.

Office for Information Technology Policy (OITP)

E-rate

E-rate advocacy remains a high priority item with significant revisions in the E-rate program expected in 2010 and 2011. OITP staffer Marijke Visser and OITP's outside E-rate advisor met with Federal Communications Commission (FCC) staff to discuss issues related to the ALA filings submitted in the summer. OITP continues to hold monthly conference calls for the E-rate Task Force and state E-rate coordinators with staff of the FCC and USAC (Universal Service Administrative Company—the organization that administers the E-rate program). On September 23, the FCC Commissioners voted to adopt major changes to the E-rate program, which OITP is analyzing at the time of this writing. OITP will provide applicants with both useful and accurate information explaining how to navigate this complex program with the changes.

OITP Outreach Activities

On September 15-16, 2010, OITP Director Alan Inouye served on a panel at a workshop organized by the National Science Foundation and the National Endowment for the Arts. This workshop focused on how information technology fosters creativity in science, the arts, and other domains.

Call for Cutting-Edge Technologies

On October 6, the Office for Information Technology Policy (OITP) issued a call for nominations for best library practices using cutting-edge technology. Last year, OITP's America's Libraries for the 21st Century Subcommittee launched the "cutting-edge" contest to showcase libraries that serve their communities with novel and innovative methods and to provide the library community with some successful models for delivering quality library services in new ways. The subcommittee will review all nominations and conduct selected interviews or site visits to identify those libraries that are truly offering a best practice or most innovative service. Libraries or library service areas selected will be publicized via the OITP website, highlighted through ALA publications, and featured in a program at the ALA Annual Conference in 2011.

Office for Information Technology Policy Names New Directors

The ALA Washington Office announces two staff appointments in the Office for Information Technology Policy (OITP). Larra Clark will serve as the new Director of the Program on Networks and as Associate Director of the Program on America's Libraries for the 21st Century, and Marijke Visser will become the new Assistant Director of OITP.

Office for Intellectual Freedom (OIF)

Banned Books Week 2010

The Banned Books Week Read-Out! was, from all reports, a great success. [Leonard Kniffel reported on it on his blog](#), which also includes video of [Roberta Stevens'](#) and [emcee Chris Crutcher's](#) presentations. [Dozens of similar events](#) are going on around the country, including [several supported by the Freedom to Read Foundation's Judith F. Krug Memorial Fund](#).

All week, [I Love Libraries](#) featured articles by intellectual freedom advocates including OIF Director Barbara Jones and IFC Chair Julius Jefferson. Two librarians who faced challenges in their libraries—Dee Venuto of Rancocas Valley Regional High School and Kristin Pekoll of West Bend Community Memorial Library—also wrote articles for I Love Libraries. Finally, Carolyn Mackler, author of *The Earth, My Butt, and Other Big Round Things*, wrote about her experiences on being a frequently challenged author. All articles can be found online at <http://www.ilovelibraries.org/news/bbw/default.cfm>.

[@ Your Library](#), [Programming Librarian](#), and other ALA units have posted great pieces about the week.

The social networking component of Banned Books Week has been extensive, with over 25,000 fans on the [Banned Books Week Facebook](#) page, thousands of tweets using the #bannedbooksweek tag, and frequent updates on the [OIF Blog](#). A good number of activities were hosted in [Second Life](#) such as the Banned Books Week Machinima contest. OIF also has created a [YouTube video featuring the Top 10 challenged books of 2009](#), and another video, illustrating the "Think for Yourself" theme, is coming later this week. You also can see plenty of [photos from the Read-Out and from Banned Books Week displays](#) around the country on Flickr.

There has been a good deal of media coverage, including the [New York Times](#), and many other national, local, and even international newspapers, blogs, and radio outlets. The Huffington Post has run an Op Ed by Roberta Stevens <http://www.huffingtonpost.com/tag/roberta-stevens> and two well-received slideshows (<http://huff.to/d5o8Eu> and <http://huff.to/b70dJm>). Many thanks go to the Public Information Office for its work on this most important aspect of Banned Books Week.

The robot-themed "Think for Yourself and Let Others Do the Same" campaign has proved very popular. Sales of [Banned Books Week merchandise](#) are strong, and many people are using the robot icon as their Facebook and Twitter avatars!

Booklist and Random House sponsored a free webinar featuring Judy Blume, Pat Scales, and OIF Program Coordinator Nanette Perez, that attracted over 2000 participants!

Office for Library Advocacy (OLA)

Presidential Initiatives

Our Authors, Our Advocates: OLA is working with ALA President Roberta Stevens and the Our Authors committee (Peggy Barber, Pat Tumulty and Maureen Sullivan) on implementation of the "Our Authors, Our Advocates" initiative. The goals of this Presidential initiative are to enlist authors, natural allies of libraries, as articulate and impassioned spokespeople who highlight the key role libraries play in the economic, social and educational fabric of our nation; to have libraries using the authors' online and in-person advocacy messages created for "Our Authors, Our Advocates" to build support, financial and otherwise, for their institutions; and to have libraries using local celebrities to build support, financial and otherwise, for their institutions.

To that end, OLA is working with PIO to create public service announcements (PSAs) from nationally-known authors. They will be made available through www.ilovelibraries.org. OLA is also working with consultants on creation of a toolkit for libraries to use, entitled "Cultivating Your Local Notables."

Why I Need My Library Video Contest: OLA is working with PIO, ALA President Roberta Stevens and the Why I Need My Library committee (Diane Chen and Paula Brehm-Heeger) on another Presidential initiative to create a video contest for teens.

Frontline Fundraising Toolkit: In a third Presidential initiative, OLA is working with ALA President Roberta Stevens and the Frontline Fundraising committee (Peter Pearson and Brett Bonfield) to create a fundraising toolkit.

Frontline Advocacy Webinar

OLA and Immediate Past-President, Camila Alire, are working on a webinar on Frontline Advocacy, scheduled for the last week of October, 2010.

The webinar will empower all levels of library staff to become better advocates for their libraries and for themselves. Better advocacy is crucial for libraries to survive this current economy. The webinar will contain a Train-the-Trainer focus. Additional details will be forthcoming.

llovelibraries.org

ALA's advocacy website for the public, llovelibraries.org, continues to be published twice monthly, run by a primarily volunteer group comprised of ALA staff. A new citizen advocacy piece is currently under development, and should launch by the end of the year.

The website is currently generating 8,300 hits daily, with 1,300 subscribers. The llovelibraries.org Facebook page has over 22,000 subscribers.

Office for Research and Statistics (ORS)

NCES Academic Library Survey Launches November 2010

The National Center for Education Statistics (NCES) conducts a biennial survey of all libraries of degree-granting colleges and universities. Registration and data collection for the FY 2010 Academic Libraries Survey (ALS) begins November 9, 2010. The ALA-ORS provides survey support to NCES, and more information about the 2010 survey is at <http://www.ala.org/ala/aboutala/offices/ors/natlctrforedstats/index.cfm>.

NCES produces national and state tabulations of the final data in a report and also releases the final data file online. For more information about the survey, go to the ALS home page at <http://nces.ed.gov/surveys/libraries/>.

ALA uses the data to advocate for academic libraries at the federal and state levels, and to respond to media inquiries. Congress uses the data to assess the need for revisions to existing legislation concerning post-secondary libraries and the allocation of Federal funds. Federal agencies use the data to evaluate and administer library programs. State education agencies, library associations, and researchers use the survey data to determine the status of academic library operations and the profession, and to analyze national and regional trends in academic library resources.

Public Information Office (PIO)

A Qur'an Read Out

On September 11, 2010, the American Library Association (ALA) and guests from Chicago Islamic organizations participated in a Qur'an read out, as part of heightening awareness about Banned Books Week. The reading event was in response to a Florida pastor's threat to burn the Qur'an on the ninth anniversary of the 9/11 terrorist attacks. More than 50 people listened

intently as ALA leaders and guests read select verses from the Qur'an outside of ALA headquarters. The purpose of the event was to send a clear message to those who would use book burning as a means to spread fear. The Read Out received coverage from Chicago print, newswire, television and radio organizations. Local coverage mushroomed to national and international coverage. More than 2,600 Web sites posted *Associated Press* coverage, while social media vehicles such as Facebook and Twitter provided links to achieved coverage. Event coverage garnered more than 36 million in circulation figures, and television coverage reached more than 3.5 million households.

ALA's Public Awareness Website, <http://www.atyourlibrary.org>

ALA's public awareness website continues to encourage people to visit their local libraries. The site encourages people to use their local library resources by posting articles on job hunting, family and teen activities, finance, arts and entertainment, as well as interviews with authors. The number of unique visitors to the site has increased 10% so far this year, and the number of followers on social media outlets also continues to grow; the site now has nearly 1,000 Facebook fans and nearly 2,500 Twitter followers.

New additions to the site include long format audio interviews with authors by Booklist staff member Donna Seaman and video interviews with authors. The site has also featured promotional tie-ins with existing ALA initiatives. For Library Card Sign-up Month, the site asked people to pose with their library cards and post the photos to a common Flickr group. Several hundred library supporters from all over the country posted their pictures.

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. Each article includes recommended books or online resources to complement the subject and encourages the reader to visit the public library. Where available, recommended resources are linked to the World Cat database.

Public Programs Office (PPO)

ProgrammingLibrarian.org Debuts New Look, Added Features

The ALA Public Programs Office unveiled an updated look and enhanced features for its website, ProgrammingLibrarian.org. Designed for librarians who plan and present cultural programs and events, ProgrammingLibrarian.org is both a resource center and a community of librarians committed to bringing increased access to literature, music, contemporary issues, art, history, poetry, scholars, writers and musicians to their communities.

Programming tools recently added to ProgrammingLibrarian.org include:

- [The Programming Librarian forum](#): The forum is a place where participants can post and respond to questions about planning, promoting and executing all manner of library programs.
- [The PR Generator](#): Programming Librarian provides templates for flyers, bookmarks and postcards that can be easily customized with individualized text, images and colors.

After the design is complete, a print-ready pdf document is generated that can be taken to a local copy shop or printed in the library. Please note that participants must be registered with Programming Librarian to use this feature.

Site updates, including new programming resources, job listings and grant opportunities, are available by subscribing to the monthly e-newsletter. To sign up, visit http://www.programminglibrarian.org/newsletter_signup. ProgrammingLibrarian.org can also be found on Facebook, Twitter and Flickr. Development of the site is funded by a grant from the Institute of Museum and Library Service to the ALA Public Programs Office.

Proceeds from Birdhouse Sale to Benefit ALA Cultural Communities Fund

A portion of the proceeds from the sale of a birdhouse modeled after a classic Carnegie library in Osage, IA, will support the ALA Cultural Communities Fund. Priced at \$150, the birdhouse is available to ALA members for a special price of \$99. To obtain the ALA member discount, enter the discount code "PLB1" upon checkout. For more information, or to purchase the birdhouse, visit: http://www.hbbirdhouse.com/hb-9066_.271_.fj10.htm.

The birdhouse is the brainchild of American library historian, Wayne Wiegand, and the product of collaboration with the ALA Public Programs Office. The Osage Public Library is one of four Midwest libraries featured in Wiegand's forthcoming work "Main Street Public Library: Community Places and Reading Spaces in the Rural Heartland, 1876-1956" (University of Iowa Press). Constructed in 1910 with a \$10,000 gift from Andrew Carnegie, the Osage Public Library is similar in construction to hundreds of libraries throughout the United States. The building is still in use, now as Osage's City Hall.

Apply by November 19 to Receive 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 CLUB grants. Electronic applications for the reading and discussion series will be accepted through November 19 at www.ala.org/greatstories. Funding was provided for this program by Oprah's Angel Network.

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 that are 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 on the Great Stories CLUB, including guidelines, book descriptions and application instructions, visit www.ala.org/greatstories.

ALA DIVISIONS

American Association of School Librarians (AASL)

AASL Fall Forum

AASL's 2010 Fall Forum will be November 5-6 in Portland, OR. The institute will feature pre-eminent school library researchers Gail Dickinson, Ross Todd, and Leslie Maniotes, and will focus on *Essential Questions, Enduring Understanding and Evidence-Based Practice*. In September, AASL announced a "Team of Three" special rate for school librarians. With this special rate of \$599, an AASL personal member who is also a school librarian can invite two other collaborators – teachers, administrators, other school librarians – from within his/her district. Additionally, AASL has extended the advanced registration discount, as well as the hotel registration deadline to October 21. Registration will also be accepted onsite.

AASL Pre-Midwinter Institute Focuses on Building School Librarians' Leadership Skills

The AASL Pre-Midwinter Institute, *Collaborative Leadership*, will help school librarians build their leadership action plans by teaching them the components of a good leader. This institute will be presented by Steven Baule, PhD, EdD. Baule led the school library program at the 2000 National School Library Program of the Year recipient, New Trier Township High School. He was also recognized in 2009 as one of ten Tech Savvy Superintendents by *eSchool News*. This full day institute will be held Friday, January 7 before ALA's Midwinter Meeting.

2010 School Libraries Count! Longitudinal Survey

This year's AASL School Libraries Count! survey received 5,191 responses. The survey, part of a longitudinal study aimed at gathering data on national changes in the school library field, found that students in high poverty schools have been most affected by last year's economic downturn. Average spending on information resources in high poverty schools decreased 25 percent, or \$3,557, on average, compared to 2009 survey results. High poverty schools also reported a 4% decrease in books, 22% decrease in periodical subscriptions and 11% decrease in video materials. Audio materials were the only collection area to report an increase of 3%, compared to low poverty schools who reported a 12% increase.

The survey also found total library staff hours on the decline, with an average of 2.4 less hours reported in 2010 than 2009. Declines are even greater than average in some regions, most notably the Northeast, reporting 5.3 less hours, and the Midwest, reporting 3.1 less hours. In contrast, when school librarians are separated from the entire school library staff there is a 0.8 hour increase in work hours per week reported.

AASL Awards and Grants Move to Electronic Submission Process

With more than \$50,000, AASL's awards and grants recognize excellence within the school library field. This year, AASL has moved its process for application/nomination to an entirely electronic submission. AASL personal members have until February 7, 2011 to apply or

nominate someone for one or more of the ten awards and grants. However, the deadline for AASL's most prestigious award, the National School Library Program of the Year Award, is January 3, 2011. Winners will be recognized at the 2011 ALA Annual Conference in New Orleans, LA.

Association of College and Research Libraries (ACRL)

Value of Academic Libraries Report

On September 14, the Association of College and Research Libraries (ACRL) released “The Value of Academic Libraries Comprehensive Research Review and Report,” a review of the quantitative and qualitative literature, methodologies and best practices currently in place for demonstrating the value of academic libraries developed by Megan Oakleaf of the iSchool at Syracuse University. The primary objective of the comprehensive review is to provide academic librarians with a clearer understanding of what research about the performance of academic libraries already exists, where gaps in this research occur, and to identify the most promising best practices and measures correlated to performance. The full report, along with a separate executive summary, bibliography and podcast interview with Oakleaf and ACRL President Lisa Hinchliffe, is available on the ACRL Website at www.acrl.ala.org/value.

The report was very well received and generated press coverage from the *Chronicle of Higher Education*, *Inside Higher Ed* and *Library Journal*, among others, as well as a number of blog posts, Facebook and Twitter comments. Links to press coverage along with a blog post by Hinchliffe, sharing additional highlights of the first week in the life of the report, are available on the *Value of Academic Libraries Initiatives* blog.

Hinchliffe and Oakleaf will host a free ACRL OnPoint chat at 12:00 p.m. (Central) on October 21, 2010, to discuss the report. Details and access information are available at <http://www.ala.org/ala/mgrps/divs/acrl/events/onpoint/index.cfm>

The Academic Library Building in the Digital Age

In September, ACRL published “The Academic Library Building in the Digital Age: A Study of Construction, Planning, and Design of New Library Space,” a research study conducted by Illinois Institute of Technology Dean of Libraries, Christopher Stewart. “The Academic Library Building in the Digital Age” is the first comprehensive study of planning and construction of academic library buildings completed entirely in the 21st century. The book includes survey results on planning processes, building characteristics including user space in each building, usage and new roles for library buildings. “The Academic Library Building in the Digital Age: A Study of Construction, Planning, and Design of New Library Space,” is available for purchase 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 Award Nominations

For more than three-quarters of a century, ACRL has been committed to celebrating the achievements of academic and research librarians through the presentation of awards, grants and fellowships. With almost \$37,000 donated annually by corporate sponsors, ACRL has and will continue to nominate, select and honor the very best in academic librarianship. The ACRL awards program includes recognition in the areas of outstanding achievement and distinguished service, research, and publications. Nominations and supporting materials for most 2011 ACRL awards are due December 3, 2010. Complete details on all ACRL awards, along with nomination information, is available on the ACRL Website at <http://www.acrl.org/ala/mgrps/divs/acrl/awards/index.cfm>.

ACRL Joins Bouchat v. Ravens Amicus Brief

On September 17, ACRL joined ALA, the Association of Research Libraries (ARL), the International Documentary Association (IDA), and the WGBH Educational Foundation in filing an amicus brief prepared by Anthony Falzone at the Stanford Fair Use Project asking for the full Fourth Circuit to rehear the case of *Bouchat v. Ravens* and reconsider the panel's flawed fair use reasoning. The brief argues that the Baltimore Ravens football organization acted within the doctrine of fair use in reproducing for promotional/ historical purposes a version of the team logo created by Frederick E. Bouchat. Falzone argues that for-profit use is not fatal to a fair use claim. Text of the brief is available at http://www.arl.org/bm~doc/amicus_bouchatvravens092010.pdf.

Immersion '11 Applications

ACRL is now accepting applications for the Immersion '11 Teacher and Program tracks, to be held July 24-29, 2011, at Seattle University in Seattle, WA. The program provides four-and-a-half days of intensive information literacy training and education for academic librarians. The Teacher Track focuses on individual development for those who are interested in enhancing, refreshing or extending their individual instruction skills. The Program Track focuses on developing, integrating and managing institutional and programmatic information literacy programs. Acceptance to Immersion '11 is competitive to ensure an environment that fosters group interaction and active participation. The application deadline is December 1, 2010, and notifications will be issued in February 2011. Complete program details and application materials are online at <http://www.acrl.org/ala/mgrps/divs/acrl/events/> (click "Immersion 11 Program").

Women's Leadership Institute

ACRL will again collaborate with other higher education associations on the 2010 Women's Leadership Institute to be held December 5-8, 2010, in Amelia Island, FL. Co-produced by 19 higher education associations, this unique program will bring together administrators from across campus functions to help hone leadership skills for working in a rapidly changing environment, develop a better understanding of the campus as a workplace and culture, share experiences with others about how campuses are adapting and adjusting to the new reality, and create new personal networks and networking skills to better tap the higher education

community. Complete details are on the ACRL website at <http://www.ala.org/ala/mgrps/divs/acrl/events/womensleadership.cfm>

Dr. E. J. Josey Spectrum Scholar Mentor Program

ACRL is seeking individuals interested in developing the next generation of academic librarians and ensuring a diverse workforce, who might consider mentoring a Spectrum Scholar through the ACRL Dr. E. J. Josey Spectrum Scholar Mentor Program. The goal of the program is to link participating library school students and newly graduated librarians, who are of American Indian/Alaska Native, Asian, Black/African American, Hispanic/Latino or Native Hawaiian/Other Pacific Islander descent, with established academic librarians who will provide mentoring and coaching support. Mentors will serve as role models in academic librarianship and provide career guidance as well as helping mentees find opportunities for leadership in the profession. Because many of the Spectrum Scholars are part-time library school students, a mentor must make a commitment for a minimum of one year beyond the degree or a maximum of three years. Mentors must be academic librarians, have a minimum of ten years of professional library experience, and be ACRL members. Complete details and the application form are available on the ACRL Web site at <http://www.ala.org/ala/mgrps/divs/acrl/proftools/mentorprogram.cfm> .

e-Learning Update

ACRL is awarding twenty e-Learning scholarships, each covering the registration cost of one ACRL e-Learning Webcast. To qualify for a scholarship, applicants must be ACRL members, complete the online scholarship application form, and submit a 300-word written statement that describes how participation in an ACRL e-Learning Webcast meets the applicant's professional needs and goals. The application deadline is October 22, 2010, and notifications will be issued by late November. Scholarships can be redeemed for any ACRL e-Learning Webcast offered between January 1 and August 31, 2011. Complete details and application materials are available online at <http://www.acrl.org/ala/mgrps/divs/acrl/events/elearning/escholarships.cfm>. ACRL held three online courses and two live Webcasts since the last report to Council.

CHOICE Office Space at Liberty Square Is Officially "Green".

In early September, CHOICE learned that its LEED application for Liberty Square had been approved. As a result, the CHOICE office space at Liberty Square is now officially "green". LEED (Leadership in Engineering and Environmental Design) certification is the nationally accepted benchmark for the design, construction, and operation of high-performance green buildings. CHOICE's Commercial Interior certification provides independent, third party verification that CHOICE's office space at Liberty Square was designed and constructed in a manner that provides CHOICE staff with a healthy, productive, and environmentally responsible place to work that will also be less costly to operate and maintain. This makes Liberty Square ALA's first and so far only LEED certified office space.

Association for Library Service to Children (ALSC)

Dollar General Literacy Foundation Grant

The Dollar General Literacy Foundation has awarded \$210,000 to two of the American Library Association's youth divisions. In addition to the Young Adult Library Services Association (YALSA), ALSC received funding to support Everyone Reads @ the Library. ALSC will use funds to significantly expand the El día de los niños/El día de los libros (Día), also known as Children's Day/Book Day, program to include and celebrate a wide variety of cultures. Mini-grants will be awarded to libraries that demonstrate a need to better address the diverse backgrounds within their communities.

ALSC will enhance Día's resources on the Día website, create marketing materials for the libraries to use in their children's rooms and provide a web-based program to library staff that will train them in the selection of multicultural titles.

City of Learners/IMLS Grant

ALSC is partnering with the Children's Museum of Houston (CMH), among others, on an IMLS grant entitled "City of Learners." The purpose of the grant is to develop and implement a city-wide system for increasing family learning through circulating literacy kits that parents use at home with their children, birth through age eight. Members have been invited to apply for the Family Literacy Involvement Program (FLIP) workshop to take place on May 18, 2011 in Houston. The training will fund 10 library/museum partner teams. Funding is through a National Leadership Grant from the Institute of Museum and Library Services awarded to the Children's Museum of Houston (CMH). ALSC is a national dissemination partner in the grant.

FLIP is a literacy program for families with children birth through age 8 that helps develop early learners' reading and comprehension skills and encourage reading engagement. The core of the program is a FLIP kit that is checked-out from the library and allows families to experience shared reading and book-centric activities in the comfort of their homes.

A detailed overview, as well as the application and requirements, may be found at <http://www.ala.org/ala/mgrps/divs/alsc/initiatives/partnerships/index.cfm>.

Islam Booklist in Support of Freedom to Read

The ALSC Quicklists Consulting Committee has created a booklist to assist members who may be receiving requests for book titles on Islam, Muslims and the Qur'an in response to a planned public burning of the Qur'an by Rev. Terry Jones of the Dove World Outreach Center in Gainesville, FL and in support of the freedom to read assembly held by librarians and library advocates at ALA headquarters on Saturday, September 11. The suggested reading list is now available at <http://www.ala.org/ala/mgrps/divs/alsc/compubs/booklists/islambooks/index.cfm>. The list is a mixture of fiction and nonfiction; and is divided by preschoolers, elementary school students and teenagers. The Committee expects to refine the list in the weeks to come, so please check back for updates.

2011 May Hill Arbuthnot Honor Lecture Location

The St. Louis County Library has been chosen to host the 2011 May Hill Arbuthnot Lecture, which will be delivered by Lois Lowry, two-time winner of the Newbery Medal. The lecture will be held on April 15, 2011. Information about registration, which is complimentary, will be posted when available (usually January) on the ALSC Web site at www.ala.org/alsc.

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 Sarah Avant (Upper Marlboro, MD), attending Clarion University and Whitney Chamberlin (Helena, MT), attending the University of Washington-Seattle. Avant and Chamberlin 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 Leah Biado (Portland, OR), attending Emporia State University; Marsha Burrola (Tucson, AZ), attending the University of Arizona-Tucson; Prima Gonzalez (Los Angeles, CA), attending Long Island University; and Alejandro Picazo (Chula Vista, CA), attending San Jose State University. Each Bound to Stay Bound Books Scholarship recipient will receive \$7,000. The award is made possible through a generous contribution from Bound to Stay Bound Books, Inc., of Jacksonville, IL.

Fall Great Websites for Kids List

Great Web Sites for Kids (GWS) features links to websites of interest to children 14 years of age and younger, organized into diverse subject headings, from astronomy and space to zoos and aquariums, from games and entertainment to geography and maps. There is also a special section with sites of interest to parents, caregivers and teachers.

Members of the ALSC Great Web Sites for Kids Committee review and evaluate potential sites for inclusion and vote on the sites to be included. They also regularly check the entire site to ensure currency and reevaluate sites when necessary. The complete listing of great sites with annotations and selection criteria can be found at www.ala.org/greatsites.

The newly added sites are:

Admongo.gov - www.admongo.gov/
Amazing Kids - www.amazing-kids.org
Carnegie Cyber Academy - www.carnegiecyberacademy.com/
Dance Mat Typing - www.bbc.co.uk/schools/typing/
Earth Rangers - www.earthrangers.com
Edutopia - www.edutopia.org
Family Fun - www.familyfun.go.com
Farmers Almanac for Kids - www.almanac4kids.com/
Foreign Languages for Kids - www.chillola.com
Hooda Math - <http://hoodamath.com/index.php>
Joy 2 Learn - www.joy2learn.org

Literacy Center – www.literacycenter.net/lessonview_es.php
Los Bloguitos - www.losbloguitos.com/
Math Moves U - www.mathmovesu.com/
Middle Ages - www.learner.org/interactives/middleages/
Molecularium - www.molecularium.com/kidsite.html
Música Educa - www.musicaenalcala.com/images/stories/juegos/presentacion.swf
Odyssey Online - <http://carlos.emory.edu/ODYSSEY/index.html>
Pics for Learning - www.pics4learning.com/
Primera Escuela - www.primeraescuela.com
Salón Hogar - www.salonhogar.com/
Super Saber - www.supersaber.com/
Switch Zoo - <http://switchzoo.com/>
ThinkFinity - www.thinkfinity.org/
Twisty Noodle - www.twistynoodle.com
Worksheet Lab - www.worksheetlab.com
World Almanac for Kids - www.worldalmanacforkids.com/

ALSC at Midwinter 2011

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 7, 7:30-9:00 p.m. 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 of minutes. The event is free to participate, 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

The Joint Youth Division Membership Reception is co-hosted by ALSC, the American Association of School Librarians (AASL), and the Young Adult Library Services Association (YALSA). This informal gathering enables members and prospective members to network and relax after a few days of hard working at the Midwinter Meeting. The reception will be held Monday evening, January 10, 6:00-8:00 p.m. The location will be announced in November.

The Youth Media Awards Press Conference will be held once again Monday morning, January 10, 7:45 – 9:30 a.m. Awards to be announced include the Caldecott, the Newbery, the Pura Belpré Awards, celebrating its 15th Anniversary and jointly administered by ALSC and REFORMA, and more.

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

Corporate Task Force to Increase Sponsorship for ALTAFF

Corporate members of the ALTAFF board have set up a corporate task force to increase sponsorship for ALTAFF. Both new sponsors and former Friends of Libraries USA (FOLUSA) sponsors will be getting personal phone calls from task force members as well as follow-up

letters and information. A list of corporate benefits has been provided and the task force is also armed with talking points about the importance of citizen support for securing library funding which, in turn, will help support the library corporate community.

Developing a Better Way to Bring Friends Groups and Boards of Trustees into ALTAFF

ALTAFF is currently working with ALA's Cathleen Bourdon (Communications and Member Relations) and Mary Ghikas (Member Programs and Services) to develop a more effective way to bring Friends groups and Boards of Trustees into ALTAFF as groups, without the necessity of individual members and in a way that markets to them the opportunity to join as some kind of "member" v. "affiliate" and thereby to overcome serious confusion among some former FOLUSA members causing many of them to drop their membership.

Association of Specialized and Cooperative Library Agencies (ASCLA)

First Series of ASCLA Professional Development Webinars

The *Virtual Convergence* is an inaugural webinar series presented by ASCLA on topics of interest to both ASCLA members and the broader library community. Twenty-four Virtual Convergence proposals were received for this first series of ASCLA professional development webinars to be held in January 2011, immediately following the ALA 2011 Midwinter Meeting.

New *Interface* Editor

Anne Abate is the new *Interface* Editor. Ms. Abate is a graduate of Nova Southeastern University School of Computer and Information Sciences, Fort Lauderdale, FL (Ph.D.), University of Kentucky College of Library Science, Lexington, KY (Masters of Library Science) and also has a certificate in nonprofit management from Northern Kentucky University, Highland Heights, KY. She is the owner of Library Discount Network, Cincinnati, OH, which assists library networks and consortia in providing additional services to their members.

The Consulting Institute

The Midwinter Consulting Institute is expected to once again be a huge success. It will also be offered at the 2011 ALA Annual Conference. Other Institutes and Preconferences include: *Forever is a Long Time: Preservation Planning for Digital Collections (ICAN)* and *Leadership Skills*.

Library and Information Technology Association (LITA)

LITA National Forum

The LITA National Forum in Atlanta earlier this month provided essential educational sessions and networking opportunities for almost 300 information technologists from libraries, institutions,

and product providers across the continent. The theme this year was “The Cloud and the Crowd”. With 40 concurrent sessions, poster sessions and three keynote presentations, the theme and beyond were covered. The three keynotes included: Amy Bruckman, Associate Professor, School of Interactive Computing at Georgia Institute of Technology presenting “How Wikipedia really works, and what this means for the nature of “truth”; Roy Tennant, Senior Program Officer at OCLC Research presenting “Using the cloud to please the crowd”; and Ross Singer, Interoperability and Open Standard Champion at Talis Information presenting “The linked library data cloud: it’s time to stop thinking and start linking.”

The Forum was preceded by two day-long preconferences addressing important issues for information technologists: *Redesigning a website using information architecture principles* by Jenny Emanuel from the University of Illinois; and, *Virtualize IT: laying the foundation for the library of the future: the service, business, and strategic value of virtualizing library systems and infrastructure* by Maurice York from the North Carolina State University.

For additional information, please visit:

- The American Libraries report at <http://americanlibrariesmagazine.org/news/10132010/crowd-discusses-cloud-lita-forum>
- Roy Tennant’s keynote: Using the Cloud to Please the Crowd at <http://www.ustream.tv/recorded/9952172>
- Ross Singer’s keynote: The Linked Library Data Cloud: it’s time to stop thinking and start linking at <http://www.ustream.tv/recorded/9976883>
- concurrent sessions content <http://connect.ala.org/node/113097>
- poster sessions <http://www.lita.org/ala/mgrps/divs/lita/litaevents/forum2010/poster.cfm>
- descriptions of all sessions and other information <http://lita.org/ala/mgrps/divs/lita/litaevents/nationalforum/index.cfm> .
- participant’s comments <http://twitter.com/#litaforum>

Library Leadership and Management Association (LLAMA)

Public Relations Award

Entries for the 65th John Cotton Dana Library Public Relations Award are being accepted now through December 4 by LLAMA. The \$5,000 monetary prize is awarded by the competition’s sponsors, the H.W. Wilson Company and the H.W. Wilson Foundation, which created the award in 1946. For an entry form, checklist, guidelines and tips, visit the H.W. Wilson web site at http://www.hwwilson.com/jcdawards/nw_jcd.htm

Midwinter Institute

Dr. Julie Todaro will lead the LLAMA Midwinter Institute, “The Mysteries of Mentoring: How to become The Perfect Mentor or Perfect Mentee,” on Friday, January 7, 2011. Topics will

include: the value of mentoring, what mentoring is and isn't, the wide variety of mentor opportunities, in-person and virtual mentoring, mentoring good and bad performance, and delivering good and bad news to mentees. Registration information is available at: <http://www.ala.org/registration/midwinter/index.cfm>

Public Library Association (PLA)

PLA Award Season

PLA is now accepting applications for the 2011 PLA Awards. Members can nominate their colleagues and libraries for PLA Awards through December 1, 2010.

This year PLA is offering nine awards/grants designed to highlight the best in public library service and to honor those bringing innovation, creativity, and dedication to public libraries. Many of the awards include an honorarium; [please visit the website for details on each award.](#)

The awards include:

- [Allie Beth Martin Award](#), honoring a public librarian who has demonstrated extraordinary range and depth of knowledge about books or other library materials and has distinguished ability to share that knowledge. Sponsored by Baker & Taylor.
- [Baker & Taylor Entertainment Audio Music/Video Product Award](#), promoting the development of a circulating audio music/video collection in a public library.
- [Charlie Robinson Award](#), honoring a public library director who, over a period of seven years, has been a risk taker, an innovator, and/or a change agent in a public library. Sponsored by Baker & Taylor.
- [DEMCO New Leaders Travel Grant](#), enhancing the professional development of new public librarians by making possible their attendance at major professional development activities.
- [EBSCO Excellence in Small and/or Rural Library Service Award](#), honoring a public library serving a population of 10,000 or less that demonstrates excellence of service to its community.
- [Gordon M. Conable Award](#), honoring a public library staff member, library trustee or public library that has demonstrated a commitment to intellectual freedom and the Library Bill of Rights. Sponsored by Library Systems & Services LLC.
- [Highsmith Library Innovation Award](#), recognizing a public library's innovative and creative service program to the community.
- [Polaris Innovation in Technology John Iliff Award](#), honoring a library worker, librarian or library that has used technology as a tool to improve services.
- [Romance Writers of America Library Grant](#), providing a public library the opportunity to build or expand its romance fiction collection and/or host romance fiction programming.

The [PLA Award Nomination Form](#) is open from September 1, 2010 until December 1, 2010. An award jury appointed by the PLA President will review each nomination. Winners will be announced in February 2011. Awards will be presented at ALA 2011 Annual Conference in

New Orleans. For more information, contact the PLA office, (800) 545-2433, ext. 5PLA or by email pla@ala.org.

PLA Institute @ ALA Midwinter

Preceding the ALA 2011 Midwinter Meeting in San Diego, CA, the Public Library Association (PLA) will host a day-long Institute, [Public Libraries Survive and Thrive in the 21st Century](#). The Institute, scheduled for 9 a.m.-5 p.m. on Friday, January 7, offers attendees the opportunity to learn from experts and connect with public library professionals from across the country.

Top library administrators and consultants will discuss how public libraries can navigate the current economic environment and will present numerous ideas and best practices to help libraries survive now and grow into the future. There will also be an optional box lunch available to enjoy on-site, providing an opportunity for attendees to network.

Registration for the [PLA Institute](#) and the [ALA Midwinter Meeting](#) opened on October 1, 2010. Discounted registration is available for PLA and ALA members. Please note: registration for the Midwinter Meeting is not required in order to attend the Institute.

[Public Libraries Survive and Thrive in the 21st Century](#) is an institute dedicated to the future of public libraries. Topics will include making tough budget decisions, fundraising, technology, facilities, staffing, community collaborations, customer service and more.

PLA 2012 Conference Proposals

PLA is now accepting preconference and program proposals for the PLA 2012 Conference, March 13-17, 2012 in Philadelphia, PA.

Proposals may be submitted and updated through the [PLA online form](#) until November 30, 2010. After that date, the form will no longer be available, and no new proposals will be accepted. Please note: faxed, emailed, or mailed proposals will not be accepted.

A committee appointed by the PLA president will review all submitted proposals and select conference programs based on their relevance to the profession and interest to conference attendees. The committee is chaired by Sara Dallas, Director of the Southern Adirondack (NY) Library System. Organizers will be notified whether or not their proposals are accepted in March 2011.

At PLA 2012, the majority of concurrent session programs will be 75 minutes long; however, there will be several 60-minute programs as well. Preconferences can be one half day, one full day, or one-and-a-half days long. Program topics may include: Facilities, Collections, Staff, Technology, Leadership, Adult Services, Adult Programs, Children's Services, Young Adult Services, Information/Reference Services, Special Populations, Technical Services, Marketing/Fund-raising/Partnerships, Administration/Management, and Readers' Advisory.

Offered biennially, the PLA Conference has a reputation for excellence in the public library world. The conference includes more than 200 top-quality continuing education programs, talk tables, several social events and networking opportunities, and a bustling exhibits hall.

[Please visit the PLA 2012 proposal site to submit your preconference or program proposal.](#) For more information, contact the PLA office at (800) 545-2433, ext. 5PLA.

Federal Trade Commission Partnership

Recently PLA has been speaking with a representative from the Division of Consumer and Business Education of the Federal Trade Commission (FTC). The FTC has copious amounts of consumer information aimed at helping consumers protect themselves from identity theft, fraud, debt, and much more. There are materials ranging from bookmarks to online games customized for adults and children. The FTC reached out to PLA as a potential distributor/promoter of the information to public libraries. Other divisions in ALA, such as the Young Adult Library Services Association (YALSA) and the American Association of School Librarians (AASL) have done FTC mailings to their members.

PLA sees value in helping share these materials with our members. It not only positions PLA as a partner in consumer and business “literacy,” but also offers a robust line-up of resources to include on the website, in eNews, and through social media. PLA is currently working with the FTC to outline a calendar of topics to share with members. There is also the potential for developing a webinar for libraries about using the materials to help their patrons.

Reference and User Services Association (RUSA)

Donation Received for an Audio Book Recognition Award

RUSA received a donation of \$8,000 for an Audio Book recognition award from Midwest Tape to support committee members’ gaining access to downloadable versions of the audio books under consideration.

Preconferences and Programs for 2011

Preconferences and programs were approved by the RUSA Board for the 2011 Annual Conference.

The preconferences include:

- Strange Bedfellows: IT and Reference Collaborations to Enhance User Experiences (RSS/MARS)
- Library Services to an Aging Population: Effective Library Service to Older Adults Seeking Employment and Volunteer Opportunities (RSS)
- Business Reference 101: Core Competencies for Business Librarianship (BRASS)
- The Genealogy Reference Desk: How to Make it Big and Easy (History)

Planning for Book and Media Awards

Book and Media Awards promotions planning has started. The 2010 Midwinter Meeting RUSA Book and Media Awards Reception with the surprise guest, Adriana Trigiani, was very successful and the youtube video excerpt of her acceptance at the Annual Conference had a large viewership, which may result in increased attendance this year.

Young Adult Library Services Association (YALSA)

Comment Period Open on YALSA's Draft Evaluation Tool

YALSA is seeking input on the draft of its upcoming evaluation tool. The tool will help librarians evaluate a public library's overall level of success in providing services to teens, aged 12-18. Potential users of this tool include library administrators, library trustees, teen services librarians, community members and job-seekers hoping to assess a library's commitment to teen services. To view the tool, please visit <http://tinyurl.com/yalsaevaltool>. Comments are being accepted through November 15 at www.surveymonkey.com/s/EvalToolYALSA.

YALSA Member Contest Launches

YALSA wants to know the reasons for YALSA membership— and will reward those with the best reason. By telling why one is a YALSA member, by January 31, 2011, a contest participant could win an e-reader and a free year of YALSA membership. Three runners-up will win a box of books. Learn more and download the entry form at www.ala.org/ala/mgrps/divs/yalsa/joinus/whyalsa.cfm

Congratulations to YALSA's Great Ideas Contest Winners

YALSA selected three members to win the 2010 Great Ideas contest. Congratulations go to: Elizabeth Burns, New Jersey State Library Talking Books and Braille Center, who won for her idea to host a blog-based YALSA book award/booklist reading challenge. Kit Ward-Crixell, New Braunfels (TX) Public Library and Krista McKenzie, Garrett College, Accident, MD, shared a prize for their separate proposals to create an online tool to aid young adult librarians in conducting original research. The Great Ideas contest encouraged YALSA members to suggest ideas to promote the association that addressed the action areas in [YALSA's strategic plan](#) : advocacy, continuous learning, marketing, member recruitment and engagement and research.

YALSA Announces New List of Recommended Reading

Starting in February, 2011, YALSA will accept nominations for its newest booklist, *Readers' Choice*. Anyone — including YALSA members and teens— will be able to nominate choices for must-read YA titles for the list in seven different genre categories. Nominations will remain open until October, 2011. In November, 2011, YALSA will announce the finalists and voting will

be open to YALSA members only, throughout the month. The final list will be announced, with five winners in each category, in December, 2011.

Upcoming Events & New Initiatives

- Teen Read Week™ will be celebrated October 17 – 23, 2010 with the theme “Books with Beat @ your library.”
- October 21, webinar, “Do More with Less: Passive Programs.”
- November 3, e-chat at 8:00 p.m. (Eastern): Multicultural Programming for Tweens and Teens.
- November 5 – 7, Young Adult Literature Symposium in Albuquerque, NM.
- November 18, webinar, “Going Mobile: Teens, Libraries & Cell Phones.”
- December 1, deadline to apply for YALSA member grants and awards.
- December 16, webinar, “Gear Up for Summer Reading.”
- December 18, e-chat at 8:00 p.m. (Eastern): 2011 Morris & Nonfiction Award Finalists.
- January 5, 2011, e-chat at 8:00 p.m. (Eastern): Thinking Big about YALSA with Kim Patton.
- January 7, 2011, institute in San Diego, “Teens and the Whole Library Experience.”

ALA PUBLISHING

ALA Editions

New Print Books Published Since Early September

(In addition to the print books, the [bundle option](#) introduced in August is proving a benefit to readers. With this option, customers can download ALA Editions books and begin reading immediately, while the print version is being shipped.)

[Cataloging Correctly for Kids: An Introduction to the Tools, Fifth Edition](#)

Edited by Sheila S. Intner, Joanna F. Fountain, & Jean Weihs

Based on guidelines issued by the Association for Library Cataloging and Technical Services (ALCTS), this handbook, with advice contributed by experienced, practicing librarians, points the way towards providing effective cataloging for materials intended for children and young adults.

[What They Don't Teach You in Library School](#)

Elisabeth Doucett

For MLS graduates just entering the job market, as well as individuals interested in switching gears through promotion or advancement, this book covers a variety of library topics that are truly relevant to the day-to-day job, such as management, administration, and marketing.

[Common Phrases And the Amazing Stories Behind Them](#)

Max Cryer

This book is “as good as gold” for word buffs...“I kid you not!” In day-to-day speech we use words and phrases without a passing thought as to why we use them or where they come from. Cryer changes all that by showing how fascinating the English language really is.

The fall/winter 2011 ALA Editions catalog can be downloaded [here](#). New products are available on our [new products page](#) and information about all ALA Editions titles is at www.alastore.ala.org. You can also keep up with ALA Editions on Facebook <http://www.facebook.com/pages/ALA-Editions/191753880216?ref=ts> and Twitter <http://twitter.com/alaeditions>

ALA Editions on the Web, ALATechSource and Editions eCourses

[ALA TechSource](#) had a busy September. At the beginning of the month, two new websites launched; [ALA Editions eLearning](#) and [ALAEditions.org](#). ALA Editions eLearning is the new home of Editions eCourses, and represents a dramatic improvement in the ability to host and deliver these courses. In addition to the flexibility Editions gained from building its own site on independently hosted server space, the site performance is dramatically faster.

ALAEditions.org is the new home on the web for ALA Editions. The site provides a centralized online presence for Editions as well as new opportunities to promote and share information about products. The Website includes the new [ALA Editions Blog](#), providing readers with supplemental content and a behind-the-scenes look at the books published. Traffic on the blog—for which all ALA Editions staff will create content—is growing. The new site was developed using the open-source software Drupal.

The new site also serves as the repository for [Children’s Programming Monthly](#), a new PDF subscription magazine filled with ready-to-use programs, storytimes, and planning resources by renowned authors Rob Reid, Kathy MacMillan, Saroj Ghoting, and many others. Organized by popular themes such as animals or music, and including book and music lists, fingerplays, flannel board, and video suggestions in addition to other programming resources, it is a resource for librarians, teachers, caregivers, and parents working with children from preschool through grade three. The publication is easy to download and print (current and back issues), and has proved immediately popular.

In addition to the launch of these new products, ALA TechSource also produced well-attended [ALA TechSource Workshops](#). The two-session event, [Using Technology in Library Training](#) with Paul Signorelli attracted more than 80 attendees. A three-part [RDA Workshop](#) planned for late October and early November is already the best subscribed event to date.

The new issue of *Library Technology Reports*, “[The Concept of Electronic Resource Usage and Libraries](#)” is being well received, and will have a [corresponding workshop](#) in November.

ALA Graphics

New READ Posters

ALA Graphics launched a social media initiative to complement three new READ posters featuring [Daniel Radcliffe, Emma Watson, and Rupert Grint](#), the stars of the Harry Potter movies. The viral strategy used [Facebook](#) and [Twitter](#) to encourage Harry Potter fans to become “friends” of ALA Graphics’ Facebook page and to participate in daily trivia contests. Contest winners received one of the three new posters and drew orders for a discounted pre-sale set. Announcement of the new posters was picked up by a broad range of media sites including Harry Potter fan sites, Perez Hilton, [IMDb](#) (Internet Movie Database), and the [Warner Bros. official Harry Potter page](#) on Facebook. Graphics’s Facebook following increased by nearly 1,000 people in two weeks. The specially priced trio of posters was available for presale until October 15, after which individual posters will be available for sale at regular price.

Graphics Catalog

The most recent Graphics catalog can be downloaded [here](#) with the newest 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](#)!

American Libraries

Online Visitors

AmericanLibrariesMagazine.org is averaging more than 62,000 visitors per month.

American Libraries Direct

American Libraries Direct, the e-newsletter of the American Library Association, is approaching its fifth anniversary in January 2011. Since opening its subscriptions to nonmembers of ALA in October 2008, it has added more than 4,000 readers, many of them from overseas. Its "open rate" of greater than 35% means that each week, more than 19,000 readers are actively looking at ALA news, division news, and library news, as well as information about library-related technology, awards, and the publishing industry. A new feature, "Great Libraries of the World," was added in September to complement a lengthy, annotated list that will appear in ALA Editions' Whole Library Handbook 5, slated for publication in Fall 2011.

Advertising Media Kit Available Online

The new *American Libraries* [advertising media kit](#) is now available online, with a preview of some editorial highlights planned for each print issue.

New Video Reports

As always, *American Libraries* regularly adds new video reports—recent ones include an interview during the [visit paid to ALA's Chicago headquarters](#) by Dominican Republic President Leonel Fernandez and First Lady Margarita Cedeno de Fernandez. In the interview, they discuss libraries as tools for economic development, the Dominican Republic's Reading Olympics, and how American librarians can help development in the Dominican Republic. All videos are at [AL Focus](#).

Old Issues Online

AL has also begun rolling out [archives of old issues online](#). Eventually, the archives will date back to the very beginning of *American Libraries* in 1907.

Booklist Publications

Booklist Online Video Review

Booklist Online Video Review in September joined the popular line-up of Booklist Online e-newsletters, *REaD Alert*, *Booklist Online Exclusives*, and *Booklist's Quick Tips for Schools and Libraries*. To sign up for all or any of these, [visit the newsletter page at Booklist Online](#). Response to the first issue was enthusiastic from both readers and advertisers.

Banned Books Week Webinar

The fall season kicked off with a stellar line-up of expert panelists for a no-vacant-seats webinar, "Defending the Right to Read: Celebrating Banned Books Week" on September 28, featuring renowned author and longtime intellectual freedom advocate Judy Blume. The event was a great example of two ALA units working together (Booklist and the Office for Intellectual Freedom (OIF)), while pleasing the publisher sponsor, Random House. Comments after the event included: "The editor's discussion on comments and editing vs. censorship was thought provoking. I enjoyed a variety of angles and approaches to the topic;" and, "I liked the way this webinar had each speaker take an area of Banned Books Week, from reasons to authors to how to handle challenges. Very helpful. I also showed the first half of the webinar to a Social Studies class. They really enjoyed it." Updates, upcoming webinar information, and links to archives of past webinars are available on the [Booklist Online webinars page](#).

Midwinter Author Forum

Booklist has become a co-sponsor of the popular Midwinter Author Forum, now named the ALA/ERT *Booklist* Author Forum. In addition to serving in an advisory capacity, *Booklist* editors will serve as event emcees, with Brad Hooper serving in 2011. This year's literary fiction forum includes authors David Levithan, Stewart O'Nan, Armistead Maupin, and Susan Vreeland speaking on what it takes to become a best-selling fiction author.

October is National Reading Group Month

[Booklist](#) is proud to have been selected again as a partner for the Women's National Book Association's [National Reading Group Month](#) in October. The popular *Booklist* blog [Book Group Buzz](#), offering helpful and entertaining information to reading groups both in and outside libraries, is again the official partner blog for National Reading Group Month. "Great Group Reads Selections" are a key element of National Reading Group Month and this year, [13 Great Group Reads](#) were selected on the basis of their appeal to reading groups, covering timely and provocative topics and including under-represented gems from small presses and lesser-known mid-list releases from larger houses. [Booklist](#) is making reviews of the Great Group Reads available free to non-subscribers at [Booklist Online](#).

You can now join hundreds of friends keeping up with [Booklist on Facebook](#) as well as on Twitter. You'll find *Booklist* covers, videos, news on awards, Review of the Day, and posts on a variety of topics by staff and others.

Digital Reference

RDA: Resource Description and Access

Since the end of the RDA Toolkit open-access period (for which more than 5,500 institutions and solo-users signed up) on August 31, subscribers have been coming on board at a rapid pace so they can work on integrating RDA into their workflows.

Training in RDA and related issues is being offered from a number of sources; the [RDA Toolkit Training Calendar](#) is one place to see the range of what's available. In November, Publisher Troy Linker will offer a webinar on what's been added since August and how to make the most of it—including LCPS (Library of Congress Policy Statements) and links from AACR2 to RDA.

Testing of RDA is underway by a select group of libraries under the direction of the three U.S. National Libraries. The U.S. National Libraries are expected to make recommendations about the adoption of RDA in June 2011, based on their analysis of the testing results.

The full-text [print version of RDA](#) offers a snapshot that serves as an offline access point for the single and partial cataloger institutions to evaluate RDA, as well as to support training and classroom use. It will be available in the US from ALA Editions later in fall 2010.

For more information and ongoing updates, please visit www.rdatoolkit.org .