Report to Council and Executive Board

December 30, 2010

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Executive Director

ALA OFFICES

ALA Library and Knowledge Management

<u>Online ALA Handbook of Organization</u>

Through the late summer and fall, the ALA Library has returned to the online ALA Handbook of Organization, seeking to complete links to all sections, and in several cases, updating the pages to which the links connect. Specifically:

<u>Membership Categories and forms</u> – links to newly revised membership pages
<u>Constitution and Bylaws</u> – reformatted, with table of contents added; also ability to print as PDF
<u>ALA Policy Manual</u> – reformatted and index with links added; the Policy Reference Manual is also available
<u>Membership Statistics</u> – statistics for ALA as a whole, the divisions and round tables, with graphs
<u>Honorary Members</u> – links to information in the Awards, Grants & Scholarships database, as this is a form of recognition
<u>Past Annual Conferences</u>, 1876–2010 – with locations and attendance
<u>Past Midwinter Meetings</u>, 1908-2010 –with locations

<u>Library Activities</u>

Aside from undertaking specific web upgrade projects, the ALA Library is a special library serving members and others with inquiries about ALA and librarianship. Some of these inquiries, particularly for other staff or senior officers, are extensive and span several weeks, with the output used to develop material supporting ALA initiatives.

The ALA Library uses a variety of social media tools to respond to inquiries and disseminate information. Library staff continues to build additional information into the Professional Tips Wiki (http://wikis.ala.org/professionaltips/). The Facebook page (http://www.facebook.com/alalibrary) has over 4,000 fans. The Library receives chat inquiries via Meebo, and some of the over-10,000 Twitter followers (http://twitter.com/ALALibrary) use that vehicle to send inquiries or comments on ALA activities. Inquiries received through these new channels are a small, but growing, portion of the more than 6,000 inquiries fielded by the Library each year. Well over half of these inquiries are e-mailed, with about one third from staff and members. Some of the inquiries are blogged as Ask the ALA Librarian—particularly the

interesting or recurring questions on the *American Libraries* magazine website, http://americanlibrariesmagazine.org/askthelibrarian.

More traditionally, the ALA Library maintains extensive Professional Resources material arranged in an A-Z listing at http://www.ala.org/ala/professionalresources/atoz/index.cfm. The ALA Library also publishes over two dozen "ALA Library Fact Sheets", which collectively receive well over 200,000 hits each year. These are built around the most frequently asked questions and provide a useful starting point for those wishing to know more about the number of libraries, the largest libraries, disaster response, starting a library, donating materials to libraries, and selling to libraries.

International Relations Office (IRO)

Taiwan Joins Campaign for the World's Libraries

The Library Association of the Republic of China (LAROC) has joined the Campaign for the World's Libraries. IRO Director Michael Dowling provided the keynote presentation on the Campaign at the LAROC Annual Conference on December 4, 2010.

President Stevens Leads ALA-FIL Free Pass Program

President Roberta Stevens and 115 ALA members attended the Guadalajara Book Fair in the 12th year of ALA's successful Free Pass Program. President Stevens presented at the annual Coloquio, coordinated by the University of Guadalajara. The presentation *'Protection of Cultural Works'* drew a packed audience of over 200.

Membership Development

As of November 2010, membership is 61,479, down 2.2% from this time last year. Owing to the timing of divisional national conferences, this is not unexpected. Personal and Corporate membership revenue is at budget. Organizational membership continues to be sluggish. A membership campaign, focused on highlighting the ways that libraries—through their institutions' dues—support ALA advocacy efforts, is being developed. An election reminder: Personal membership in ALA, divisions and round tables must be current as of January 30, 2011 to vote in this year's election.

Office for Diversity (OFD)

Spectrum Presidential Initiative

The National Library of Medicine (NLM) and the Medical Library Association (MLA) have announced their continued support for the American Library Association's Spectrum Scholarship Program. In partnership with MLA, NLM has announced its support of the Spectrum Presidential Initiative and has committed to funding two Spectrum Scholars with an interest in the field of medical or health sciences librarianship annually for ten years, 2011 –2020.

The South Carolina Library Association (SCLA) has announced its support of the American Library Association's Spectrum Scholarship Program and the Spectrum Presidential Fundraising Initiative. In 2010, the Spectrum Scholarship Committee of the South Carolina Library Association was established and that group sponsored a wine and cheese fundraiser and awareness event at the SCLA 2010 Annual Conference on Thursday, October 21. More than $600 in contributions was raised.

Fundraising and promotion of the Spectrum Presidential Initiative continues. The Office for Diversity and the Development Office will be fundraising through the ALA Midwinter Meeting, including a special donation booth in the registration area. As of December 10, 2010, over $560,000 has been contributed to the Spectrum Presidential Initiative, including over 750 donations from individuals and organizations

Discovering Librarianship Recruitment Program

The American Library Association's Office for Diversity and Spectrum Scholarship Program announced the 35 early career librarians selected to serve as field recruiters for the *Discovering Librarianship* program — a recruitment initiative focused on introducing ethnically diverse high school and college students to careers in libraries.

Discovering Librarianship: The Future is Overdue, a project funded by the Institute of Museum and Library Services (IMLS), will support the training of 35 early career librarians to serve as recruiters in national, regional and local career recruitment and education events. The program intends to significantly increase the profession's capacity to recruit high school and college students; provide the profession with a new set of recruitment materials with which to engage a growing and diverse population; and deliver valuable information and support to high school and college students interested in careers in libraries. The full list of selected recruiters is available at http://americanlibrariesmagazine.org/news/ala/ala-office-diversity-selects-field-recruiters-discovering-librarianship

The 35 selected early career librarians will attend the ALA Midwinter Meeting where they will begin a series of training sessions and help develop new recruitment materials for use in recruitment events around the country.

Diversity Research Grant Program

The ALA Council Committee on Diversity, the Diversity Research Grants Advisory Committee, and the ALA Office for Diversity will host a DiversiTEA from 4 - 5:30 p.m. PST on Sunday, January 9 in the Hilton Bayfront, Room Aqua 314, during the 2011 ALA Midwinter Meeting in San Diego.

The DiversiTEA launches the 2011 Diversity Research Grants call for applications and provides a forum for attendees to discuss current work in diversity research and explore the opportunities provided by the Diversity Research Grants program.

Since 2002, the Office has sponsored the program to address critical gaps in the knowledge of diversity issues within library and information science. The Diversity Research Grant consists of

a one-time $2,000 award for original research and a $500 travel grant to attend and present at the 2012 ALA Annual Conference.

Office for Government Relations (OGR)

ALA Asks Congress to Ensure BTOP Implementation Continues

The ALA sent letters to leaders in the House and Senate on November 30, 2010, expressing how critical it is for the National Telecommunications and Information Administration (NTIA) to have the resources to continue oversight and implementation of the Broadband Technology Opportunities Program (BTOP).

As a result of more than 230 BTOP grants awarded, over 2,000 libraries will be provided with high-capacity broadband access. Unfortunately, NTIA is facing a critical funding shortfall that could jeopardize the ability of libraries to obtain high-capacity broadband via BTOP. The recent report from the Inspector General of the Department of Commerce notes that NTIA has not received the necessary appropriations to continue to implement and monitor the BTOP projects.

Museum and Library Services Act Clears Congress

The U.S. House of Representatives passed the Museum and Library Services Act (MLSA) by a voice vote on December 14, 2010, clearing the last legislative hurdle in its reauthorization process. The U.S. Senate also passed MLSA under unanimous consent. MLSA was sent to the President for his signature.

The passage of MLSA ensures that the Institute of Museum and Library Services (IMLS) can continue its federal leadership role by administering the numerous programs in the Library Services and Technology Act (LSTA) portion of the bill. This bill received bipartisan support from both Republicans and Democrats in both House and the Senate.

OGR Monitors Wikileaks

In recent weeks, the "Wikileaks" issue has been widely discussed. A hearing was held before the House Judiciary Committee on December 16 with all seven witnesses calling for a review of the over-classification problems. ALA has been working with other partners concerned about open government and signed on to an open letter drafted by the Electronic Frontier Foundation (EFF) calling for public officials to recognize and respect the constitutionally protected rights of publishers and the general public when engaging in public debate about Wikileaks. The letter also urges caution against any legislation that could weaken freedom of expression. In conjunction with the ALA Office of Intellectual Freedom, staff has begun to prepare sources for an ALA web page devoted to Wikileaks and the related issues of open government, freedom of speech and over-classification of large amounts of government information. These issues will be further discussed during Midwinter. (See also the report from the Office of Intellectual Freedom.)

ALA Files Comments to Department of Education Regarding Striving Readers

On November 19, the American Library Association submitted comments to the Department of Education regarding the Department's request for input on developing the Striving Readers Comprehensive Literacy (SRCL) Program.

Jeff Kratz also testified publicly at a meeting the Department held to gather technical expertise on the SRCL Program. The comments highlighted the ways libraries can contribute to the success of the program and recommended that the Department include the benefits of utilizing, and partnering with, public and school libraries as part of the SRCL discretionary grant application.

ALA Files Comments to FCC on Open Internet Protections

On October 13, the ALA along with the Association of Research Libraries (ARL) and EDUCAUSE filed comments to the Federal Communications Commission (FCC) in response to the FCC's request for comments on the following two issues:

1. The relationship between open Internet protections and services that are provided over the same last-mile facilities as broadband Internet access service (commonly called "managed" or "specialized" services), and

2. The application of open Internet rules to mobile wireless Internet access services, which have unique characteristics related to technology, associated application and device markets, and consumer usage.

The groups' comments underscore their agreement with concerns the Commission raised in its Public Notice surrounding the treatment of "specialized services." While the library, higher education, and academic and research library communities support the development of innovative technology and private investment in networks, it is believed that an overly broad exemption for specialized services may enable commercial Internet service providers (ISPs) or broadband providers to use such services to undermine the robust application of network neutrality rules, including nondiscrimination and transparency.

At the same time, the group suggested that private networks, which are used for internal purposes and do not serve the general public, should remain free of traditional telecommunications regulation. The comments emphasized that the Commission must ensure that any policy approach that encourages investment in specialized services does not inadvertently limit investment in broadband Internet access service.

Washington Office Grassroots Advocacy

On November 9, 2010, over 90 members participated in a webinar titled, "How One Action Per Month Can Save the World." This webinar covered simple strategies and activities advocates could do each month of the year to build their presence on Capitol Hill.

In November, the ALA Washington Office asked the Federal Library Legislative and Advocacy Network (FLLAN) members to contact their senators and ask them to approve Susan Hildreth as Director of the Institute of Museum and Library Services (IMLS). On December 22 Susan

Hildreth's nomination to be director of the Institute of Museum and Library Services (IMLS) was confirmed by unanimous consent by the United States Senate.

Office for Human Resource Development and Recruitment (HRDR)

2011 ALA Scholarship Application

The American Library Association has more than $300,000 for students who are studying library science or school librarianship at the master's degree level. Scholarships typically range from $1,500 to $7,000 per student per year. The application and instructions are available on-line at www.ala.org/scholarships. The application deadline is March 8, 2011.

There are many types of scholarships available for the study of librarianship. These include scholarships for students who are interested in children's librarianship, youth librarianship, federal librarianship, new media and library automation. In addition, there are also scholarships available for minorities, persons with disabilities and for people who are already employed in libraries but do not have an MLS.

To be considered for one of these scholarships, applicants must attend a master's program in library and information science that has been accredited by the ALA. Applicants interested in school librarianship must attend a program that meets ALA curriculum guidelines for the National Council for Accreditation of Teacher Education (NCATE). Complete guidelines and instructions are available on the website.

The scholarship process is open annually from October through March. For more information, visit www.ala.org/scholarships or call the ALA Scholarship Clearinghouse at (800) 545-2433, ext. 4279.

Library Education Discussion Group

The ALA Committee on Education (COE) and the Association for Library and Information Science Education (ALISE) are co-sponsoring a Library Education Discussion Group entitled: "LIS Faculty and Practitioners Surviving and Thriving Together" to be held on Friday, January 7, 2011 in San Diego, CA during the 2011 Midwinter Meeting. The event is scheduled from 4:00 – 5:15 p.m. and will be held in the San Diego Convention & Exhibition Center, Room 32 A/B.

Practitioners and Library & Information Studies (LIS) educators are encouraged to join colleagues in discussing a variety of hot topics such as: the role of adjunct faculty members, ethics in library education, engaging alumni and employers in library school education, library school closings, the role of practitioners/employers in accreditation, and other timely issues. Roundtable discussions will be facilitated by member-leaders from both ALISE and ALA with the information collected to be used for further study by both groups.

The Library Education Discussion Group will be an annual event that provides an open exchange of ideas and an ongoing dialogue between LIS educators and practitioners.

ALA Announces 2011 Emerging Leader Participants

The American Library Association Emerging Leaders program, now in its fifth year, kicks off with a daylong session during the 2011 ALA Midwinter Meeting in San Diego. Eighty-three individuals have been selected through a very competitive process for the program this year.

The program enables librarians and library staff from across the country to participate in project planning workgroups; network with peers; gain an inside look into ALA structure; and have an opportunity to serve the profession in a leadership capacity early in their careers.

Participants will receive two days of orientation and education with Maureen Sullivan, an organizational development consultant whose practice focuses on leadership development for the profession, and Peter Bromberg, Assistant Director, Princeton Public Library in New Jersey. Following the face to face kickoff session, the program will continue in an online learning and networking environment for six months, culminating with a poster session in which the 2011 Emerging Leaders will showcase the results of their project planning work at the 2011 Annual Conference in New Orleans. Participants commit to taking part in all aspects of the program and may have an opportunity to serve on an ALA, Division, Chapter or Round Table committee or a taskforce or workgroup upon completion of the program.

Nearly half of this year's participants have received sponsorships. The sponsors include ALA divisions, offices, round tables, state chapters, ALA affiliate groups and other organizations. Each sponsor commits to financial support of an Emerging Leader in order to defray costs for attending the ALA Midwinter Meeting and the Annual Conference.

The complete list of selected participants along with the sponsors, can be found at http://www.ala.org/ala/educationcareers/leadership/emergingleaders/FINAL_ALA_EL_2011_Participants.pdf

Office for Information Technology Policy (OITP)

E-rate Changes to Take Effect Soon

The Sixth Report and Order on the E-rate program was published in the December 3, 2010 *Federal Register*. The publication of the Order means that the changes to the E-rate program that were voted on by the Federal Communications Commission (FCC) in September will be effective thirty days after December 3—or January 3, 2011. ALA continues to work with the FCC to ensure that clear guidance be developed so that library applicants will clearly understand their options and obligations under the program. During Midwinter, the Washington Office will host a Breakout Session II titled "Major Changes in E-rate" to be held from 10:30 a.m. to noon on Saturday, January 8, in SDCC-Room 30 E. Expert John Noran of the Schools and Libraries Division of the Universal Service Administrative Company – the agency that administers this critical program – will speak. Noran will explain the changes brought by the Federal Communications Commission's Sixth Report & Order. Those with questions specific to their state or local libraries can set up a 10-minute appointment with Noran after the program.

OITP Conducts E-rate Webinars

OITP received funding from the Bill &Melinda Gates Foundation to conduct a series of online workshops for the state E-rate coordinators. The workshops will review the changes made to the E-rate program by the Federal Communications Commission's Sixth Report and Order on the E-rate program. Individual workshop sessions will discuss guidance issued by the Universal Service Administrative Company; interpret clarifications made by the Commission; and generally assist the state coordinators in understanding the impact of the changes so that they are equipped to support library applicants in their respective states.

OITP will host a webinar titled, "E-rate Update: FCC Guidance and Clarifications for the Sixth Report & Order," from 1:30 - 3:30 p.m. EST on January 4. Linda Schatz will provide her expertise. Registration is available at https://www2.gotomeeting.com/register/920237083 .

ALA Crowns Four Library Programs as Top Cutting-Edge Services in Second Annual Contest

The ALA Office for Information Technology Policy (OITP) has selected programs at Creekview High School in Canton, GA; Orange County Library System in Orlando, FL; North Carolina State University Libraries in Raleigh, NC; and OhioLINK in Columbus, OH, as the winners of the Association's second contest to honor cutting-edge technologies in library services.

In October, OITP and the subcommittee for its Program on America's Libraries for the 21st Century (AL21C) issued its call for nominations for best library practices using cutting-edge technology to showcase libraries that are serving their communities with novel and innovative methods. Last year, three libraries were cited for their outstanding work.

ALA OITP will host a program at the ALA Annual Conference in New Orleans (June 23-28) and develop a detailed description of the programs that will be available online to share successful models for delivering quality library service in new ways. The winners and project descriptions will be announced before the ALA Midwinter Meeting.

Access for Print Disabled, Library Exceptions Named Top WIPO Priorities

The World Intellectual Property Organization (WIPO) closed its latest copyright meeting with a two-year work plan to improve access to the print disabled and to identify potential library exceptions in international treaty agreements. The Standing Committee on Copyright and Related Rights (SCCR) will devote several days of discussion at meetings in June and November 2011. This development suggests that WIPO is committed to address the rights of users of information in addition to its long-established emphasis on strengthening copyright and enforcement measures. A commitment to a legal instrument to improve access for the print disabled could come as soon as September 2011 at the WIPO General Assembly.

In its final conclusion, the SCCR "will undertake text-based work with the objective of reaching agreement on appropriate exceptions and limitations for persons with print disabilities and other reading disabilities."

The U.S. library community was well represented by the Library Copyright Alliance (LCA) – of which ALA is a member – and internationally, by the International Federation of Library Associations (IFLA) and the Electronic Information for Libraries (eIFL). The LCA statement to the SCCR urged "the Member States to focus on the twin issues of a national exception for countries that currently lack an exception (for persons with disabilities), and the cross-border distribution of works" as well as "the development of a core set of library limitations and exceptions necessary to sustain a global information society."

<u>ALA President and OITP Assistant Director Take Part in Roundtable on Digital Literacy</u>

ALA President Roberta Stevens and Marijke Visser, Assistant Director for the Office for Information Technology Policy , participated in the Aspen Institute Communications and Society Roundtable on Digital and Media Literacy on November 11. The roundtable was part of the launch of a white paper titled *Digital and Media Literacy: A Plan of Action* by Dr. Renee Hobbs, Professor and Founder of Temple University's Media Education Lab.

<u>Joint OGR and OITP Activities: Washington Office Hosts Policy Briefing on History of Common Carriage Law</u>

On December 6, the Washington Office hosted an information policy briefing with featured speaker Professor Barbara Cherry, J.D., Ph.D., Department of Telecommunications at Indiana University, who discussed "The Radical Experiment of Eliminating Common Carriage for Broadband." Cherry related historical lessons learned from common carriage law and principles to current debates around network neutrality. Her paper, "Experimenting with Governance for U.S. Broadband Infrastructure," examines how recent U.S. broadband policies have been dismantling prior legal innovations, and in a radical manner as compared to deregulatory policies in the transportation sector. Cherry then attended meetings with Congressional offices, accompanied by Washington Office staff.

<u>Joint OGR and OITP Activities: ALA Voices Concerns about FCC's Net Neutrality Order</u>

On December 14, the ALA along with the Association of Research Libraries (ARL) and EDUCAUSE sent a letter to the Federal Communications Commission (FCC) stressing the importance of ensuring that the then-upcoming network (net) neutrality order contains sufficient protections for library and higher education services made available to the public.

Shortly thereafter, U.S. Representatives. Doris Matsui (CA-5), Edward Markey (MA-7) and Anna Eshoo (CA-14) called on the Federal Communications Commission to ensure its upcoming order on network (net) neutrality applies to anchor institutions. Their letter requested that any net neutrality safeguards ensure that the Internet remains open for such content and essential services to the public. The members asserted that "Community anchor institutions should be included in the definition of broadband Internet access service and in the non-discrimination protections. Leaving these critical institutions out of the proposal will create a gaping hole in the FCC's net neutrality safeguards."

On December 21, the FCC passed its network (net) neutrality order with clarification of the word "consumer," guaranteeing the rule will apply to libraries and other educational interests. The

additional provisions the ALA sought are still needed, and the ALA has called on the FCC to address these concerns while they provide long-term oversight and enforcement of the order.

Office for Intellectual Freedom (OIF)

Wikileaks

The recent disclosures of thousands of U.S. diplomatic cables by Wikileaks, and the U.S. government's response to those disclosures, have sparked a controversy that raises many complex issues for the American Library Association, libraries, and librarians.

While the decision by the Library of Congress and other government agencies to temporarily block online access to the Wikileaks website prompted librarians' initial concerns about the controversy, the Wikileaks' disclosure, and the government's response raise several other serious and important issues that implicate ALA policy. These issues include First Amendment protections for whistleblowers, journalists, and the press; appropriate classification of government documents and public access to government information; free and open access to the Internet and online services; libraries' obligation to provide (or deny) access to the documents disclosed by Wikileaks; and the functioning of an open government in a democracy.

The Committee on Legislation (COL) and the Intellectual Freedom Committee (IFC) plan to review the issues associated with Wikileaks' disclosure, including the decision by the Library of Congress and other government agencies to temporarily block access to the Wikileaks website. The committees will then make recommendations to ALA Council about possible future actions that could be taken by ALA concerning the Wikileaks controversy.

To aid the conversation now taking place among ALA members about Wikileaks, the Office for Intellectual Freedom and the Office of Government Relations have jointly developed a website to inform members about the complex issues raised by the Wikileaks disclosures. The website, ALA Emerging Issues, can be accessed via the ALA main website or directly at www.emergingissues.ala.org.

In addition, OIF and the Office of Government Relations will jointly sponsor a program on the issues raised by the Wikileaks disclosures at the Midwinter Meeting in San Diego. Patrice McDermott, Director of OpenTheGovernment.org and former Deputy Director of the Office of Government Relations at ALA, will lead the discussion. The program will take place on Saturday, January 8 from 10:30 am until noon in Room 25C of the San Diego Convention Center.

OIF Receives New Grant from Open Society Institute

OIF is pleased to announce that the Open Society Institute/Soros Foundation has awarded it a new two-year grant in the amount of $105,000 for privacy programming. OIF had previously received a 3-year, $350,000 grant from OSI that enabled the development of the first-ever Choose Privacy Week. With the new grant, OIF will be shifting its focus to topics of government surveillance; privacy and young people; and privacy in the cultural context of immigrant and refugee communities' use of libraries.

The grant will help OIF gain greater traction with Choose Privacy Week and develop the annual event into an institution similar to Banned Books Week. The Open Society Institute strongly supports libraries' role in informing their communities about privacy issues, and have been very pleased with OIF's work on privacy. Visit www.privacyrevolution.org to learn more about Choose Privacy Week and the available resources developed by OIF to help libraries engage their users in a conversation on privacy.

New *Library Technology Reports* Considers Privacy in the 21st Century Library

OIF joined with ALA TechSource in a new effort this year that resulted in the publication of a special November/December issue of *Library Technology Reports*, "Privacy and Freedom of Information in 21st-Century Libraries." In collaboration with ALA TechSource, OIF staff conceived and coordinated the contents of this issue, assembling an all-star cast of writers to contribute articles on topics such as social networking, filtering, and radio-frequency identification (RFID) as they relate to intellectual freedom in libraries today. Librarians can buy this important new issue in print or electronically from the ALA Store (http://www.alastore.ala.org/detail.aspx?ID=3225) and read the first chapter for free at the ALA TechSource website (http://www.alatechsource.org/blog/2010/12/privacy-and-freedom-of-information-in-21st-century-libraries.html).

Office for Library Advocacy (OLA)

Our Authors, Our Advocates: Authors Speak Out for Libraries

OLA is working with ALA President Roberta Stevens and the Our Authors committee (comprised of Peggy Barber, Pat Tumulty and Maureen Sullivan) on implementation of the "Our Authors, Our Advocates" initiative. The goals of the initiative are to enlist authors—the 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.

Four video public service announcements (PSAs), featuring Scott Turow, Brad Meltzer, Sara Paretsky and Sharon Draper will launch at the ALA Midwinter Meeting. A "virtual postcard" featuring the PSAs will be emailed to all of ALA's electronic members. It is currently scheduled for January 11, 2011.

The Our Authors, Our Advocates campaign will be housed on www.ilovelibraries.org.

OLA is coordinating with the Public Information Office (PIO), which will be working with the San Diego Public Library to create new PSAs during Midwinter, featuring Richard Dreyfuss, Brian Selznick and Pam Munoz Ryan and other authors. Additional targeted launch dates for the PSAs are during National Library Week and the 2011 Annual Conference.

Authors as Advocates at the State and Local Levels

While ALA works to create an author advocacy campaign as a national model, OLA and the presidential committee are working to create tools so that state organizations and local communities will begin to replicate this effort at the local level. To that end, OLA worked with consultants, Library Strategies, to create a toolkit for libraries to use, entitled "Cultivating Your Local Notables." It recently launched through Advocacy University: www.ala.org/localnotables. Patricia Glass-Schuman, Neal-Schuman Publishers, and Toni Tucker, Milner Library, Illinois State Library, assisted the committee in reviewing the toolkit.

"Why I Need My Library" Video Contest

A soft launch of the "Why I Need My Library" Video Contest will take place at Midwinter. OLA has been coordinating with PIO, ALA President Roberta Stevens and the Why I Need My Library committee co-chairs Diane Chen and Paula Brehm-Heeger to create a video contest for teens. Information can be found at www.ilovelibraries.org.

Authors Database

OLA and the Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF) have created a database of quotations about libraries that advocates can use to help make the case for libraries. Quotes are from authors, politicians, historical figures, celebrities, journalists and others. The database will launch with roughly 400 quotes, pulled from *American Libraries*, PIO's "Libraries Change Lives" initiative, FOLUSA/ALTAFF and other sources. It will be available on www.ilovelibraries.org.

Advocacy Institute at Midwinter

About fifty members are expected to attend the Advocacy Institute, Friday, January 7, 2011 at the Horton Grand Hotel, Regal Ballroom, 1:00 to 4:30 p.m. The program is co-sponsored by the California Library Association & the California Association of Library Trustees and Commissioners. It is presented in partnership with the Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF). On-site tickets are $75.

Library Snapshot Day

The ALA Committee on Library Advocacy (COLA) is presenting another national effort to encourage libraries to participate in Library Snapshot Day. April 2011 will be the designated month, in hopes that the bulk of statistics from around the country can be gained within a 30-day period, and will lead to the announcement of national snapshot data. Over thirty states participated in 2010, including an Environmental Protection Agency (EPA) library and the Association of Jewish Libraries. Currently, eight libraries have signed on for 2011. Webinars on how to implement a Library Snapshot Day are being planned for the spring. Materials will be distributed at the ALA Midwinter Meeting. More information is available on Advocacy University at www.ala.org/librarysnapshotday.

Office for Literacy and Outreach Services (OLOS)

Gay, Lesbian, Bisexual and Transgender Round Table (GLBTRT)

In response to tragic events involving GLBTQ teens, the Gay, Lesbian, Bisexual and Transgender Round Table (GLBTRT) of the American Library Association compiled "Speaking OUT Against Bullying." The resource list is for kids in trouble and the people who care about them. It was compiled by GLBTRT members and includes resources for teens, young adults and caring adults. http://www.ala.org/ala/mgrps/rts/glbtrt/popularresources/bullying.cfm.

Ethnic & Multicultural Information Exchange Round Table (EMIERT)

The Coretta Scott King Book Awards Committee of EMIERT is accepting nominations for the Coretta Scott King-Virginia Hamilton Practitioner Lifetime Achievement Award. In odd-numbered years, practitioners will be recognized, while authors, illustrators or author/illustrators will be honored in even-numbered years.

The winning recipient will be honored at the Coretta Scott King Book Awards Breakfast during the 2011 ALA Annual Conference in New Orleans and will receive a medal and a $1,500 cash award.

To submit a nomination, please visit www.ala.org/csk. Nominations closed on December 15, 2010. The winning recipient will be notified on Monday January 10, 2011 during the ALA Midwinter Meeting in San Diego.

Social Responsibilities Round Table (SRRT)

The Dr. Martin Luther King, Jr. Holiday Task Force of the ALA Social Responsibilities Round Table and the Black Caucus of the American Library Association have announced Dr. Michael K. Honey, Fred T. and Dorothy G. Haley Endowed Professor of the Humanities and Professor of Labor and Ethnic Studies and American History at the University of Washington, Tacoma, as the keynote speaker at the Dr. Martin Luther King, Jr. Sunrise Celebration during the American Library Association's (ALA) Midwinter Meeting in San Diego. The Celebration will be held from 6:30-7:30 a.m. Monday, January 10 in Room 2 of the San Diego Convention Center. Dr. Honey's participation is made possible through the generous support of Beacon Press and Random House, Inc.

**Office for Research and Statistics
(ORS)**

Public Library Funding & Technology Access Study

The public library data collection portion of the 2010-2011 Public Library Funding and Technology Access Study closed in mid-November, and the results are being analyzed by researcher John Bertot, Center for Library & Information Innovation, University of Maryland. A separate survey of state librarians is in the field now, and results will be available by late January. The third component of the study – interviews and focus group discussions to explore trends from the national survey – will be completed this spring. The full report of the study is

scheduled to be released as a digital edition of *American Libraries* this summer. The study is funded by ALA and the Bill & Melinda Gates Foundation.

The survey provides an important opportunity for libraries to share information regarding computer and Internet resources and infrastructure, as well as funding, technology training and other uses of public libraries. The study continues work begun by John Carlo Bertot and Charles R. McClure in 1994. More information, including results from the 2009-2010 study, is available online at http://www.ala.org/plinternetfunding. A new blog – Libraries Connect Communities – and Twitter feed (ala_ors) also share news, findings, insights and free resources from the study.

Search for New ORS Director

Denise Davis, the director of the Office for Research and Statistics from 2004 – 2010, resigned on October 1, 2010 to accept a position at the Sacramento Public Library. A search for her replacement will begin in January with a goal of having a new director in place prior to the 2011 Annual Conference. Until the search is concluded, Cathleen Bourdon, the ALA Associate Executive Director for Communications and Member Relations, is serving as the interim ORS director.

Public Information Office (PIO)

"Connect with your kids @ your library" Campaign
ALA has entered into an agreement with Lifetime Television Network to support the "Connect with your kids @ your library" campaign.   As part of the agreement, Lifetime Networks will provide ALA with a grant to produce two television public service announcements (PSAs) – a 15-second and a 30-second television spot – and will provide donated air time for one year following the completion of the PSAs. Lifetime will also work with the producers of its original programming to explore the possibility of on-set placement of campaign posters, photo opportunities and script content.

 "Connect with your kids" seeks to strengthen families by motivating parents to spend more quality time with their children. Specifically, the campaign will promote the library as a trusted place to spend quality time with children, reinforce the notion that taking children to the library is a sign of being a good parent and demonstrate the free high quality programs at the library for parents and children.

In June, *Scholastic Parent & Child* magazine came on board as the campaign's print media sponsor. The magazine is donating full-color ads in six issues throughout the next two years—August/September 2010, April 2011, May 2011, August/September 2011, April 2012 and May 2012. The magazine also included a "Connect with your kids" mention in its June/July 2010 issue and will include other editorial mentions of the initiative.

In addition, Scholastic will link to the campaign's website, publish on its website at least one page dedicated to describing the Connect with your kids @ your library initiative and donate banner ads across its parenting websites.

Development of a family activity guide is underway to complement the campaign, including tips for parents and caregivers on spending quality time with their children in the library, at home or out in the community. All content for the Connect with your kids @ your library campaign will go live on atyourlibrary.org, ALA's public awareness website.

2010 I Love My Librarian Award Winners Honored in New York

On December 9, the ten award winners of the 2010 Carnegie Corporation of New York/New York Times I Love My Librarian Award were honored at The New York Times Building.

2000 nominations were received. The award invited 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 ran from August 3 to September 20 and were accepted online at ilovelibraries.org/ilovemylibrarian. More than 2,000 library supporters from 50 states submitted nominations. Each winner received a $5,000 cash award, a plaque and a plaque for his/her library.

In 2008, Carnegie Corporation of New York awarded the American Library Association $489,000 to support the award for five years. The award continues in the tradition of one *The New York Times* presented from 2001 to 2006. The award is administered by ALA's Public Information Office and Campaign for America's Libraries. *The New York Times* supports the award by hosting the awards ceremony and by donating ad space both in the paper and on NYTimes.com.

Free Live Webcast of Youth Media Awards

The ALA will provide a free live Webcast of its Youth Media Awards, on January 10, 2011 at 7:45 a.m. (PST) from the San Diego Convention Center. The 2011 announcements will consist of 19 awards. The number of available connections for the Webcast is limited and the broadcast is available on a first-come, first-served basis. Online visitors can view the live Webcast the morning of the announcements by visiting http://alawebcast.unikron.com.

Live results will also be available via Twitter at http://twitter.com/ALAyma (hashtag #alayma), and members can view live updates via the ALA Youth Media Awards press kit, RSS feed , or ALA Youth Media Awards Facebook page. The press release announcing all ALA Youth Media Award recipients will be posted in the Youth Media Awards Press Kit at http://www.ala.org/yma prior to10 a.m. (PST) on January 10 .

Interview on Current State of America's Libraries

In a recent interview with the Christian Broadcasting Network, ALA Executive Director Keith Michael Fiels explained the current state of America's libraries and the financial difficulties they face. The segment, which aired on November 11, can be viewed on the Public Information Office blog, Visibility @ your library.

The segment entitled, "Shhh! Despite Boom, Libraries Facing Cutbacks," emphasizes that libraries are the busiest places in town, showing a steady increase in usage during the past decade. Fiels also described how cuts in library budgets have a direct impact on citizens who

are trying to conduct job searches, as well as on communities where libraries provide the only free access to the Internet.

<u>Stonewall Children's and Young Adult Literature Award Honored in San Diego</u>

The Stonewall Children's and Young Adult Literature Award for English-language works for children or teens of exceptional merit relating to the gay, lesbian, bisexual and transgendered experience, will be honored for the first time at ALA's Midwinter Meeting in San Diego.

The recent announcement of the new award resulted in national coverage, with an Associated Press article entitled, "Kids' book prizes to include gay and lesbian award." The AP story was picked up by the *Washington Post*, MSNBC, *The Advocate*, AOL News and many other news outlets. More than 390 news outlets mentioned the awards, and the announcement reached more than 373 million people.

Public Programs Office (PPO)

<u>PPO Announces 30 Libraries to Receive Louisa May Alcott Library Outreach Grants</u>

The ALA Public Programs Office and the National Endowment for the Humanities (NEH) announced that 30 libraries would receive $2,500 in grants to support five reading, viewing, and discussion programs featuring the documentary "Louisa May Alcott: The Woman Behind *Little Women*" and the companion biography of the same name. The list of selected libraries is available at www.ala.org/louisamayalcott.

The library outreach program for "Louisa May Alcott: The Woman Behind *Little Women*" is a collaboration between NEH, the ALA Public Programs Office, and Nancy Porter and Harriet Reisen for Filmmakers Collaborative and has been designated as part of NEH's *We the People* initiative, exploring significant events and themes in our nation's history and culture and advancing knowledge of the principles that define America. Funding was provided by a major grant from NEH to the ALA Public Programs Office.

<u>Great Stories CLUB Grants Awarded to 150 Libraries</u>

The ALA Public Programs Office and the Young Adult Library Services Association (YALSA) announced that 150 libraries were selected to receive Great Stories CLUB grants, which will support book discussion programs targeting troubled teens. Among those selected to receive grants, 25 sites will additionally receive small cash grants to support program-related expenses. Funding was provided for this program by Oprah's Angel Network.

To view the full list of selected libraries and their partner organizations, visit www.ala.org/greatstories. Programs will take place January through May, 2011. Since 2005, more than 33,000 books have been distributed to more than one thousand Great Stories Clubs, sparking conversations among teen readers in 49 states and the District of Columbia.

Launched in 2005, the Great Stories CLUB (Connecting Libraries, Underserved teens and Books) is a reading and discussion program designed to reach underserved, troubled teen populations through books that are relevant to their lives. Participating libraries will receive 11 sets of three theme-related books to provide to members of a book club. They will also have access to a variety of online resources, designed to help plan and implement programming. All types of libraries located within or working in partnership with facilities serving troubled teens (such as juvenile detention centers or alternative high schools) in the United States and its territories were eligible to apply.

Apply by May 5 to Host "Lincoln: The Constitution and the Civil War" Traveling Exhibition

The ALA Public Programs Office, in partnership with the National Constitution Center (NCC) and the National Endowment for the Humanities (NEH), are pleased to announce a large-scale tour for the traveling exhibition "Lincoln: The Constitution and the Civil War." Online applications will be accepted through May 5. Funding for the exhibition and tour is provided by a major grant from NEH.

Two hundred sites will be selected to host the 1,000 square foot exhibition for a period of six weeks each from September 2011 through May 2015. Each site will receive a $750 grant from NEH to support expenses related to exhibition programming. Participating libraries are expected to present at least two free public programs featuring a lecture or discussion by a qualified scholar on exhibition themes. All showings of the exhibition must be free and open to the public. Eligible institutions include but are not limited to public, research and special libraries; historical societies; museums; civic, community and heritage organizations; and institutes of higher learning.

For more information, including project guidelines, programming resources and the online application, visit www.ala.org/civilwarprograms (available January 5).

PPO Accepting Applications for "Let's Talk About It: The Civil War" Program Grant

The ALA Public Programs Office and the National Endowment for the Humanities (NEH) are now accepting applications for *Let's Talk About It: The Civil War and Emancipation on their 150th Anniversaries*, a reading and discussion program in America's libraries. Just in time to commemorate the Civil War sesquicentennial, *Let's Talk About It:The Civil War and Emancipation on their 150th Anniversaries* follows the popular Let's Talk About It model, which engages participants in discussion of a set of common texts selected by a nationally known scholar for their relevance to a larger, overarching theme. Funding for this program was provided by a grant from NEH to the ALA Public Programs Office. Public libraries are invited to apply online through April 19 by visiting www.ala.org/civilwarprograms (available January 5).

In June, 50 public libraries will be selected to host the reading and discussion series and receive support materials from NEH and ALA. The program grant includes:
- A $2,500 grant from NEH to support program-related expenses.
- Twenty-five sets of three titles.
- Promotional materials, including posters, bookmarks and folders, to support local audience recruitment efforts.

- Training for the library project director at a national workshop.

Let's Talk About It: The Civil War and Emancipation on their 150th Anniversaries" is supported by NEH's *We the People* initiative, which aims to stimulate and enhance the teaching, study and understanding of American history and culture. More information including project guidelines and the online application are available January 5 at www.ala.org/civilwarprograms.

Three Traveling Exhibitions from PPO Celebrate Life and Work of Great Jewish Artists

The ALA Public Programs Office announced three new traveling exhibits focusing on Jewish artists who have contributed to the culture of America and the world through their lives and work. Public, academic and special libraries, including museum libraries and Jewish community centers are invited to apply by January 24, 2011 by visiting www.ala.org/jewishartists.

The exhibits were developed by Nextbook, Inc., a nonprofit organization dedicated to supporting Jewish literature, culture and ideas, and the ALA Public Programs Office, with funding from Nextbook. The national exhibit tours have been made possible by grants from the Charles H. Revson Foundation, the David Berg Foundation and the Nash Family Foundation, with additional support from *Tablet Magazine: A New Read on Jewish Life*.

Libraries are invited to apply to host a traveling exhibition on one of three subjects:
- In a Nutshell: The Worlds of Maurice Sendak;
- Emma Lazarus: Voice of Liberty, Voice of Conscience; and
- A Fine Romance: Jewish Songwriters, American Songs, 1910-1965.

Successful applicants will host one traveling exhibition for a six-week period between April, 2011 and February, 2012 and receive programming and technical support from the ALA Public Programs Office. For more information, visit www.ala.org/jewishartists.

Online Learning Session Features Successful Museum/Library Partnerships

The ALA Public Programs Office held a free, online learning session, "Museum/Library Partnerships That Work!" on Thursday, November 18, with an audience of more than 100 librarians and museum administrators. This session was presented by ProgrammingLibrarian.org and supported by the Institute of Museum and Library Services and the ALA Cultural Communities Fund.

Terrilyn Chun, Systemwide Programming Coordinator for the Multnomah County (OR) Public Library, presented examples of successful museum/library partnerships and discussed her own experiences in partnering with the Oregon Museum of Science and Industry, among others. An archived version of the presentation, along with other past PPO online learning sessions, can be found at http://ala.org/ala/onlinelearning/unit/ppo.cfm.

ALA DIVISIONS

**American Association of School Librarians
(AASL)**

AASL Opens Registration for 15th National Conference

Registration for the AASL 15th National Conference & Exhibition opened November 30, 2010. The conference, themed "Turning the Page," will be held October 27-20, 2011 in Minneapolis, MN. With record-setting attendance at the last national conference, 2011 is shaping up to be just as successful. With more than 100 educational sessions and dozens of networking and learning events, attendees will have many opportunities for professional development. Nicholas Carr, author of the controversial book *The Shallows: What the Internet is Doing to Our Brains*, will be the keynote speaker. More information is available at www.aasl11.org.

Capstone Rewards Membership in AASL

Through December 31, 2011, Capstone is offering all new and renewing AASL members the opportunity to earn 10,000 Capstone Rewards Bonus Points. The points are valued at $100, and can be redeemed for books with Capstone and their collective divisions. For more information, visit www.ala.org/aasl/joinnow.

School Librarians Make Important Addition to State Literacy Teams

Six states - Arizona, Maryland, Massachusetts, Nevada, Oklahoma, and Virginia - have included school librarians as part of their State Literacy Teams for the federal program, Striving Readers. The input of these professionals, who serve on the forefront of community literacy efforts, will help to ensure state literacy plans are designed in ways that will maximize literacy development and elevate the importance of school librarians. It is critical that school librarians are at the table to ensure funding for school library programs.

AASL Prepares to Celebrate its 60th Anniversary

In 2011, AASL will celebrate its 60th year as a division of the American Library Association. AASL was formed at the ALA Midwinter Meeting in 1914 when the Normal and High School Libraries Roundtable petitioned to form a school libraries section. In 1951, AASL became a separate division of ALA, and Margaret K. Walraven was elected the first president of the newly formed division.

ESEA Reauthorization

AASL issued a position statement on the reauthorization of the Elementary and Secondary Education Act (ESEA). The position statement asks that school librarians are counted in the four key education assurances: data usage, student goals, teacher recruitment and the approach to turning around troubled schools. AASL's "Standards for the 21st-Century Learner" provide a basis for school librarians to be a part of each of these assurances and are consistent with other state-led initiatives for education reform. The statement can be found on the AASL website at www.ala.org/aasl/positionstatements.

Video Contest for Students

AASL, collaborating with SchoolTube, Cisco, and Mackin, announces the launch of the *Learning4Life in My School Library* Student Video Contest. Beginning January 4, video submissions will be accepted from students that detail how their school libraries and the technology used within the school library program empower them to be Learners4Life. The contest will choose one student winner from an elementary, middle, and high school. Winners will receive a Flip™ video camera, donated by Cisco, and a prize of $500 in books for their school libraries, donated by Mackin. Submissions for the video contest will be accepted until March 18, after which online voters will help choose the best student video. Winners will be announced as the kick-off to School Library Month on April 1. More information can be found at www.ala.org/aasl/l4lvideocontest.

School Libraries Count! Longitudinal Study

During the ALA Midwinter Meeting, AASL will launch the fifth School Libraries Count! survey. The survey gathers basic data about the status of school library programs across the country. AASL will use this information to develop advocacy tools to support school library programs at the local, state and national levels. All K-12 schools - public and private - are invited to participate on a voluntary basis. More information about "School Libraries Count!" and its key findings from previous years is available at www.ala.org/aasl/slcsurvey.

Association of College and Research Libraries (ACRL)

ACRL Draft Plan for Excellence

At the ALA Midwinter Meeting and ALA Annual Conference in 2010, the ACRL Leadership Council identified challenges facing academic librarianship and prioritized areas for action. These conversations, along with *Futures Thinking for Academic Librarians*, the *2010 Top Ten Trends in Academic Libraries*, and the *Value of Academic Libraries* report, as well as the *Strategic Plan Activities Report*, informed the fall 2010 strategic planning process. In drafting the new plan, the ACRL Board accomplished the goal of creating a focused and streamlined plan. The result of these discussions is a draft for a new ACRL Plan for Excellence (http://www.ala.org/ala/mgrps/divs/acrl/about/whatisacrl/strategicplan/ACRL_draft_SP_Dec10.pdf). The Board would like to receive feedback from ACRL members on the new plan via an online form (https://www.surveymonkey.com/s/9BQ5BKV) by February 1, 2011.

Proposed ACRL Bylaws Revisions

At the 2010 ALA Annual Conference in Washington, DC, the ACRL Board of Directors asked for input about the possibility of a dues increase. The Board asked the ACRL Budget & Finance Committee to recommend a course of action that would enable the association to remain financially stable while also minimizing the impact on members. As a result, the ACRL Board has taken the first of two votes needed to approve language for the spring ballot to revise the ACRL bylaws to achieve these goals. A FAQ, available on the ACRL Web site (http://www.ala.org/ala/mgrps/divs/acrl/about/membership/duesfaqs/FAQ_Proposed_Bylaws_.pdf) details the bylaws change and answers questions about the change. Send comments to any ACRL Board member or ACRL President Lisa Hinchliffe at ljanicke@illinois.edu .

Delmas Foundation Grant for RBML Online Archive

ACRL has received a grant from the Gladys Krieble Delmas Foundation to provide digitized archives of Rare Books & Manuscripts Librarianship (RBML). The grant provides $3,000 in funding to assist in making volumes 1-12 of *RBML*, the predecessor of *RBM: A Journal of Rare Books, Manuscripts, and Cultural Heritage*, discoverable and available online through the HighWire Press platform, completing the publication's online archive. The 24 back issues will join volumes 13 and 14 of *RBML* and the full run of *RBM* online. Access to all content, with the exception of the two most current issues, will be freely available to all. Online access to the current two issues is available only to *RBM* subscribers. The full run of *RBML* is expected to be available in early 2011. The journals are available online at http://rbm.acrl.org .

ACRL 2011 Schedule Now Available

The schedule for contributed papers and panel sessions at ACRL 2011 is now available online at http://www.goeshow.com/acrl/national/2011/conference_schedule.cfm . Held March 30 - April 2, 2011, in Philadelphia, ACRL 2011 will feature more than 300 peer-reviewed presentations on topics such as assessment, cross-disciplinary partnerships, budgeting, fair use, data curation and more. Information on ACRL 2011's innovative invited paper speakers Char Booth, Tara McPherson and Carol Strohecker is also available on the conference Web site. The schedule for the cutting-edge Cyber Zed Shed, discussion groups and poster sessions will be available soon.

ACRL 2011 Video Contest

ACRL is holding a video contest in advance of its ACRL 2011 conference. The association is seeking user-created videos up to three minutes in length, describing the benefits of ACRL conferences and why academic and research librarians should attend ACRL 2011. The contest winner will receive either two free ACRL 2011 registrations or one group ACRL 2011 virtual conference registration (good for up to three people). To enter, post your video online, tag it with acrl2011 and send the URL to Tory Ondrla, ACRL conference supervisor, at tondrla@ala.org . The deadline for submission is January 21, 2011. The winner will be contacted by January 31, 2011. Complete details, including full contest rules and regulations, are available on the ACRL 2011 Web site at www.ala.org/ala/mgrps/divs/acrl/events/national/2011/video.cfm .

Best Practices for Credit-Bearing Information Literacy Courses

ACRL recently published "Best Practices for Credit-Bearing Information Literacy Courses." Edited by Christopher Hollister, the work is a collection of previously unpublished papers in which contributing authors describe and recommend best practices for creating, developing and teaching credit-bearing information literacy (IL) courses at the college and university level. "Best Practices for Credit-Bearing Information Literacy Courses" includes several case studies of both classroom and online IL courses; some are elective and some required, some are discipline-specific and others are integrated into academic programs or departments. Organized around three themes—create, develop and teach—this book provides practitioners and administrators with a start-to-finish guide to best practices for credit-bearing IL courses. "Best Practices for Credit-Bearing Information Literacy Courses" is available for purchase

through the ALA Online Store http://www.alastore.ala.org/ and by telephone order at (866) 746-7252 in the U.S. or (770) 442-8633 for international customers.

Scholarly Communication 101 Roadshows

ACRL is taking scholarly communication on the road again in 2011 with "Scholarly Communication 101: Starting with the Basics." Recognizing that scholarly communication issues are central to the work of all academic librarians and all types of institutions, ACRL is pleased to offer this free half day workshop to libraries across the country. Led by two expert presenters, this structured interactive overview of the scholarly communication system highlights individual or institutional strategic planning and action. Four modules focus on new methods of scholarly publishing and communication, copyright and intellectual property, economics and open access. The application will be available Tuesday, January 4, 2011, and institutions interested in hosting "Scholarly Communication 101″ should apply by 5 p.m. CST on Monday, February 7, 2011. Hosts must partner with, and invite staff from, at least one other institution. Complete details are on the ACRL Web site at http://acrl.org/ala/mgrps/divs/acrl/issues/scholarlycomm/roadshow.cfm .

Liberty Square LEED Certified

CHOICE recently received notification of the approval of its Commercial Interior LEED application for its new Liberty Square office condominium in Middletown, CT. LEED (Leadership in Energy and Environmental Design) certification is granted to projects that meet national standards for sustainability and green practices in building design. Congratulations to Irv Rockwood and the CHOICE staff on this prestigious designation.

2009 Academic Library Trends and Statistics

ACRL recently released *2009 Academic Library Trends and Statistics*, the latest in a series of annual publications that describe the collections, staffing, expenditures and service activities of academic libraries in all Carnegie classifications. The three-volume set includes associate of arts institutions, master's colleges and universities/baccalaureate colleges and research/doctoral-granting institutions. The individual volumes for associates colleges, masters/baccalaureate and doctoral-granting institutions are also available for purchase. *2009 Academic Library Trends and Statistics* is available for purchase through the ALA Online Store http://www.alastore.ala.org/ and by telephone order at (866) 746-7252 in the U.S. or (770) 442-8633 for international customers.

Web Research in Academic Libraries

ACRL has released *Web Research in Academic Libraries* (CLIP Note #41). This exciting new title provides useful information on teaching Web research strategies in information literacy instruction. In the increasingly complex electronic information environment, undergraduates gravitate to the Web for their information needs. Complied by Rebecca Sullivan of Luther College, *Web Research in Academic Libraries* examines to what extent and in what ways academic libraries have incorporated Web search strategies into their information literacy instruction programs. The book compiles descriptions and sample documents of current practices from college libraries of all sizes, including information on Web evaluation and

assessment. The title is suitable for community college, college and university libraries as well as a pedagogical tool for library and information schools. *Web Research in Academic Libraries* is available for purchase through the ALA Online Store http://www.alastore.ala.org/ and by telephone order at (866) 746-7252 in the U.S. or (770) 442-8633 for international customers.

e-Learning Update

ACRL is currently accepting proposal submissions for the e-learning Program. Submissions are being accepted for live 90-minute Webcasts and three to four week asynchronous online courses. The full text of the Call for Proposals, including details on presentation types and compensation, is available on the ACRL Website at http://www.ala.org/ala/mgrps/divs/acrl/events/elearning/elearningproposal.cfm . Proposals must be submitted via the online submission form by December 17, 2010. ACRL held one online course and three live Webcasts since the last report to Council.

ACRL's 2011 Emerging Leaders

ALA recently announced the participants in the 2011 ALA Emerging Leaders program. This year's four ACRL Emerging Leaders are Tabatha Farney (ACRL-sponsored), Assistant Professor and Web Services Librarian, University of Colorado at Colorado Springs; William Breitbach (ACRL/CLS-sponsored), Librarian, California State University-Fullerton; John Meier (ACRL/STS-sponsored), Science Librarian, Pennsylvania State University and Elizabeth Berman (ACRL/ULS-sponsored), Science and Engineering Reference and Instruction Librarian, University of Vermont. Congratulations to the 2011 ACRL Emerging Leaders.

ALA Annual 2012 Program Proposals

ACRL invites its committees, sections, interest groups and individual members to consider submitting a program proposal for the 2012 ALA Annual Conference in Anaheim. The Annual Conference program planning process spans twenty months, until June 2012. Complete details are on ACRL Insider at http://www.acrl.ala.org/acrlinsider/2010/10/28/ala-annual-2012-program-proposals/ .

Association for Library Collections & Technical Services (ALCTS)

Important Forum Discussions at Midwinter

The December issue of the *ALCTS Newsletter* lists the forums and Interest Group discussions. Check out the listing: http://www.ala.org/ala/mgrps/divs/alcts/resources/ano/v21/n4/index.cfm

ALCTS Midwinter Symposia Exceed Attendance Expectations

The ALCTS Midwinter Symposia have once again exceeded attendance expectations. "The Administrator, RDA, and the Future Catalog"—the Thursday symposium--has drawn 84 attendees. "Beams and Bytes: Constructing the Future Library-Architectural and Digital Considerations"—the Friday symposium—has drawn 84 attendees.

Registration is through the ALA Midwinter registration site. ALCTS members pay $219 each. Students are $99. Check the ALCTS website for more information: http://www.ala.org/ala/mgrps/divs/alcts/confevents/index.cfm. On-site registrations will be accepted. More information at: www.ala.org/alcts.

ALCTS Board Discusses "Re-Shaping ALCTS" Implementation

The ALCTS Board will continue its discussion on "Re-Shaping ALCTS", an initiative begun at Midwinter 2009. This discussion is the next step in re-structuring ALCTS to better meet the needs of its members. The discussion takes place Saturday, January 8, during the ALCTS Board Meeting in the Convention Center, Room 27A.

2011 Preservation Week, April 24-30

ALCTS is excited to present Preservation Week again in 2011. "Pass It On", a week of celebrating the importance of preserving personal and community cultural heritage, brings workshops, webinars, information resources and more to libraries across the nation. Visit the Preservation Week web site at www.ala.org/alcts and at the "@your library" site at www.atyourlibrary.org. Founding sponsors are ALCTS, Library of Congress, and IMLS.

ALCTS 2011 President's Program Features Paul Courant

Paul Courant, University Librarian and Dean of Libraries, Harold T. Shapiro Collegiate Professor of Public Policy, Arthur F. Thurnau Professor, Professor of Economics and Professor of Information at the University of Michigan, will be the featured speaker at the 2011 ALCTS President's Program at the ALA Annual Conference in New Orleans. The President's Program takes place on Monday, June 27 beginning at 10:30 a.m.

Dr. Courant has authored half a dozen books, and over seventy papers covering a broad range of topics in economics and public policy, including tax policy, state and local economic development, gender differences in pay, housing, radon and public health, relationships between economic growth and environmental policy, and university budgeting systems.

ALCTS Spring Workshop Schedule Available

The ALCTS spring workshop schedule is now available on the ALCTS Web site under Conferences and Events. Four web courses are being offered, all in the "Fundamentals" series: Acquisitions; Collection Development and Management; Electronic Resources Acquisitions; and Preservation. More on RDA and institutional repositories head an exciting line up of webinars. Look for the *Ask the Expert* series on RDA coming soon.

ALCTS Webinars and Web Courses Cater to Variety of Interests

This fall ALCTS presented a wide range of webinars and web courses attracting over 1,300 attendees for the webinars and another 180 for the web courses. Webinars covered topics as diverse as RDA, buying library materials, Sears subject headings, and digital preservation. Over 200 institutions took advantage of group pricing for the RDA webinars. The new web course, Fundamentals of Preservation, did well in its first offerings. The web courses are part of

the Library Support Staff Certification Program. Twelve LSSCP participants took part in the courses. ALCTS also offers scholarships to library staff in underdeveloped countries. This fall, 10 librarians were awarded the scholarships, representing countries such as Pakistan, Kenya, and the Philippines.

Association for Library Service to Children (ALSC)

Emerging Leaders

ALSC is pleased to sponsor Kim Ha as 2010-2011 Emerging Leader. Kim graduated from the University of Maryland in 2007 with her master's degree in library and information science, and she is now the Children's Services Supervisor at the Elkridge Branch of the Howard County (MD) Library. One of Kim's most successful projects at her library was creating a Comic Book Club that more than tripled the number of 9-11 year olds the library had coming to its traditional book club. ALSC has proposed one project—the development of a comprehensive outreach program to increase the visibility of ALSC to its members and attract potential new members on a state or regional level.

ALSC Announces Winners of El día de los niños/El día de los libros Mini-Grants

Intended as an expansion of El día de los niños/El día de los libros (Día), fifteen mini-grants were awarded to libraries that demonstrated a need to better address the diverse backgrounds within their communities. The mini-grants are part of ALSC's, Everyone Reads @ your library, generously funded by the Dollar General Literacy Foundation.

Día was founded in 1996 by children's book author Pat Mora and is an every day celebration of children, families, and reading that emphasizes the importance of literacy for children of all linguistic and cultural backgrounds. The founding partner of Día is REFORMA, the National Association to Promote Literacy and Information Services to Latinos and the Spanish-Speaking. The mini-grants are part of the activities leading up to Dia's 15th anniversary, culminating on April 30, 2011: Dia! Many Children, Many Cultures, Many Books. For more information and a list of winning libraries, visit http://www.ala.org/dia.

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." Ten ALSC members partnered with their local children's museum and were selected to receive funding to attend the Family Literacy Involvement Program (FLIP) workshop to be held at the CMH on May 18, 2011. FLIP is a multi-lingual interactive learning literacy program for families with children, birth through age eight,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. The purpose of the training is to instruct participants on the implementation of this literacy program in their libraries and museums. Please visit http://www.childrensmuseums.org/programs/aboutflip.htm for more information about FLIP.

In the Words of the Winners: The Newbery and Caldecott Medals, 2001-2010

This new publication, co-authored by the Association for Library Service to Children and The Horn Book, and published by ALA Editions, will be available in January online http://www.alastore.ala.org/ and at the ALA Store in San Diego. It features the Newbery and Caldecott speeches of the past ten years, including Neil Gaiman (Newbery 2009), Jerry Pinkney (Caldecott 2010), Kate DiCamillo (Newbery 2004), and David Wiesner (Caldecott 2002, 2007). Each speech is accompanied by "The Horn Book" review of the winning title and a biographical profile of its celebrated creator. Three insightful introductory essays examine changes in youth publishing during the last decade, offering an engaging glimpse at the originality of the writers and artists whose work informs the direction of children's literature.

New Great Web Sites for Kids

In December, ALSC added newly recommended websites to Great Web Sites for Kids (www.ala.org/greatsites), its online resource containing hundreds of links to outstanding Web sites for children. Each site is reviewed by the GWS Committee for design, stability, authorship, clear purpose and content. The newly added sites are:

4 2 Explore - http://42explore.com/index.htm
A + Click Math Practice Tests - www.aplusclick.com
ARKive - www.arkive.org
Barbara McClintock - www.barbaramcclintockbooks.com
Clever Crazes for Kids - www.clevercrazes.com
Geigno's World - www.geognos.com
ICivics - www.icivics.org Imarbles - www.imarbles.com
Kids Astronomy - www.kidsastronomy.com
Kids Geo - www.kidsgeo.com
Learning Games for Kids - www.learninggamesforkids.com
Math Games from Sheppard's Software - www.sheppardsoftware.com/math.htm
Ready Kids - www.ready.gov/kids
Spaghetti Book Club - www.spaghettibookclub.com
Sprout (PBS Kids) - www.sproutonline.com/sprout/home/jump.aspx
Stop Bullying Now - www.stopbullyingnow.hrsa.gov/kids
Story Snoops - www.storysnoops.com
Story Blocks - www.storyblocks.org
Try Science - www.tryscience.org/home.html

The complete listing of great sites with annotations and selection criteria can be found at www.ala.org/greatsites.

ALSC Online Courses

Registration is now open for four Online Education Courses running from February 7 through March 18, 2011. Courses include: The Newbery Medal: Past, Present and Future; Information Literacy--From Preschool to High School; Introduction to Graphic Novels for Children; and Out of This World Youth Programming. Future sessions of Online Education Courses will take place

in the spring (May 2 through June 10, 2011) and summer (July 11 through August 19, 2011). More information is available online at www.ala.org/alsced.

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

ALTAFF Board to Consider Name Change

The ALTAFF Board will be considering a name change for ALTAFF to Citizens for Libraries: Association of Library Trustees, Advocates, Friends and Foundations. If the Board approves, the proposed name change will go to the ALTAFF members on the spring ballot for their approval.

Working Together on Author Initiatives

ALTAFF staff met with ALA President Roberta Stevens in October to talk about ways to work together with her "Our Authors, Our Advocates" initiative and ALTAFF's "Authors for Libraries." Many ways to partner on these efforts were discussed. The ALTAFF program was seen as creating the "legacy" space for Roberta's initiative. In addition to working together, discussions led to ways to use the resulting cache of authors on behalf of libraries. These included such ideas as asking authors to write op-eds, asking them to do media interviews and connecting with other authors to enlarge the circle of author supporters.

Membership initiatives

ALTAFF began an aggressive direct mail campaign to those former FOLUSA groups who dropped their memberships with the merger to ALTAFF. With the ALA Executive Board's approval of a two-year trial period of offering "community group membership" to ALTAFF, the campaign began. The response initially has been excellent with 10 groups renewing just over one week after the mailing. This bodes very well for the overall response rate in the longer term.

ALTAFF will also be sending an email appeal to library directors soon, with an offer of their choice of "Even More Great Ideas for Libraries and Friends" or "The Complete Library Trustee Handbook" for only $15 when they join their Friends and/or Board of Trustees to ALTAFF.

Association of Specialized and Cooperative Library Agencies (ASCLA)

Advocacy

The first ever session on advocacy and ASCLA will take place at the Midwinter Meeting on Saturday, January 8, 4-5:30 p.m. at the Hilton, Aqua 310. The session is entitled *Members Shaping ASCLA's Future*, and the agenda will include Advocacy priorities for the division for 2011 and beyond.

NLS Revised Standards

The first Public Draft of the proposed 2011 edition of the *Revised Standards and Guidelines of Service for the Library of Congress Network of Libraries for the Blind and Physically Handicapped* [NLS] was released on December 1, 2010. The document was developed by the ASCLA NLS Working Team in consultation with the ASCLA NLS Advisory Team. There will be an open forum at the Midwinter meeting, NLS Standards Revision Open Forum (ASCLA), Monday, 8:00-10:00 a.m., SDCC-Room 28D. Comments, concerns, and suggestions are welcomed.

Introducing ASCLA Webinars

ASCLA's first ever series of webinars will be held immediately following the ALA 2011 Midwinter Meeting. Titles include:

- Grant Opportunities and How to Prepare Effective Grant Applications.
- Services and Information Access for Disabled And Differently-Abled Patrons
- Services to Teens of All Types, Including At-Risk Teens
- Providing Effective Distance Reference Services
- Effective Library Programming For Latino Populations
- Federal Library Jobs

Library and Information Technology Association (LITA)

LITA Scholarships Available

LITA is pleased to announce that applications are being accepted for three Scholarships:

LITA/Christian Larew Memorial Scholarship (sponsored by Baker & Taylor)
LITA/LSSI Minority Scholarship
LITA/OCLC Minority Scholarship

All applications, references, transcripts, and other documents must be postmarked no later than March 1, 2011 for consideration. Full details are available at
http://www.lita.org/ala/mgrps/divs/lita/litaresources/litascholarships/litascholarships.cfm

2011 Emerging Leaders

The LITA Board of Directors is pleased to congratulate Bohyun Kim and Andreas Orphanides on being selected to participate in the ALA 2011 Emerging Leaders Program and on being selected for LITA sponsorship.

LITA had a number of excellent applicants and congratulates these additional LITA members on also being accepted into the ALA Emerging Leaders Program: Tabatha Farney, Deana Greenfield, Amanda Harlan, Colleen Harris, Megan Hodge, Matthew Jabaily, Catherine Kosturski, Nicole Pagowsky, Casey Schacher, Sibyl Schaefer, Jessica Sender, Andromeda Yelton. LITA has a very bright future with such bright, rising stars.

Full details are available on the LITA Blog at http://litablog.org/2010/11/congratulations-to-lita-members-selected-as-2011-emerging-leaders/

Midwinter Highlights

The Membership Development Committee is organizing LITA 201, a new session aimed at helping members find their way to active involvement in the Association. LITA 101 is offered at Annual Conference each year.

Colleen Cuddy, LITA President-elect, is organizing the LITA Town Meeting. The LITA leadership and all members are invited to respond to and suggest ways of reaching the goals and objectives in the current LITA Strategic Plan.   The LITA Board approved the Plan at last summer's Annual Conference.

Two full day workshops are being offered: *Creating Library Web Services: Mashups and APIs* by Jason Clark, and the *Open Source CMS Playroom* by Amanda Hollister. Both Workshops are scheduled for Friday, January 7, 2011 from 9:00 a.m. to 4:30 p.m. Registration is available online through the ALA registration site or in person at the workshops in San Diego. Everyone is welcome to register; you do not have to register for the entire Midwinter Meeting in order to attend a workshop.

2011 LITA National Forum Call for Proposals (CFP)

The LITA National Forum is the Association's primary annual face-to-face educational event. The learning opportunities include full day preconferences, 70 minute sessions, 30 minute sessions, poster sessions, six minute Pecha Kucha (mini-presentations), five minute lightning rounds, and extensive networking. The CFP invites proposals for the full day, 70 minutes, 30 minutes, and poster sessions. Proposals are due February 18, 2011. Full details are available at: http://www.ala.org/ala/mgrps/divs/lita/litaevents/nationalforum/2011forumproposals.pdf

Library Leadership and Management Association (LLAMA)

Development of a New Strategic Plan

At the Midwinter Meeting the LLAMA Board will begin development of a new strategic plan. On Friday, there will be a first-ever strategy meeting with section leaders to work through provocative questions about the division's future. The Board meeting Saturday will be devoted wholly to strategy development. Work will continue through the rest of 2011 and the new plan will be adopted at the 2012 Midwinter Meeting. LLAMA members and other stakeholders will be invited to participate in the process as it moves forward.

Human Resources Section Presented Webinar on Job Hunting

More than 1,300 recent and future MLS graduates registered for a free webinar on job hunting, conducted by the LLAMA Human Resources Section on November 18. The webinar included information on finding a job, interviewing, and how libraries recruit and make hiring decisions. The session was led by Brian Keith, Assistant Dean for Human and Financial Resources at the George A. Smathers Libraries, University of Florida.

In response to overwhelming member response, the LLAMA/HRS webinar, "Job Hunting for the Recent or Pending MLS Graduate," has been archived at: http://www.ala.org/ala/mgrps/divs/llama/conted/HRS_Recording/HRS_Job_Hunting_Webinar-slides-eval.cfm

Public Library Association (PLA)

New Train the Trainer Kit

The Public Library Association (PLA) has just released "Time Flies…But Where? Time Management Tips and Tools," a downloadable training program for public library staff. The training will help participants evaluate the balance between work life and personal life and understand time management choices and challenges. The program will culminate in a personal plan outlining steps and tools for better time management for each participant.

Authored by Sandra Nelson, "Time Flies…But Where?" includes all the materials needed to present a day-long (4-4.5 hour) training program. The materials include formal learning objectives, a detailed agenda, an engaging Power Point and companion script, guidelines for leading discussion, an implementation plan for attendees and a final evaluation form.

"Time Flies…But Where?" (ISBN: 978-0-8389-8563-2) costs $45 and is available for purchase at the ALA online store. This is the fourth digital publication in the PLA Train the Trainer series. Additional training kits include: "Customer Service: Balancing Rights and Responsibilities" (ISBN: 978-0-8389-9731-4); "Libraries Prosper: A Guide to Using the PLA Advocacy Toolkit" (ISBN: 978-0-8389-9713-0); and "Stress Less: Taming the Tensions in Your Life" (ISBN: 978-0-8389-8545-8). ALA digital products are designed for one-time, single-user download. Visit the ALA online store to purchase.

PLA Webinar Series: Public Libraries at Work

PLA held the first two webinars in its monthly series, "Public Libraries at Work." The webinar series is designed to offer practical education and innovative ideas that can help participants make a difference in their libraries.

The first event was a successful hour-long webinar, "Transforming Our Image," led by Valerie Gross, President and CEO of Howard County Library in Maryland. The webinar taught the 214 participants how to transform their public libraries and their profession by modifying the language they use. This simple, effective strategy will enable libraries to heighten their importance by replacing traditional words with powerful, intuitive, value-enhanced terminology.

The second event in the series was an hour-long webinar dedicated to readers' advisory, "Nancy Pearl Presents: Gifts that Make Great Gifts." In her first-ever webinar with PLA, Nancy provided 21 recommendations sure to fulfill wish lists for everyone. She also provided a downloadable handout of the recommendations to share with library patrons.

The next webinar, "Right on the Money: Financial Literacy @ your library," is scheduled for January 19, 2011, 1pm CST. Staff of Project Read in South San Francisco will share their experience of developing a financial literacy program for their community.

Virtual Spring Symposium

On March 30, 2011, PLA will host its first ever Virtual Spring Symposium. This new online event will offer the premier professional education that PLA's Spring Symposium is known for, but will be more affordable and convenient for attendees. PLA will present a full day of rich programming with multiple program tracks and a keynote speaker.

The schedule, as well as individual and group registration, will be available in January.

PLA Gift Shop

PLA is announcing the opening of the updated PLA Gift Shop online. An assorted array of affordable new products and designs celebrate books, public libraries and PLA, the largest national association dedicated to public library professionals.

Book and library lovers can choose from apparel, tote bags, stationery, even iPhone and iPad cases, and more. Designs include Smartest Card art as well as cover art from PLA's journal, *Public Libraries,* designed by artist Jim Lange of Evanston, IL.

Proceeds from purchases in the PLA Gift Shop help support PLA and its efforts to sustain and strengthen public libraries.

Reference and User Services Association (RUSA)

RUSA Book and Media Awards

The RUSA Book and Media Awards reception will take place in San Diego at the Midwinter Meeting. RUSA's reader's advisory librarians gather to select the winners of the Notable Books List (fiction, non-fiction and poetry), The Reading List (genre fiction), Outstanding Reference Sources, Dartmouth Medal (year's best reference work), and Sophie Brody Medal (outstanding Jewish literature)...and then they throw a party to announce the winners. This year's Midwinter Book and Media Awards Reception festivities will be held Sunday, January 9, 5 – 6:30 p.m. in the Manchester A/B Room of the Manchester Grand Hyatt, One Market Place.

RUSA Membership Social

The Membership Social will be held from 6:00 to 8:00 p.m. on Saturday, January 8, 2011 in the Elevation Room at the Hilton Bayfront, One Park Boulevard, San Diego. Past, present and future RUSA members are all invited to this event, generously sponsored by Thomson Reuters. An Annual Conference registration, two RUSA online course registrations and Amazon.com gift certificates will go to the winners of a raffle.

Young Adult Library Services Association (YALSA)

The Hub

In February, YALSA will officially launch a new blog, The Hub, which is meant to be a resource for teens and the librarians who serve them to use to find reading recommendations. The Member Manager for the blog is Sarah Debraski. To find out how to contribute content to the blog, contact Sarah at slcornish@gmail.com . For a sneak peak at the blog visit: www.yalsa.ala.org/thehub/

Books for Teens

In December, YALSA launched an advocacy and fundraising effort aimed at the general public. Books for Teens' mission is to empower the nation's at-risk teens to achieve more by providing them with free high quality, new, age-appropriate books. Learn more or become a friend at www.facebook.com/#!/booksforteens

Readers' Choice List

In February YALSA will open up nominations for its first ever Readers' Choice List. The list will focus on the year's hot teen titles, as nominated by young adult literature enthusiasts. In November, YALSA members will cast their votes for the most popular titles, and the winners will appear on the final list. To learn more visit: http://tinyurl.com/2fdugut

Webinars

YALSA is offering webinars on the third Thursday of each month at 2 p.m. EST. Webinar topics focus on issues relating to teen services and are available to individuals at $39 ($49 for nonmembers) or groups at $195. Webinars are archived in YALSA's *For Members Only* section of the web site two months after they are presented. For details visit:
 http://tinyurl.com/24ecal8

2010 Young Adult Literature Symposium Comes to a Close

Over 400 librarians, educators and authors gathered in Albuquerque, NM, November 5 -7 to explore the theme "Diversity, Literature and Teens: Beyond Good Intentions." Attendees can still connect with one another and access handouts at http://yalsayalitsymp10.ning.com/. YALSA's next symposium will be in St. Louis, MO, November 2-4, 2012.

YALSA Research Journal Launched

The inaugural issue of YALSA's open-access, peer-reviewed electronic research journal, the *Journal of Research on Libraries and Young Adults* is available at http://yalsa.ala.org/jrlya. The journal, which will be published quarterly, began in November 2010, with issues following each February, May and August. The first issue highlights paper presentations from YALSA's Young Adult Literature Symposium, held in Albuquerque, NM, November 5-7. *The Journal of Research on Libraries and Young Adults* disseminates research of interest to librarians, library workers and academics that focus on library service to young adults, ages 12 through 18. Author guidelines and more information can be found at http://yalsa.ala.org/jrlya .

2011 Teen Tech Week Web Site Launches

YALSA launched its Teen Tech Week 2011 Web site, opening registration and offering resources for the annual celebration of nonprint resources.   More resources, including activity ideas, presentations, publicity tools and more, can be found at http://www.ala.org/teentechweek. Teen Tech Week will be March 6-12, with a theme of "Mix and Mash @ your library," encouraging teens to take advantage of the many technologies available to them at no charge through their school and public libraries.

Upcoming Events & New Initiatives

- January 5, e-chat, "Thinking Big about YALSA with Kim Patton."
- January 7, Institute in San Diego, "Teens and the Whole Library Experience."
- January 10, winners of YALSA's six 2011 literary awards announced at ALA's Youth Media Awards.
- January 10, Morris & Nonfiction Award Presentation and Reception.
- January 20, Webinar, "Tech 4 U: Technology Programs for Every User."
- February 7 – March 21, e-course, "Connect, Create, Collaborate: Supporting Teens with Technology."
- February 7, Teen Tech Week registration closes.
- February 17, Webinar, "Homework Help Programs," facilitated by Mari Hardacre.
- March 6 – 12, Teen Tech week is celebrated with the theme "Mix & Mash @ your library."
- March 17, Webinar, "The YA Librarian of Many Hats," facilitated by Mary Hastler.
- April 14, "Support Young Adult Literature Day," Teens' Top Ten nominations posted and 2011 Teen Read Week web site launches.

ALA PUBLISHING

ALA Store at Midwinter Meeting

The redesigned ALA Store at the Midwinter Meeting will now be located in the exhibits area on the show floor. The new store floor plan allows for better integration of ALA Graphics, ALA Editions, and other divisions' products, all in a more convenient location for attendees. To promote the new ALA Store, Graphics is offering the first 50 customers $2 off the price of the

Midwinter meeting t-shirt. Partnering with ALA Membership, the ALA Store is also offering membership information for attendees at the Store's specially designated area.

ALA Editions

New Print Books Published Since Mid-October

In addition to the print books that follow, the bundle option introduced in August is proving a benefit. With this option, customers can download ALA Editions books and begin reading immediately, while the print version is being shipped. E-books can also be purchased separately.

RDA: Resource Description and Access
This full-text print version of RDA offers a snapshot that serves as an offline access point to help solo and part-time catalogers evaluate RDA, as well as to support training and classroom use in any size institution. An index is included.

Fang-tastic Fiction: Twenty-First Century Paranormal Reads
Patricia O'Brien Mathews
Designed to keep librarians and readers up-to-date with the hottest contemporary supernatural beings in adult literature, this readers' advisory book includes more than 200 annotated entries by type, series, character, and author.

ALA Guide to Sociology and Psychology Reference
American Library Association
Including versions of traditional indexes, periodicals and scholarly journals, online statistical data sets, and websites maintained by a variety of institutions, associations, and advocacy groups, this reference resource thoroughly covers sociology and psychology reference options.

Doing Social Media So It Matters: A Librarian's Guide
Laura Solomon
This timely ALA Editions Special Report is a unique, to-the-point guidebook for those ready to commence or improve their library's blogging, tweeting, and friending.

Being Indispensable: A School Librarian's Guide to Becoming an Invaluable Leader
Ruth Toor and Hilda K. Weisburg
Making the case for the vital role school librarians play in learning, this book gives readers all the strategies they need to become the kind of leader their school can't do without.

Mentoring in the Library: Building for the Future
Marta K. Lee
In this useful book Lee shows librarians how mentoring can be both satisfying and good for career development and personal growth.

Reid's Read-Alouds 2: Modern-Day Classics from C.S. Lewis to Lemony Snicket
Rob Reid
Reid draws unique 10-minute read-alouds from 200 outstanding titles published between 1950 and 1999 that continue to connect with kids and teens today.

[Winning Library Grants: A Game Plan](#)
Herbert B. Landau
Landau offers a practical and comprehensive manual that guides librarians through analyzing, preparing, and submitting grants. Available as a print book, eBook, and print/eBook bundle.

Keep up with ALA Editions

Browse the [Fall/Winter 2011 catalog](#), friend us on [Facebook](#), follow us on [Twitter](#), and [subscribe](#) to our new blog!

ALA Editions on the Web, ALATechSource, and Editions eCourses

In early October, ALA TechSource published a new issue of *Library Technology Reports*, *[Rethinking Library Linking: Breathing New Life into OpenURL](#)* by Cindi Trainor and Jason Price. This report provides librarians with examples and strategies for improving the usability and functionality of a library's link resolver. Trainor is the Coordinator for Library Technology and Data Services at Eastern Kentucky University Libraries and an [ALA TechSource blogger](#). Price is the Collections and Acquisitions Manager at the Claremont Colleges Library.

On October 27, ALA TechSource began its workshop series *[Using RDA: Moving Into the Metadata Future](#)*. The three sessions of the event took place on October 27, November 10 and November 17. Hosts Karen Coyle, Chris Oliver, and Diane Hillmann taught and facilitated extensive discussion on the nature of RDA and the future of cataloging in this successful learning event with over 300 attendees.

On November 9, ALA TechSource hosted a well-received workshop *[Selecting and Evaluating Online Resources](#)* with Jill Grogg and Rachel Fleming-May, authors of August/September issue of *Library Technology Reports*, *[The Concept of Electronic Resource Usage and Libraries](#).*

The most recent issue of *Library Technology Reports,* "[Privacy and Freedom of Information in 21st-Century Libraries](#)" was completed and released in late November. This issue, which was produced in collaboration with the Office for Intellectual Freedom, features an all-star cast of librarians and other experts exploring the challenges to privacy that ongoing shifts in technology have created, and how librarians can address them. It covers the following topics:

- Libraries, Technology, and the Culture of Privacy by Barbara M. Jones
- User-Generated Content by Eli Neiburger
- Internet Filtering by Sarah Houghton-Jan
- Social Networking and the Library by Jason Griffey
- RFID in Libraries by Deborah Caldwell-Stone

In early December, ALA TechSource held another successful workshop, [Using Social Software in the Library: Facebook, Twitter and More](#) with David Lee King and Robin Hastings. The instructors used the [ALA TechSource blog](#) as a post-workshop discussion forum. Resources used in the workshop and supplemental discussion questions were posted to the blog, and the instructors and participants continued the conversation in the comments area.

ALA TechSource continues to build its schedule of upcoming workshops. Topics for early 2011 will include Web Analytics, eBooks for Librarians, and Readers Advisory.

You can keep up with the ALA TechSource blog by subscribing.

You can keep up with ALA Editions on Facebook, Twitter, and our new blog: http://feeds.feedburner.com/alaeditions/QGPV . ALA Editions had a very successful promotion of the new blog. An e-mail offered subscribers a free e-book version of *The Librarian's Book of Quotes*.

ALA Graphics

The Harry Potter Effect

Thanks to the successful social media campaign and contest to launch the trio of READ posters of the stars of the Harry Potter movie franchise—Daniel Radcliffe (Harry Potter), Emma Watson (Hermione Granger), and Rupert Grint (Ron Weasley)—which debuted in mid-October, ALA Graphics Facebook friends jumped to nearly 1350 in just two weeks. The campaign included a daily trivia contest and an ALA Store scavenger hunt using Facebook. Contest winners received the "Harry Potter" READ poster set, as well as a movie poster compliments of Warner Bros.

The Holiday Catalog

In addition to the Harry Potter actor posters, the Holiday catalog unveiled posters featuring Jan Brett's The Mitten, Disney's Phineas and Ferb, and 2011 National Library Week and Teen Tech Week products.

The Spring 2011 Catalog

ALA Graphics recently released the Spring 2011 catalog, and new products are now available at the ALA Store. New in this catalog is the Glee poster and bookmark pack, featuring five cast members from the popular TV show *Glee*. Also debuting are the Scaredy Squirrel poster and bookmark and the Endangered Libraries T-shirt, which features endangered species alongside the international library symbol, as a reminder that taking libraries for granted can contribute to the threat of extinction. Partnering with AASL, Graphics created the 21st Century Skills Set, four mini-posters, each of which highlights one skill (create, think, share, grow), as well as new School Library Month downloads, which can be customized to promote events during April. Updated in time for the 2011 Youth Media Awards in January, two Winning Reads posters were created in collaboration with ALA divisions. The award descriptions explain to different audiences why young adults and/or children would want to seek out award-winning books in their libraries. In anticipation of February special events, two new Black History posters and bookmarks were created by Shane W. Evans to honor Black History Month.

A digital (PDF) version of the catalog was enhanced to include links from each product's image to its corresponding page at the ALA Store, making shopping easier for digital catalog users. The Spring 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 .

Graphics has also been working with other offices and divisions on promoting products to a wider audience. A special promotion was created with Membership to reach lapsed members, offering an additional 5% discount to those using a special code provided when they renewed

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

American Libraries

Interview with Harry Potter

AmericanLibrariesMagazine.org is averaging more than 85,000 (up from 60,000 in the last report) visitors per month. Following the posting of the Newsmaker interview with Harry Potter star Daniel Radcliffe, in just one day *AL* had some 21,000 page views on the site, more than doubling the previous record day. The Radcliffe interview was conducted by George Eberhart by phone and made possible by ALA Graphics as part of his agreement to pose for a Celebrity READ poster. The website is averaging 130,000 page views per month, about double what it was getting when it launched 10 months ago.

American Libraries Direct Fifth Anniversary

American Libraries Direct, the e-newsletter of the American Library Association, will celebrate 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 recipient rate is now about 55,500. Its open rate of greater than 35% means that each week, more than 19,400 readers are actively looking at ALA, division, and library news, as well as information about library-related technology, awards, and the publishing industry.

New Advertising Media Kit

The new *American Libraries* advertising media kit is now available in print as well as online, with a preview of some editorial highlights planned for each print issue, beginning with a Midwinter Meeting preview and San Diego restaurant guide in January-February.

New Videos Added to the Website

As always, *American Libraries* regularly adds new video to the website. The most recent is from the I Love My Librarian award ceremony in New York City. Other recent videos include a video tour of the library at Chicago's Field Museum, the first in a series of six. Chicago's Field Museum hosted the kickoff workshop for Go Green @ your Illinois Library, a new program that aims to develop a group of librarians committed to starting conversations about sustainability in their communities. A video is available from that event. Also new is an interview with Shazia Ali, head of the Information Resource Center at the U.S. Consulate in Karachi, Pakistan. All videos are at AL Focus.

The November-December print issue of *American Libraries* was mailed November 16 and featured articles on gaming, retirement, and library security, as well as a look back on the development of "Chicano Librarianship" by former ALA Executive Director Elizabeth Martinez. With this issue *AL* print moved permanently to a bimonthly publication schedule.

The January-February print issue of *American Libraries* mailed December 21 and features articles on the future of the book, being an information consultant, and running a small library, as well as a case study in outreach from the Hennepin County Library in Minnesota.

E-Gov: Make it Work @ your library and Future "New Skills" Webinars

As government agencies continue to digitize forms and services, libraries are often the only organizations that can help citizens interact with these agencies and access e-government resources.

American Libraries co-sponsored a December 9 webinar entitled "E-Gov: Make it Work @ your library," designed to help participants develop and market e-government partnerships, address key challenges to meeting patron e-gov demands, and use e-gov data to make a case for the library. Panelists included Judy Hoffman, Nancy Fredericks, John Bertot, and Bill Sudduth. This was another in a series of "New Skills" webinars being offered by *American Libraries* in cooperation with various offices—in this case, with the Office for Research and Statistics and the Washington Office. Next up is a webinar on privacy, in cooperation with the Office for Intellectual Freedom.

Booklist Publications

Spotlights and Features

Booklist spotlights and special features have recently included First Novels, The Arts, e-Reference (Parts 1 and 2), Religion. Sci-Tech, Crafts & Gardening, Black History Preview, and Editors' Choice/Top of the List, which will be available at the Booklist booth at Midwinter.

Webinar Program

Booklist's sponsored webinar program continues to gain momentum, and topics in recent weeks have covered reluctant readers, graphic novels, reference and crafts & gardening. In January, a *Booklist* webinar will address resources on bullying. 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.

You can join hundreds of friends keeping up with *Booklist* on Facebook as well as thousands 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.

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 was published in mid-November by ALA Editions. For more information and ongoing updates, please visit www.rdatoolkit.org .

ALA-APA

Library Support Staff Certification (LSSC) Program

The LSSC Program is pleased to report that 117 Library Support Staff have applied to be LSSC candidates. Due to a reciprocity agreement with the Western Council of State Libraries, four of its Library Practitioner Certificate holders have been awarded the LSSC. In other good news, 53 courses have been approved that candidates can complete to meet LSSC competency set requirements. Program staff were busy giving presentations at Chapter fall conferences, including Idaho, North Dakota, Nebraska, Iowa, Pennsylvania, Colorado, and Indiana. Other presentation venues include the National Bookmobile and Rural Libraries, the University of Wisconsin Circulation Employees Conference, and Washington's Association of Library Employees.

Library Support Staff Certification Program Offers Registration Assistance Awards

The Library Support Staff Certification (LSSC) program will announce in January that it is using part of its IMLS grant to provide Registration Assistance Awards to candidates applying for support staff certification.

The Awards will pay for half of the registration fee of $350 ($325 for ALA members). Details of how to apply for the awards will be on the LSSC website www.ala-apa.org/lssc on January 15.

<u>Three Webinars Each Month</u>

Staff for the Library Support Staff Certification Program run three webinars each month. They include: an overview of the LSSC Program (open to all), developing portfolios (for candidates) and using LiveText (open). To see the offerings, go to http://ala-apa.org/lssc/webinars-and-presentations/

The first of these in 2011 will be *Introduction to the LSSC Program:* Wondering about the benefits and the requirements of the Library Support Staff Certification (LSSC) Program? On Tuesday, January 4, at 11:00 a.m. (CST), ALA-APA is offering an hour-long webinar designed to provide an introduction to the LSSC Program and offer an opportunity to ask questions. Register for this webinar at https://www1.gotomeeting.com/register/744143737