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TO: ALA Executive Board
RE: Office for Literacy and Outreach Services Update (2011 Midwinter Meeting)

ACTION REQUESTED/INFORMATION/REPORT:

Information Only.

CONTACT PERSON:

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SUMMARY: Recent activity of the Office for Literacy and Outreach Services is featured, including updates on OLOS toolkits, National Bookmobile Day, Family Literacy Focus, and the American Dream Starts @ your library.

**Office for Literacy and Outreach Services Report to OLOS Committees
2011 ALA Midwinter Meeting —January 7-11 San Diego, CA**

Programs at Midwinter

The OLOS Advisory Committee will have two meetings during the 2011 ALA Midwinter Meeting, an All-Subcommittee Meeting on Friday from 3:30-5:00 and an Advisory Committee Meeting on Saturday from 8:00-10:00 am.

The Committee on Rural, Native, and Tribal Libraries of All Kinds will meet on Saturday from 10:30-12:00.

The Committee on Literacy will have two meetings during the 2011 ALA Midwinter Meeting, a Literacy Assembly and Committee on Literacy Meeting on Friday from 1:00-4:00 and a Committee on Literacy All Subcommittee Planning Meeting on Saturday from 1:30-3:30. Additionally, the Committee on Literacy's Research to Practice Discussion group convenes to discuss E-readers and Literacy for All: A Vision for the Future on Sunday, January 9, 10:30 am to 12:00 pm, Westin Gaslamp, California C.

Additionally, OLOS supports the Martin Luther King Jr. Holiday Observance and Sunrise Celebration with the Social Responsibilities Round Table and the Black Caucus of the American Library Association. The Celebration takes place on Monday January 10, 2011 from 6:30-7:30am in the San Diego Convention Center Room 02. Representatives from the OLOS Advisory Committee, OLOS Subcommittees, the Committee on Rural, Native, and Tribal Libraries of All Kinds, and the Committee on Literacy will participate in the event.

Toolkits

The Office for Literacy and Outreach Services continues to promote its toolkits to help improve outreach efforts in libraries. Available toolkits include "The Small But Powerful Guide to Winning Big Support for Your Rural Library," "How to Serve the World at Your Library," "Guide to Building Support for Your Tribal Library," and "Keys to Engaging Older Adults @ Your Library." OLOS continues to promote "TRAILS: Tribal Library Procedures Manual," "The Librarians Guide to Gaming," and the "Handbook for Mobile Services Staff."

As OLOS looks ahead, there is an opportunity to update "The Small But Powerful Guide to Winning Big Support for Your Rural Library" as the initial print run has expired. OLOS staff will work with the OLOS Advisory Committee, the Committee on Rural, Native, and Tribal Libraries of All Kinds, and the Association for Rural and Small Libraries to revise and update the toolkit.

The OLOS Advisory Committee's next toolkit priority is one on library services to the Poor and Homeless.

National Bookmobile Day @ your library

Wednesday April 13, 2011 will mark the second celebration of National Bookmobile Day, a collaborative effort between ALA, ABOS (Association of Bookmobile and Outreach Services), and ARSL (Association for

Rural & Small Libraries). Resources for libraries to use as they plan their nationwide celebrations, include:

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

To promote public awareness, OLOS will consult with PIO media relations staff to assist in the development and dissemination of a national press release. In addition to the national press release, National Bookmobile Day will also be highlighted in the general National Library Week media advisories and main press release.

OLOS will continue to utilize Twitter and Facebook accounts, the latter of which has proven tremendously successful, with almost 550 “fans” of the event.

Exhibiting

The Office for Literacy and Outreach Services exhibited at the joint meeting of the Association of Bookmobile and Outreach Services and the Association for Rural and Small Libraries, October 14-16, 2010 in Denver, CO. In addition to promoting the Association’s products and services, John Amundsen, OLOS Communications Specialist, extended greetings from ALA during the opening general session and attended both the ABOS and ARSL Board Meetings.

OLOS Web pages

The Office has invested time in re-structuring its Web pages to streamline information and conform to ALA’s recently-adopted standards on usability and information architecture. As of early December 2010, all pages have been redesigned to fit within a template that condenses and streamlines information, and prioritizes current resources.

External (non-ALA) resource links are now catalogued and tagged in a searchable collection on Delicious; this is done mainly to minimize the risk of broken resource links on OLOS Web pages, as well as provide a comprehensive, accessible collection of valuable resources.

Another important element of the revamping of OLOS Web resources includes the migration of OLOS Outreach Columns to the OLOS Columns Blog (olos.ala.org/columns) on WordPress, which features not only past columns that were once hosted on the ALA.org Web site, but also features a schedule of regular contributions from members and OLOS staff. This blog also serves as another vehicle for dissemination for news from the Office.

Family Literacy Focus

OLOS continues to provide support for ALA Past President Camila Alire's Family Literacy Focus Initiative. The newly expanded website (www.ala.org/familyliteracyfocus) provides links to the five Affiliate groups (AILA, APALA, BCALA, CALA, and REFORMA) and their specific projects. The website also includes family literacy tools and resources and a calendar of events featuring FLF presentations at state and regional library conferences.

American Dream Starts @ your library grants

In April, 2010, ALA funded 75 libraries in 24 states through the American Dream Starts @ your library initiative funded by Dollar General Literacy Foundation. The grant recipients include libraries in large cities and rural towns throughout Dollar General's market area. The libraries are using their grant funds to build innovative literacy services for adult English language learners and their families. The libraries are expanding their print and digital literacy collections, offering ESL and Citizenship classes and informal conversation clubs, expanding bookmobile services, collaborating with community partners, and hosting Naturalization ceremonies. A complete list of the American Dream libraries is available at www.ala.org/american dream.

American Dream Web site

OLOS has rebuilt the American Dream Starts @ your library Web site, www.americandreamtoolkit.org. The refreshed and easily accessible Web site is a public showcase for the stories, images, and resources from 75 American Dream libraries. It includes a Google map of the current 75 funded libraries, is connected to American Dream presences on Facebook and Twitter, and connects with the initiative's blog. The site will also be interactive – through Web 2.0 functions that allow for sharing American Dream content through social networking sites, as well as a moderated comment function. The new website will be unveiled at the 2011 Midwinter meeting. .

Staffing

There have been no significant changes to OLOS staff since Annual.

Brendan Hubbs joined the Office as an intern in May 2010. Brendan is a student at Dominican University who is interested in public library outreach. Brendan has been working with John Amundsen to help inventory, revise, and update the Outreach Areas on the OLOS home page. Brendan also worked extensively on building the Family Literacy Focus website for OLOS.