

## Report to Council and Executive Board

April 5, 2011

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Executive Director

### AASL Celebrates School Librarians and Their Stories during School Library Month

April is School Library Month (SLM) and with the 2011 theme, Create Your Own Story, school librarian stories will be highlighted in order to emphasize the essential role that school librarians and strong school library programs play in a student's educational career. For more information on School Library Month, see the AASL section of this report.

### ACRL 2011

ACRL 2011 – “A Declaration of Interdependence” – was held March 30-April 2, 2011, in Philadelphia. Face-to-Face registrations (3,027) surpassed 2009 final numbers (2,905) and are just shy of ACRL's largest registration ever (3,096 in 2007). Total attendance (both face-to-face and virtual) was 3,533! Exhibit sales have been record-breaking, with 392 booths sold just prior to the conference. Sponsorships from corporate and library donors have also surpassed expectations.

Registration for the ACRL 2011 Virtual Conference opened February 8, and will remain open until April 15. ACRL is offering online-only registration for the Virtual Conference, which will complement the face-to-face conference in Philadelphia. Complete details are online at [www.acrl.org/acrlconference](http://www.acrl.org/acrlconference) .

### State of America's Libraries Report

PIO will release the annual State of America's Libraries Report during National Library Week, April 10 – 16, 2011. This year's report will include a digital version that will be sent to ALA members. The report also will announce the Office for Intellectual Freedom (OIF)'s *Top Ten List of Frequently Challenged Books for 2010*.

The Office for Research and Statistics (ORS) commissioned two studies this year, and their results will be released in the State of America's Libraries report. For more information on the new studies, see the Office for Research and Statistics section of this report.

## 15<sup>th</sup> Anniversary of El día de los niños/El día de los libros: Many Children, Many Cultures, Many Books

2011 marks the 15<sup>th</sup> Anniversary of ALSC's *El día de los niños/El día de los libros*, traditionally celebrated on April 30. Libraries are invited to register their Día events; and will receive complementary stickers for use during their celebrations. For more information, see the ALSC section of this report.

## Ruling on Google Book Search Settlement

On March 22, Judge Chin (for the U.S. District Court Southern District of New York) rejected the settlement among the parties in *The Author's Guild et al. v. Google Inc.* For more information, see the Office for Government Relations section of this report.

## Appropriations

Since Congress failed to pass a budget for FY 2011, the federal government has been operating under a continuing resolution (CR) since October 1. A CR is a bill that allows the government to be funded at the current level until Congress can pass a full-year budget. For up-to-date information on the CR and the President's budget proposal, see the Office for Government Relations section of this report.

## Equitable Access to Electronic Content (EQUACC)

The Equitable Access to Electronic Content (EQUACC) task force held a retreat March 7-8 at the ALA Washington Office. The group was established in June as the result of an ALA Council resolution that called for the formation of a Presidential Task Force primarily charged with studying challenges and potential solutions in libraries for improved electronic content access, distribution and preservation systems, and infrastructure in response to the creation and migration of materials from print to electronic access. For information on the work of the EQUACC Task Force, see the OITP section of this report.

## Preservation Week April 24-30, 2011

Preservation Week marks its second anniversary April 24-30. Last year's Preservation Week was a great success across the country with academic, public and special libraries. Activities included lectures and workshops, as well as two free Preservation Week-sponsored webinars. For more information, see the ALCTS section of this report.

## *Turning the Page 2.0* Opens Online Registration

Registration has opened for the first six-week session (April 18-May 23) of [Turning the Page 2.0](#), a free, comprehensive advocacy training program, developed and presented by the [Public Library Association](#) with generous support from The Bill & Melinda Gates Foundation. *Turning the Page 2.0* will be offered six times through 2011 and 2012. [The full schedule with registration dates is available online.](#)

For more information, see the PLA section of this report.

## Technology Access Benchmarks Initiative: A Coalition of National Organizations

An [unprecedented national coalition](#) has formed to design and pilot a series of public access technology benchmarks for public libraries, with \$2.8 million in funding from the Bill & Melinda Gates Foundation. The American Library Association Office for Information Technology Policy (OITP) and the Public Library Association (PLA) – with other library and local government leaders – will provide leadership in developing guidelines that support continuous improvement of and local re-investment in public technology access at libraries. For more information, see the PLA section of this report.

## **ALA OFFICES**

### **ALA Library and Knowledge Management**

Three ALA units in the Chicago headquarters hosted students from the University of Michigan School of Information. The students spent their spring break, February 29 – March 4, interning with ALA, as part of the annual Alternative Spring Break program.

Alternative Spring Break is a non-credit career development program which places graduate students in professional work environments during the week of spring break. The program gives students the opportunity to experience professional life in libraries and other information centers in Chicago, Washington, D.C., Central Illinois, St. Louis, or Minneapolis.

[Cataloging ALA Published Material](#) – Emily Johnson assisted Jessica Horvath and the Library staff in beginning a project to bring a special archive of ALA publications under bibliographic control; see <http://americanlibrariesmagazine.org/ask-ala-librarian/looking-back-and-forward> for her write-up.

[Banned Books Week 2010 Project](#) – Benjamin Tobey worked with Barbara Jones and the Office for Intellectual Freedom (OIF) staff to create a video documenting the 2010 Banned Books Weeks activities funded by the Judith F. Krug Fund. See <http://www.youtube.com/watch?v=K07Zk2Mmjg0> for the video and <http://www.ala.org/ala/mgrps/affiliates/relatedgroups/freedomtoreadfoundation/ftfrinaction/krugfund/index.cfm> for information about the fund.

[Giving a Certification Program \(Virtual\) Curb Appeal](#) – Jeannette Schroeder worked with Jenifer Grady in the ALA-APA office to do an overhaul of the ALA-APA Certification pages; see <http://ala-apa.org/certification/> for the result.

All three ALA units were generous with their compliments on the interns and their work, and shared their gratitude for the program.

## **Chapter Relations Office (CRO)**

### Money Smart Week @ your library

Libraries in 30 states are participating in the inaugural 'Money Smart Week @ your library' April 2-9. ALA, through the Chapter Relations Office, has partnered with the Federal Reserve Bank of Chicago to make Money Smart Week, now in its 10th year, a national initiative. In addition to a website full of resources [www.moneysmartweek.org/ala](http://www.moneysmartweek.org/ala) , an Emerging Leaders group will be surveying the participating libraries.

## **Office for Diversity (OFD)**

### Travel Scholarships Offered to Attend Spectrum Leadership Institute

The American Library Association's Office for Diversity is once again offering a unique opportunity for library school students and recent graduates to attend the upcoming Spectrum Leadership Institute, June 23-26 in New Orleans. A minimum of 20 travel scholarships for the institute will be awarded through the *REACH 21: Preparing the Next Generation of Librarians for Leadership* project funded by the Institute of Museum and Library Services (IMLS). <http://americanlibrariesmagazine.org/news/ala/travel-scholarships-attend-2011-spectrum-leadership-institute-now-available>

### Spectrum Presidential Initiative

As of March 15, 2011, the Spectrum Presidential Initiative has raised over \$610,000 for the Spectrum Scholarship Program. To learn more about the Spectrum Presidential Initiative, please visit <http://spectrum.ala.org>.

The School of Information Studies (SOIS) at the University of Wisconsin-Milwaukee (UWM) raised close to \$1,100 for the Spectrum Presidential Initiative through a recent fundraiser to support the Spectrum Scholarship Program. <http://americanlibrariesmagazine.org/news/ala/school-information-studies-uwm-supports-spectrum-presidential-initiative>

## **Office for Government Relations (OGR)**

### Ruling on Google Book Search Settlement

On March 22, Judge Chin (for the U.S. District Court Southern District of New York) rejected the settlement among the parties in *The Author's Guild et al. v. Google Inc.* In his opinion, he stated that:

While the digitization of books and the creation of a universal digital library would benefit many, the [Amended Settlement Agreement] ASA would simply go too far. It would permit this class action – which was brought against defendant Google Inc. to challenge its scanning of books and display of “snippets” for on-line searching – to implement a forward-looking business arrangement that would grant Google significant rights to exploit entire books, without permission of the copyright owners. Indeed, the ASA would give Google a significant advantage over competitors, rewarding it for engaging in wholesale copying of copyrighted works without permission, while releasing claims well beyond those presented in the case.

Potential options for the parties include: 1) appealing the decision, 2) negotiating a new agreement, 3) moving forward with litigation, or 4) walking away. It is too early to speculate with some certainty what will happen next. However, many observers are speculating about Judge Chin’s comment, “The questions of who should be entrusted with guardianship over orphan books...are more appropriately decided by Congress than through an agreement among private, self-interested parties.”

The Office of Government Relations is monitoring closely the potential for orphan works-related legislation being introduced to help ensure it would not be too unduly burdensome to libraries to actually be useful.

#### OGR Working with Membership to Protect Statistical Compendia Branch

When President Obama released his 2012 Budget Request to Congress, he included the U.S. Census Bureau’s Budget Estimates, which called for the termination of their Statistical Compendia Branch.

This branch compiles and releases such reports as the *Statistical Abstract* that is comprised of usable data for the American public. As the Bureau’s own Budget Estimate states, “the abstract provides a comprehensive summary of industrial, social, economic, and political data...of almost 300 government, private, and international agencies.”

The Office of Government Relations has been working with membership to alert Congress as to the importance of Statistical Compendia Branch’s work. Discussion will soon begin on the FY2012 budget, and we hope that this important work will continue to be funded.

#### Appropriations

Since Congress failed to pass a budget for FY 2011, the federal government has been operating under a continuing resolution (CR) since October 1. A CR is a bill that allows the government to be funded at the current level until Congress can pass a full-year budget.

On Thursday, March 17, Congress passed the sixth CR for the fiscal year. This current CR, under which the federal government is now operating, will run until April 8. While this CR makes an additional \$6 billion in cuts, none were to any education programs including Improving Literacy Through School Libraries and the Library Services and Technology Act (LSTA). In FY 2010, LSTA was funded at \$213.5 million, and Improving Literacy Through School Libraries was

funded at \$19.1 million. For the next three weeks, these programs will continue to be funded at this level.

It is unclear at this time if Congress will pass a full-year budget before the April 8 deadline or if Congress will pass another short-term CR. If Congress fails to pass a budget or CR by April 8, the government will shut down.

On February 14, 2011, President Obama sent his FY2012 budget request to Congress. In his request, the President asked for \$193.2 million for LSTA, a cut of \$20.3 million from FY2010. Also in his request President Obama asked for Improving Literacy Through School Libraries to be consolidated with six other literacy programs. Consolidation is when several programs are lumped together and must compete for these funds.

### Elementary and Secondary Education Act (ESEA)

Congress is currently working on reauthorization of the Elementary and Secondary Education Act (ESEA), which was formerly known as No Child Left Behind (NCLB). At this point, there is no legislation that has been made publicly available, nor has any ESEA legislation been introduced in the House or Senate. However, the most action on ESEA thus far in this Congress appears to be in the Senate where leadership on the Health, Education, Labor, and Pensions (HELP) Committee is expected to mark-up an ESEA reauthorized bill sometime this spring.

Unfortunately, if ESEA is not introduced sometime within the next few months, it is unlikely that this legislation would be completed in the 112<sup>th</sup> Congress.

ALA believes that taking action to fund effective school library programs is imperative. Research and experience points out that doing so leads to improved results for students, long-term gains in school and school system capacity, and increased productivity and effectiveness. In order for states to articulate an innovative, comprehensive, coordinated commitment to reform, they must invest in effective school library programs. Accordingly, ALA believes that any reauthorization of ESEA must include dedicated support for effective school library programs that:

- Are staffed by a state-certified school librarian;
- Have up-to-date books, materials, equipment and technology;
- Include regular collaboration between classroom teachers and school librarians to assist with development and implementation of the curriculum; and
- Support the development of digital literacy skills.

### USA PATRIOT ACT

USA PATRIOT Act and Section 215 reauthorization: ALA continues to focus on reform of Section 215, the business records section (often called the “library provision”) of the USA PATRIOT Act. Section 215 and two other PATRIOT sections, the lone wolf and the roving wiretap provisions, are now set to expire May 27, 2011. This latest deadline was set earlier this year when Congress had no final language or agreement by the end of February. Senate Judiciary Chairman Patrick Leahy’s bill, S.193 (USA PATRIOT Act Sunset Extension Act of

2011) has been the main “active” bill recently. It includes several relatively modest changes to controversial surveillance authorities. Senator Leahy (D-VT) is chair of the Senate Judiciary Committee, which approved the S.193 by a 10-7 vote in the middle of March. At that time, booksellers’ records were added into the library provision.

In addition, the bill subjects the controversial National Security Letter (NSL) statutes to a sunset for the first time. The NSL statutes were dramatically expanded by the Patriot Act and have come under fire after the Department of Justice Office of Inspector General uncovered rampant misuse of NSLs by the FBI. Imposing a sunset would give Congress more leverage to conduct oversight and an opportunity to impose further reforms in a few years.

Meanwhile, the Department of Justice (DOJ) continued to voluntarily comply with the changes proposed in the provisions that had been in Senator Leahy’s bill from the 111<sup>th</sup> Congress – with essentially the same improvements on Section 215 provisions that are now in S. 193. On one hand this is a positive step, but such a voluntary move does not make statutory changes in the law that would make such practices permanent. Some observers are concerned that this will lead to a backtracking from these policies if it is not codified into the law. The House has not had activity at this writing, and it is not known when the Senate bill will go to the Senate floor for a vote.

## **Office for Human Resource Development and Recruitment (HRDR)**

### Emerging Leaders Webinar, March 22, 2011

The 2011 class of Emerging Leaders participated in a webinar on March 22, 2011. The session, which was presented by Pat Wagner of Pattern Research, Inc. was entitled “Influence, When You Don’t Have Power or Authority.” During the session, Ms. Wagner discussed ways to build influence, avoid certain mistakes, and take action to become an effective leader.

## **Office for Information Technology Policy (OITP)**

### Equitable Access to Electronic Content (EQUACC)

The Equitable Access to Electronic Content (EQUACC) task force held a retreat March 7-8 at the ALA Washington Office. The group was established in June as the result of an ALA Council resolution that called for the formation of a Presidential Task Force primarily charged with studying challenges and potential solutions in libraries for improved electronic content access, distribution and preservation systems, and infrastructure in response to the creation and migration of materials from print to electronic access.

Given the developments in the e-content marketplace at that point in time, the retreat gave the group the opportunity to develop short-term and long-term strategies for guiding ALA members and engaging them in this critical issue.

At the conclusion of the meeting, the group released the following statement:

Recent action from the publishing world in the e-book market place has re-ignited interest and sparked many questions from librarians, publishers, vendors, and readers. Two ALA member task forces – the presidential task force on Equitable Access to Electronic Content (EQUACC) and the E-book Task Force – were recently created to address complex and evolving issues.

EQUACC met this week in Washington D.C. to provide ALA with guidance and recommendations for a coordinated ALA response to the challenging issues.

In light of recent publisher changes affecting libraries' ability to provide e-books to the public (e.g., restricting lending of e-books to a limited number of circulations) and the refusal of some publishers to sell e-content to libraries entirely, the task force will:

- Establish mechanisms for interactive and ongoing communication for ALA members to voice concerns and pose questions to ALA leadership.
- Establish communication and solicit input with other ALA member divisions and units, including the Office for Intellectual Freedom.

In addition to the above, the task force recommends that ALA pursue the following:

- Conduct an environmental scan to understand the current landscape and project future scenarios.
- Work with appropriate partners within and outside of ALA to improve access to electronic information for all, with a particular focus on people with disabilities.
- Identify and support new and emerging model projects for delivering e-content to the public.
- Develop a national public relations and education campaign highlighting the importance of libraries as essential access points for electronic content.

EQUACC has established a blog (<http://www.equacc.ala.org/>) and forum to invite commentary on the work of the Task Force and to discuss more generally libraries' role in providing free and confidential access to e-content for the public. The Task Force has divided its work into five categories:

- Accessibility – issues, trends, education on providing accessible content to people with disabilities
- Public Relations – building more support and awareness that libraries play an essential role in the e-content world
- Model Projects – case studies of libraries trying different models for providing accessible content
- Environmental Scan – the need to better understand the existing market and future trends of which libraries should be aware
- Licensing – exploring new and emerging business models for obtaining content from authors, publishers, and vendors

The Task Force welcomes all to initiate discussion, ask questions, and provide feedback in the web site forums where each issue is highlighted.

#### Washington Office Welcomes University of Illinois Student for Alternative Spring Break

Samip Mallick, a master's candidate at the Graduate School of Library and Information Sciences at the University of Illinois, Urbana-Champaign, began his Alternative Spring Break at the ALA Washington Office on March 21.

Samip is currently Director at the Ranganathan Center for Digital Information at the University of Chicago Library. He is an ARL 2009-2011 Diversity Scholar and an ALA Reach 21 scholarship recipient. In 2003, Samip completed his Bachelor of Engineering degree in Computer Science at the University of Michigan (Ann Arbor).

### **Office for Literacy and Outreach Services (OLOS)**

#### National Bookmobile Day, Wednesday, April 13, 2011

Audrey Niffenegger, the acclaimed author of "The Night Bookmobile" and "The Time Traveler's Wife," has been named the 2011 Honorary Chair of National Bookmobile Day.

<http://americanlibrariesmagazine.org/news/ala/celebrate-national-bookmobile-day-honorary-chair-audrey-niffenegger> National Bookmobile Day, Wednesday April 13, 2011, celebrates mobile library services and provides supporters with an opportunity to recognize bookmobiles' impact on communities. National Bookmobile Day materials, including bookmarks, flyers, sticker templates and sample publicity materials can be downloaded at [www.ala.org/bookmobiles](http://www.ala.org/bookmobiles).

#### Proposals Invited for Participation in the 2011 Diversity and Outreach Fair

The ALA Office for Literacy and Outreach Services (OLOS) invites library professionals from all kinds of institutions to submit proposals to participate in the 2011 Diversity and Outreach Fair, to be held at ALA's Annual Conference in New Orleans from 3 - 5 p.m. on Saturday, June 25.

<http://americanlibrariesmagazine.org/news/ala/diversity-action-ideas-sought-2011-annual-conference>

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

#### National Data to be Released in State of America's Libraries Report

The Office for Research and Statistics (ORS) commissioned two studies this year, and their results will be released on April 11, 2011, in the State of America's Libraries report. The first study was conducted as part of Harris Interactive's January 2011 Harris Poll Quorum telephone survey of a cross-section of 1,000 U.S. adults. Survey respondents shared their opinions on the

value of their local libraries in relation to other municipal services, the ways they used the library in the past year, and what library services were most important to them. The second survey was conducted in November and December of 2010 and asked state librarians to report on the level of state funding and the level of local funding for public libraries in their states in FY2011. This survey was conducted in conjunction with the Public Library Funding and Technology Access Study, which is funded by ALA and the Bill & Melinda Gates Foundation.

## **Public Information Office (PIO)**

### Teen Tech Week™ Publicity

The Public Information Office publicized Teen Tech Week™, March 6 – 12, 2011. Young Adult Library Services President Kimberly Patton participated in an interview with the *Chicago Tribune* on teens and library technology use, which appeared on more than 80 Tribune blogs and the March 17 print edition. Patton also participated in lengthy radio interviews with KISS FM Seattle and KCUR radio's Education Today. Teen Tech Week achieved more than 240 placements which resulted in a circulation rate of more than 217 million.

### John Grisham Serves as Honorary Chair of National Library Week 2011 (April 10-16).

Author John Grisham is the Honorary Chair of National Library Week 2011. Print and web public service announcements (PSAs) of Grisham are available to libraries as free downloads on the National Library Week website at [www.ala.org/nlw](http://www.ala.org/nlw). ALA is also pitching the PSAs to national print publications and websites.

In a video interview for ALA posted on YouTube and shared through [atyourlibrary.org](http://atyourlibrary.org), Grisham tells of the relationship he has had with libraries since childhood, his post-Katrina fundraising efforts that benefited libraries in the Gulf Coast region, and the value of today's libraries.

## **Public Programs Office (PPO)**

### Upcoming Grant Deadlines from the Public Programs Office

"Manifold Greatness: Creation and Afterlife of the King James Bible" traveling exhibition  
Deadline: April 5, 2011 – [www.ala.org/kingjamesbible](http://www.ala.org/kingjamesbible)

"Let's Talk About It: Making Sense of the American Civil War" reading and discussion series  
Deadline: April 19, 2011 – [www.ala.org/civilwarprograms](http://www.ala.org/civilwarprograms)

"Lincoln: The Constitution and the Civil War" traveling exhibition  
Deadline: May 5, 2011 – [www.ala.org/civilwarprograms](http://www.ala.org/civilwarprograms)

## PPO and Poets House Partner to Showcase “The Language of Conservation”

The ALA Public Programs Office is joining with Poets House, a national poetry library and literary center, to promote “The Language of Conservation,” a program designed to deepen awareness of the environment through poetry installations in zoos and corresponding programs in public libraries.

As part of this collaboration, the ALA Public Programs Office will present two events at the 2011 ALA Annual Conference in New Orleans:

- *The Language of Conservation: A Case Study in Library-Zoo Partnerships* (Monday, June 27, 1:30 – 3:30 p.m. Award-winning poet Mark Doty and representatives from Poets House, the New Orleans Public Library and the Audubon Zoo will share information regarding their collaboration on “The Language of Conservation.”
- *The Language of Conservation at the Audubon Zoo* (Monday, June 27, 5 – 7 p.m.) This ticketed event will feature a wine reception, 45-minute train ride/guided tour through the Audubon Zoo to see the groundbreaking *Language of Conservation* poetry installation, as well as a slide show and poetry reading by nationally acclaimed poet and Audubon Zoo Poet-in-Residence Mark Doty. Shuttle buses will be provided for attendees. Tickets are \$20 and available for purchase with [Annual Conference registration](#) (event code: PPO1).

For more information about Poets House and “The Language of Conservation,” visit [www.poetshouse.org/librarieszoos.htm](http://www.poetshouse.org/librarieszoos.htm).

## Conference Sessions from PPO Introduce Exciting New Ideas for Library Programming

The ALA Public Programs Office will present a diverse offering of programs at the 2011 ALA Annual Conference in New Orleans. These events will include discussions on marketing and promotion, audience development, community partnerships and a variety of programming formats that can be applied to all types and sizes of libraries. The six programs offered by the ALA Public Programs Office at the ALA Annual Conference are:

- *Building Common Ground: Discussions of Community, Civility and Compassion in the Public Library* (Saturday, June 25, 8 – 10 a.m.)
- *ABC's of Sustainable Partnerships: Affiliations Build Communities* (Saturday, June 25, 1:30 – 3:30 p.m.)
- *Maximizing the Impact of Programming* (Sunday, June 26, 10:30 a.m. – noon)
- *NEH's Picturing America: Model Programs for Public Libraries* (Sunday, June 26, 10:30 a.m. – noon)
- *Science Programming 101: Presenting Excellent Science Programs in Your Library* (Sunday, June 26, 1:30 – 3:30 p.m.)
- *The Language of Conservation: A Case Study in Library-Zoo Partnerships* (Monday, June 27, 1:30 – 3:30 p.m.)

For more information, including full descriptions and speaker lists for the above programs, visit the [ALA Public Programs Office website](#).

## PPO Announces 108 Sites to Host Traveling Exhibitions Celebrating Great Jewish Artists

The ALA Public Programs Office announced that 108 public, academic and special libraries and other community centers would receive one of three new traveling exhibits focusing on Jewish artists who have contributed to the culture of America and the world through their lives and work. To view the list of selected libraries and more information about the traveling exhibitions, visit [www.ala.org/jewishartists](http://www.ala.org/jewishartists).

The selected libraries and community centers will host a traveling exhibition for a six-week period between May 2011 and February 2012 and receive programming and technical support from the ALA Public Programs Office. The three exhibits were developed by Nextbook, Inc., a nonprofit organization dedicated to supporting Jewish literature, culture, and ideas, and the ALA Public Programs Office. The national tours of the exhibits have been made possible by grants from the Charles H. Revson Foundation, the Righteous Persons Foundation, the David Berg Foundation and an anonymous donor, with additional support from *Tablet Magazine: A New Read on Jewish Life*.

## **ALA DIVISIONS**

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

#### AASL Celebrates School Librarians and Their Stories during School Library Month

April is School Library Month (SLM) and with the 2011 theme, Create Your Own Story, school librarian stories will be highlighted in order to emphasize the essential role that school librarians and strong school library programs play in a student's educational career.

*Webinars:* In preparation for the celebration, AASL offered two complimentary professional development events. The first, a three-week webinar series presented by Nancy Dowd, focused on crafting strategic stories. "How to Create Strategic Stories to Gain Support for Your Library" was designed to help school librarians create stories to win support from parents, government officials, administrators and other stakeholders. Webinars were archived and are available on the [AASL website](#). During School Library Month, a new podcast will be posted each week with successful examples of these strategic stories. Highlighting different stakeholders, school librarians will have a chance to hear their peers tell stories of how they effectively influenced principals, teachers, parents, and elected officials with their stories.

In collaboration with the ALA Washington Office, AASL also presented "Advocating for Federal School Library Legislation" with advocacy guru Stephanie Vance. This complimentary webinar focused on how to get legislators to listen, and more importantly, agree on school library policy and funding issues. The webinar was recorded and the archive will be available on the [AASL website](#). School librarians are encouraged to "create their own story – then use it" by inviting their elected officials to visit their school libraries during the congressional recess April 18 through 29.

*Student Video Contest:* To kick off School Library Month, AASL will announce the winners of its “Learning4Life in My School Library Student Video Contest.” Presented in collaboration with SchoolTube.com and with support from Cisco and Mackin, students were encouraged to submit videos detailing how school libraries and the technology used within the school library program empower students to be Learners4Life. Sixty-two videos were submitted, and one winning student from the elementary, middle, and high school grade levels will be awarded a flip camera from Cisco. The winning student’s school library will receive \$500 in books from Mackin.

*Student Writing Contest:* Students will be given another chance to showcase their creativity during School Library Month as AASL and Figment.com presents four writing contests for teens. Figment, a free online community for teens to create, discover, and share new reading and writing, invites students 13 and up to participate in story writing contests to be judged by some of young adult literature’s most exciting authors - Alyson Noel, Lauren Oliver, Paolo Bacigalupi, and Gayle Forman. Each week in April, a new contest prompt in a different genre of creative fiction will be announced. Figment users will vote to select the finalists and then that week’s guest author judge will select the winner. Winners of each weekly contest will receive autographed books from that week’s judge, and one grand prize winner will receive a Kindle. All finalists and winners will be featured on the Figment and AASL websites.

*School Library Program of the Year:* Two exciting announcements for the school library field will take place during School Library Month. The first will be the announcement of the School Library Program of the Year award. Established in 1963, the National School Library Program of the Year (NSLPY) Award honors school library programs practicing their commitment to ensure that students and staff are effective users of ideas and information, as well as exemplifying implementation of AASL’s learning standards and program guidelines. The award recognizes exemplary school library programs that are fully integrated into the school’s curriculum. Each of three winning programs receives a \$10,000 prize (\$30,000 total) donated by Follett Library Resources.

*Lesson Plan Database:* AASL will also announce the launch of its newly created Standards for the 21st Century Learner Lesson Plan Database. This database will be a freely available online tool supporting the *Standards for the 21st-Century Learner In Action* and *A Planning Guide for Empowering Learners*. The database has a built-in capability to link the AASL’s learning standards contained in the lesson plan to the corresponding Common Core Standards. This information will appear automatically – no manual crosswalking required. The database will also have several other useful features, such as a user rating system, the ability for a user to follow favorite lesson plan creators, lesson plan comments, and the ability to share lesson plans across social networking platforms. In addition, all lesson plans submitted for publication will be reviewed by a team of moderators who will utilize a rubric and checklist created by a small task force comprised of many of the volunteers who created AASL’s learning standards and program guidelines. School librarians can then be confident that the lesson plan they find will be a best practice.

*Advocacy Brochures:* AASL will release *School Library Programs Improve Student Learning: Administrators*, the first in a series of advocacy brochures intended to help school librarians generate and guide discussion with stakeholders about quality school library programs. Each brochure in the series speaks to a specific stakeholder audience within the school library

community, including administrators, policymakers, parents, and teachers. Supported through a grant from the Bound to Stay Bound Books Foundation, AASL is mailing the administrators brochure to 50,000 public elementary and middle school principals during School Library Month. The brochures will also be available as downloads on the AASL website or for purchase in packs of 25 through the ALA Store.

*Website resources:* During School Library Month, school librarians are encouraged to create activities to help their schools and local communities celebrate and should visit the [SLM Web pages](#) regularly to find continuously updated resources and information. Resources include tips on how they can focus their message, public service announcements, and posters and graphics from the ALA store. School librarians are also encouraged to take part in AASL's social communities on [Facebook](#), [Twitter](#), and [ALA Connect](#) where library professionals will be sharing information about the activities happening in their school library programs.

### AASL President Releases Statement on School Library Position Cuts

"Faced with the pandemic loss of school librarian positions due to drastic and alarming cuts in educational spending, AASL continues to advocate for the school librarian as an indispensable member of the educational team. Not only do strong school library programs create an environment where independent reading is valued, promoted, and encouraged, but studies have repeatedly demonstrated that students in schools with strong school library programs learn more, get better grades, and score higher on standardized tests. By eliminating school librarians, schools are losing a vital collaborator whose educational specialty is teaching life-long, independent learning skills. Without these crucial skills, how will today's students succeed in tomorrow's global economy?"

### Lauren Myracle Headlines AASL Awards Luncheon at 2011 Annual Conference

*New York Times* best-selling author, Lauren Myracle, will headline the annual Awards Luncheon for AASL. The luncheon will be held Monday, June 27, during the ALA 2011 Annual Conference in New Orleans, LA. Myracle is the best-selling author of the Internet Girls trilogy - *ttyl*, *tfn*, and *l8r, g8r* - and *Rhymes with Witches*, and a national spokesperson for intellectual freedom. More information is available on the [AASL website](#).

## **Association of College and Research Libraries (ACRL)**

### C&RL to go Open Access

ACRL's scholarly research journal, *College & Research Libraries* (C&RL), will become an open access publication beginning with the May 2011 issue. This change in access policy lifts the online version of the publication's current six-month embargo on new content and makes the complete contents of the journal from 1997 to the present freely available through the publication website at <http://crl.acrl.org>. Additional details about the new open access policy are available in an editorial by C&RL Editor Joseph Branin in the March issue (<http://crl.acrl.org/content/72/2/108.full.pdf+html>) and an FAQ on the ACRL website at <http://www.ala.org/ala/mgrps/divs/acrl/publications/oafaq.cfm>.

## Standards for Libraries in Higher Education Draft Review

In 2009, ACRL 2009-2010 President Lori Goetsch charged a Task Force to review and revise the [2004 ACRL Standards for Libraries in Higher Education](#). For more than a year, the Task Force has been reading relevant library, higher education and accreditation documents, surveying academic library directors to understand how the current ACRL *Standards* have served the profession, and interviewing library reviewers to better understand the evolving role of libraries within institutional accreditation processes. The Task Force is currently soliciting comments on the draft of the 2011 Standards for Libraries in Higher Education. The draft of the full document can be found on the [ACRL Standards and Guidelines page](#) (PDF). Visit the [Task Force blog](#) for an introduction to the various sections of the draft Standards and comments. The blog commenting period will close on Friday, April 8. A public hearing was also held during the ACRL 2011 conference in Philadelphia.

## The Atlas of New Librarianship

ACRL and MIT Press announce the co-publication of a new title, “The Atlas of New Librarianship” by R. David Lankes of the Syracuse University School of Information Studies. Libraries have existed for millennia, but today the library field is searching for solid footing in an increasingly fragmented (and increasingly digital) information environment. What is librarianship when it is unmoored from cataloging, books, buildings and committees? “The Atlas of New Librarianship” offers a guide to this new landscape for practitioners. Lankes describes a new librarianship based not on books and artifacts but on knowledge and learning, and suggests a new mission for librarians: to improve society through facilitating knowledge creation in their communities. To help librarians navigate this new terrain, Lankes offers a map, a visual representation of the discipline.

The book debuted with a launch event at the ACRL 2011 conference in Philadelphia. “The Atlas of New Librarianship” will be available for purchase at the launch event in Philadelphia and is also available through the [MIT Press online store](#).

## New Immersion Program Faculty Members

Four new members have been named to the ACRL Information Literacy Immersion Program faculty. The new faculty members are Char Booth (e-learning Librarian at the University of California – Berkeley), Wendy Holliday (Coordinator of Library Instruction at Utah State University), Michelle Millet (Head of Research Services at the University of Texas at San Antonio), and Karen Nicholson (Teaching and Learning Librarian at McMaster University in Hamilton, Ontario, Canada). More information about the Immersion Program, including the new faculty members, is available on the ACRL Web site at [www.ala.org/ala/mgrps/divs/acrl/issues/infolit/professactivity/iil/immersion/programs.cfm](http://www.ala.org/ala/mgrps/divs/acrl/issues/infolit/professactivity/iil/immersion/programs.cfm).

## Immersion Program Assessment, Intentional Teaching Track applications

Applications for the ACRL Information Literacy Immersion Program Assessment and Intentional Teaching Tracks are due May 6, 2011. The Assessment and Intentional Teaching Tracks will be offered simultaneously November 16-20, 2011, in Nashville. The Assessment: Demonstrating the Educational Value of the Academic Library Track approaches assessment

from a learning-centered perspective; participants will emerge with a broader understanding of assessment and how to use assessment as an important tool to guide evidence-based classroom, curriculum and program development. The Intentional Teaching: Reflective Teaching to Improve Student Learning Track is aimed at the experienced academic librarian (5+ years teaching experience, in a library or other setting) who wants to become more self-aware and self-directed as a teacher. Visit the [Immersion website](#) for complete details about the program, including curriculum, learning outcomes and application instructions.

### CHOICE Faculty Picks

Beginning with the September issue, CHOICE will begin publishing a new Faculty Picks feature on CHOICE Reviews Online and also on the CHOICE Facebook page. CHOICE faculty reviewers will be asked to contribute a list of five “best” books (on a particular topic) that they wish all their undergraduates would read. Scheduled topics include Graphic Design, Civil War, Climate Change, and the Harlem Renaissance. CRO is available at <http://www.cro2.org/>.

### Scholarly Communication 101 Road Show Hosts Selected, Call for Presenters

ACRL's Scholarly Communications Committee has selected five sites from 12 applications to host the *Scholarly Communication 101: Starting with the Basics* workshop this spring and summer. Recognizing that scholarly communication issues are central to the work of all academic librarians and all types of institutions, ACRL is underwriting the costs of delivering this proven content by sending expert presenters on the road. The institutions selected to host the 2011 road shows are the Academic Library Association of Ohio in Columbus; City University of New York; University of Hawaii at Manoa Library in Honolulu; University of St. Thomas in St. Paul, MN; and the Washington Research Library Consortium in Upper Marlboro, MD. In its third year, when the 2011 workshops are complete, the road show will have visited 13 different states and 1 territory. More details on the program are available at <http://www.ala.org/ala/mgrps/divs/acrl/issues/scholcomm/roadshow.cfm>.

ACRL is accepting expressions of interest from prospective new presenters for the workshop series. The new presenter will ideally participate in two workshops during summer 2011. In the first workshop, the new presenter will shadow workshops experts and team-teach one section or assignment. In the second workshop, the new presenter will teach one module with the assistance of two experts. ACRL will reimburse the new presenter for travel costs for up to two road shows in 2011 (flights, hotel, ground transportation, and per diem for meals). Complete details including application requirements and submission information are available on the [ACRL Insider blog](#). The application deadline is Friday, April 8, 2011.

### National Library Legislative Day Travel Grants

ACRL is again providing travel grants for academic librarians participating in [National Library Legislative Day](#) (NLLD). For the third year, ACRL is pleased to announce the availability of up to \$250 each for 10 individuals to attend NLLD from May 9-10, 2011, in Washington, D.C. Individuals applying for the travel grants must be an ACRL Legislative Advocate (application to be an advocate will be accepted simultaneously with travel grant application), be a first-time attendee at NLLD, and apply by April 8, 2011. Grants will be awarded on a first come, first served basis. Complete details and application information are available on the [ACRL Web site](#).

## 2012 ACRL Professional Development Program Proposals

ACRL invites proposal submissions for half- or full-day preconferences to be held prior to the 2012 ALA Annual Conference held June 22, 2012, in Anaheim. Preconferences should allow participants to develop skills related to a specific topic and should focus on interactive learning using a variety of presentation styles. Programs that offer practical tips and cutting-edge techniques are especially encouraged. Proposals should outline activities that will be incorporated during the session to enable attendees to achieve the session's learning outcomes. Preconferences can either be half-day or full-day sessions. Submissions will be accepted online at <https://www.surveymonkey.com/s/JVN3TQ3> through 5 p.m. PDT, Friday April 8, 2011.

## ACRL Friends Fund Disbursement Proposals

The Friends of ACRL, academic and research librarians, provide monetary support to enhance and ensure the relevance of our profession. ACRL committees, interest groups, and sections can submit proposals for funding to the ACRL Friends Fund Disbursement Subcommittee for projects that support professional development, advocacy, innovative programming, and the Board strategic plan initiatives. [Proposals](#) are being accepted through May 1, 2011 and will be evaluated by the Friends Fund Disbursement Subcommittee in June 2011. The subcommittee's recommendations for funding are based on the individual merits of each proposal (criteria are available for review in [ALA Connect](#)).

## **Association for Library Collections & Technical Services (ALCTS)**

### Preservation Week April 24-30, 2011

Preservation Week marks its second anniversary April 24-30. Last year's Preservation Week was a great success across the country with academic, public and special libraries. Activities included lectures and workshops, as well as two free Preservation Week-sponsored webinars.

Recognizing the critical role libraries play in preservation, the Association for Library Collections and Technical Services (ALCTS) in partnership with the Library of Congress and the Institute of Museum and Library Services (IMLS), is proud to bring Preservation Week to libraries across the country. This national awareness campaign was developed to promote the understanding and importance of care for personal and community cultural heritage collections, such as books, documents, photographs, textiles, paintings, sculptures, furniture and decorative arts. In addition, ALCTS is very pleased to have corporate and organizational Partners for Preservation Week, including the Society of American Archivists, Heritage Preservation and American Institute of Conservation, and also to have the Corporate Partners: Archival Products, Gaylord, Familyarchives.com, The HF Group and ITHAKA. Locate these and sponsors on our "Partners" page.

Preservation Week provides a time when thousands will turn to libraries across the U.S. for information and expertise on how to preserve collectibles, photos, family records and other valuable materials. During Preservation Week, themed "Pass it on!," participating libraries will

offer special programs and services that help connect library users with preservation tools; promote the importance of preservation; and enhance knowledge of preservation issues among the general public.

The Preservation Week website ([www.ala.org/preservationweek](http://www.ala.org/preservationweek)) connects librarians and the public with excellent resources, tracks programs across the country, enables people to share their stories, and provides information on a wide variety of preservation issues. There is a wealth of information for those interested in participating in an event or in holding their own event. The website includes an Event Toolkit with ideas for low-cost activities, a speaker's bureau containing names and contact information for preservation professionals willing to speak on various preservation topics, and marketing tools for promoting local Preservation Week activities, such as logos, bookmarks and tips for writing press releases. Local events can be found on the regularly updated Google Map, which plots all locations of planned preservation activities. Any institution planning to host an open event, may post it to the Preservation Week 2011 Google Map (<http://bit.ly/pw2011map>). Doing so will help promote the event and assist with the broader aims of Preservation Week.

Libraries can create a display about preserving and collecting personal, family or community heritage; offer a preservation workshop or event; highlight Preservation Week on their websites with a link to ALA's Preservation Week resources; add their [Preservation Event to the 2011 Preservation Week Event Map](#); [View the Facebook event \(http://on.fb.me/preswk11\)](http://on.fb.me/preswk11) and RSVP or share information about the event by linking to it or posting a photo or video; follow ALCTS and Preservation Week on [Twitter](#); tweet about PW using hashtag: #preswk. People can share their stories by clicking the "Share your Story" icon on the main page. More events can be found on the "Events Calendar" including free live preservation webinars. More information and resources, being added every day, are a good reason to check back often.

A Preservation Week poster and bookmark are now available in the ALA Store. Help support Preservation Week. Visit the ALA Store: <http://www.alastore.ala.org/detail.aspx?ID=2823>

The goal for 2011 is to have Preservation Week events in every state, community and library. Please join in the effort to preserve and protect our cultural heritage by participating in a Preservation Week activity or by hosting a local event. And Pass It On!

### Preservation Week Free Webinars

During Preservation Week, April 24-30, two free webinars, sponsored by the HFGGroup, will focus on two very important and timely topics: accidents and digital memories. The webinars are produced as part of Preservation Week by the ALCTS and its partners, the Library of Congress and IMLS. Visit the website at [www.ala.org/preservationweek](http://www.ala.org/preservationweek).

*"Accidents Happen: Protecting & Saving Family Treasures"* Tuesday, April 26, 1 – 2 p.m., CDT. Accidents and disasters happen. When they do, are you prepared? Are family treasures stored safely at home or elsewhere? How do you save photos when they have been submerged in flood water? What do you do if your books smell mildewy? What if the basement floods or worse? Attend this session to learn answers to these questions and more. Nancy Kraft will provide tips and tools for checking out possible hazards around the house, dealing with mold and salvaging keepsakes, documenting damage for insurance purposes and keeping the

family safe. Learn the steps to take in preparing for and responding to a disaster. Get a basic understanding of dealing with mold. Learn simple techniques for salvaging keepsakes. Become aware of available disaster assistance.

Nancy E Kraft, Head of Preservation at the University of Iowa Libraries, is responsible for directing the preservation and conservation of the library collections at the University of Iowa. In 2009 she received the Midwest Archives Conference Presidents' Award for her extraordinary work following the historic levels of flooding that struck Iowa in the summer of 2008. She has assisted in many disaster recoveries, large and small, including the Iowa Floods of 1993 and 2008, the University of Iowa Old Capitol fire, the water-soaked State Historical Society of Iowa building and a mold outbreak in the Law Library's rare book room. Her passion is assisting the individual to preserve his/her keepsakes.

*"Preserving Your Personal Digital Memories"* Thursday, April 28, 1 p.m. - 2 p.m., CDT. Digital photos, electronic documents and other new media are fragile and require special care to keep them useable. Preserving digital information is a new concept with which most people have little experience. As new technologies appear for creating and saving our personal digital information, older ones become obsolete, making it difficult to access older content. Guided by Bill LeFurgy, participants will learn about the nature of the problem and be offered some simple, practical tips and tools to help keep digital memories safe.

Bill LeFurgy, Digital Initiatives Manager, has worked for the National Digital Information Infrastructure and Preservation Program (NDIIP) at the Library of Congress since June 2002. He leads the NDIIP Communications Team, which interacts with a broad range of people interested in preserving access to digital information. In former lives, LeFurgy dealt with electronic records at the National Archives and Records Administration and served as Baltimore City Archivist and Records Management Officer. While he has memories of punch cards, monochrome monitors and 30-pound portable computers, he is also an enthusiastic creator and consumer of social media.

These Preservation Week webinars are free and open to anyone with an interest in the topics. To register, visit the GoToWebinar site: <https://www1.gotomeeting.com/register/550844641>

*JUST ADDED:* Digital preservation of digitized book and other digitized content at cultural heritage organizations, sponsored by ITHAKA. More details will be available soon.

For all other questions or comments related to the webinars, contact Julie Reese, ALCTS Events Manager at 1 (800) 545-2433, ext. 5034 or [jreese@ala.org](mailto:jreese@ala.org).

## **Association for Library Service to Children (ALSC)**

15<sup>th</sup> Anniversary of El día de los niños/El día de los libros: Many Children, Many Cultures, Many Books

2011 marks the 15<sup>th</sup> Anniversary of El día de los niños/El día de los libros, traditionally celebrated on April 30. Libraries are invited to register their Día events; and will receive

complementary stickers for use during their celebrations. The database may be searched by state for programming ideas. The very first webinar on Día is scheduled for April 1 and features Seattle librarian Beatriz Pascual Wallace, who will present ideas for libraries celebrating Día for the first time. Noted author and Día Founder, Pat Mora, will celebrate Día's 15<sup>th</sup> anniversary at the Valencia Branch of the Pima County Library System in Tucson, AZ. Also, a publicity tool kit for libraries is now featured on the Día website, to provide resources for marketing library celebrations in the community. A new publication, *Building a Culture of Literacy in Your Community through Día*, by Jeanette Larson will be available on April 1. The book details Día's mission and vision, as well as resources, for celebrating many children, many cultures, many books. For more information, including information about registering for free materials, please visit <http://www.ala.org/dia>.

### May Hill Arbuthnot Honor Lecture

On Friday, April 15, 2011, the St. Louis Public Library will host award-winning children's author Lois Lowry for the 2011 May Hill Arbuthnot Honor Lecture. The event, which is free to the public, was announced in September 2010. The event opened to registration on January 15, 2011. Tickets are still available at <http://www.slpl.org/arbuthnot/>.

The 2012 Arbuthnot Committee is now seeking host site applications for the 2012 Arbuthnot Lecturer Peter Sís to be delivered next spring. For more information, please visit <http://www.ala.org/alscawards>, click on "Book and Media Awards" and then on "Arbuthnot" in the left-hand navigation menu.

### New ALSC Blog Schedule and Changes

The ALSC Blog recently underwent some long term planning and came up with a proposal for new bloggers and a more permanent schedule. Starting Monday, April 4, 2011, the ALSC Blog will feature 16 regular bloggers posting on a regular schedule. Each blogger has a topic (or beat) and will post once a month. ALSC has also begun exploring mixing more media into the blog including regular podcasting. By creating a community dedicated to children's librarianship and publishing ALSC hopes to engage more authors, members, and children's literature enthusiasts in the years to come. <http://www.alsc.ala.org/blog/>

### Professional Awards

ALSC recently finished announcing the final professional award winners for 2011. The seven awards, including the Distinguished Service Award and the Bookapalooza Award recognized librarians across the country for their service to communities and dedication to the profession.

- The ALSC Distinguished Service Award: Dudley Carlson, Portola Valley, CA
- Bookapalooza Award: Megan Stith, Meade County (KY) Public Library; Brian Gregory, Houston Elementary School, Spartanburg, SC; and Paula Childers, Florence County (SC) Library System
- The ALSC/BWI Summer Reading Program Grant: Jennifer Roderick, West Palm Beach (FL) Public Library

- The Bechtel Fellowship: Allison G. Kaplan, University of Wisconsin-Madison, Madison, WI, Project: "Board Books: From Toy to Literacy Tool"; and Victoria J. Penny, First Regional Library, Hernando, MS, Project: "Rediscovering Child's Sense of Wonder: Depictions of Nature and Outdoor Play in Historical Children's Literature"
- The Maureen Hayes Author/Illustrator Visit Award: Deanna Gouzie, McArthur Public Library, Biddeford, ME
- Light the Way: Library Outreach to the Underserved Grant: Odette Batis, Richmond (CA) Public Library
- Penguin Young Readers Group Award: Patricia Carroll, Shamona Creek Elementary School, Downingtown, PA; Allison Hill, Bloomington (IL) Public Library; Mellissa Sanchez, Highlands Elementary School, Sugar Land, TX; and Laura Simeon, The Open Windows School/Vista Academy, Bellevue, WA.

Award descriptions and a full list of the 2011 award winners can be accessed at <http://www.ala.org/ala/mgrps/divs/alsc/awardsgrants/profawards/index.cfm> .

### Online Education Courses

Registration for ALSC's spring offering of online education courses is now open, and courses are scheduled to run from May 2 – June 10, 2011. Debuting this spring is a new course by instructor Kathleen T. Horning, "The Caldecott Medal." Horning's wildly popular course, "The Newbery Medal" has attracted many students over the last two years, and this course is sure to do the same. Other courses available this spring include, "Children with Disabilities in the Library" and "Reading Instructing and Children's Books," taught by Kate Todd; "Out of this World Youth Programming" taught by Angela Young; and "Introduction to Graphic Novels for Children" taught by Janet Weber. Course fees are \$95 for ALSC members, \$145 for ALA members, and \$165 for nonmembers. More information is available at [www.ala.org/alsced](http://www.ala.org/alsced).

### ALSC Webinars

ALSC is pleased to announce the offering of hour-long webinars. Because life in a library moves fast, ALSC's webinars are the perfect solution for someone who wants and needs educational information, but doesn't have a lot of time or resources. These short, interactive sessions taking place in Adobe Connect give librarians and library support staff the opportunity to learn from work or home; the only necessary tools are a computer and Internet access. Upcoming webinars include: "Día 101: Everything you need to know about celebrating El día de los niños/el día de los libros," by Beatriz Pascual Wallace, on April 1, 2011; "Leveling Easy Readers" by Kate Todd, on April 28, June 15, July 7 and August 23; and "Family Programs on a Shoestring @your library" by Angela Young, on May 12, June 10, July 22, and August 5. Also in the works are two more webinars, one about the popular trend of ebooks in children's libraries.

## ALSC at the 2011 Annual Conference

- ALSC 101 at Annual Conference — At the annual conference in New Orleans, ALSC will be once again hosting its ALSC 101 event. This event is a member-driven effort to teach new members and would-be new members the ins and outs of membership in ALSC. At ALSC 101, members use games, talks and dialogue to demonstrate committee work and how to get involved. The event will be held Friday, June 24, 2011.
- Programming — ALSC is gearing up for a fun and educational Annual Conference. ALSC is hosting 18 educational programs in addition to the highlights below. More information can be found online at [www.ala.org/alscevents](http://www.ala.org/alscevents).
  - ALSC is sponsoring a film in the Now Showing @ALA program entitled, “Library of the Early Mind” on Saturday evening, June 25, 8 – 10 p.m. This film is an exploration of the art and impact of children’s literature on kids and culture. Thanks to the generous donations of publisher sponsors, there will be an appetizer reception following the program.
  - The ALSC Charlemae Rollins President’s Program on Monday, June 27, 8 – 10 a.m. entitled, “How Libraries can Best Serve Special Needs Patrons, Especially those with Autism Spectrum Disorders (ASD).” Recognizing the number of children with ASD, this program will help librarians create innovative programming to positively integrate all patrons. Speaking at the session are Dr. Ricki Robinson, a leader in developing multidisciplinary treatment plans for children with ASD; Patricia Twarogowski, a children’s librarian; and authors Cynthia Lord and Francisco X. Stork, both of whom have written about autism.
- ALSC Awards Presentations:
  - The Newbery Caldecott Wilder Banquet will take place Sunday evening, June 26, 6:00-11:00 p.m. There will be a cash bar reception from 6:00-7:00; doors to the Banquet open at 6:45. Speeches from Newbery Medalist Clare Vanderpool, Caldecott Medalist Erin E. Stead and Wilder Medalist Tomie dePaola will follow the dinner, and a receiving line will conclude the evening’s events.
  - The 2011 Pura Belpré Award and 15th Anniversary "Quinces" Celebración. ALSC and REFORMA will host a gala of the Quinces for the Pura Belpré Award to celebrate the awards’ 15<sup>th</sup> anniversary. The event will take place on Sunday, June 26, 1:00 – 4:00 p.m. The Quinceañera Celebración will feature the winning 2011 Belpré authors and illustrators including Pam Muñoz Ryan, George Ancona, Margarita Engle, Eric Velasquez and Duncan Tonatuih. Also on hand will be the madrinas and padrinos (godparents of the award) in a unique coming of age ceremony. The 2011 Medal winners will be honored and will be there to receive recognition and make remarks. Delicious food, music, and dance will also be part of the Celebración. For more information please visit [www.ala.org/alscevents](http://www.ala.org/alscevents).
  - The ALSC Awards Presentation will follow the President’s Program on Monday from 10:30 a.m.– 12:00 noon. The Batchelder, Carnegie, Geisel, and Sibert Awards will be presented and the ALSC membership meeting will follow.
  - The Odyssey Awards for Excellence in Audiobook Production, administered jointly by ALSC and the Young Adult Library Services Association (YALSA) and sponsored by *Booklist*, will be presented on Monday from 4:00-5:30. A reception with light

refreshments, sponsored by the Audio Publishers Association, will follow the award presentations and program. The location will be announced in late May.

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

### Email Offer to Library Directors

On March 15, an email went out to all library directors who are also members of ALA – and – all public libraries listed in the *American Library Directory*, offering them a choice of one free copy of either *Even More Great Ideas for Libraries and Friends* <http://www.neal-schuman.com/bdetail.php?isbn=9781555706388> or *The Complete Library Trustee Handbook* <http://www.neal-schuman.com/bdetail.php?isbn=9781555706876> if they join both their Friends Group and their Board of Trustees to ALTAFF. If they join just one of these two groups, we are offering their choice of the above two books for the low price of \$19. In addition, those taking advantage of this special email offer will get an additional three months membership for free.

### Toolkit to Promote ALTAFF Membership

The staff is putting together a toolkit for ALTAFF board members and other active members so that they can promote ALTAFF membership at the local, regional and state levels. The toolkits will be ready well before the annual conference in New Orleans

### Fundraising Efforts

Letters requesting general support of ALTAFF have gone out to all current board members, and to date ALTAFF has received nearly \$3,000 – and sends thanks to all who have donated. President Rod Gauvin will soon be sending a letter of request to all former FOLUSA board members and after that, to all former ALTA board members.

A Board appointed corporate sponsorship task force has been working since fall and to date has brought in \$13,000 in new sponsorships.

### New Friends Toolkit Available

A new toolkit for Friends on how to engage volunteers from the baby boom generation is complete and in the editing process. Perhaps the greatest challenge for Friends groups is to attract new *active* members. Happily, studies show that the baby boom generation will offer the richest source of volunteers in American history and will no doubt be a boon to Friends groups who know how to engage them.

## **Association of Specialized and Cooperative Library Agencies (ASCLA)**

### ASCLA: Future-Friendly, Future-Ready

The revised bylaws supporting a new organizational structure for ASCLA were posted to the ASCLA ballot. An [article](#) from the ASCLA president, Diana Reese, was posted to the blog, website and sent to all ASCLA members in support of the revised bylaws.

### Publicity: ASCLA in the *Washington Post*

An excellent [article](#) in the *Washington Post* featured ASCLA member and Maryland Prison Librarian Glennor Shirley on the challenges and rewards of being a prison librarian today.

### Advocacy

The first ever session on advocacy and ASCLA will take place at the ALA Annual Conference. *Members Shaping ASCLA's Future* will have as its agenda the Advocacy priorities for the division for 2011 and beyond. Time and location: Saturday, June 25, 4-5:30 p.m., HIL-Aqua 310.

### ASCLA Awards

The 2011 ASCLA Leadership & Professional Achievement Award winner is Diane Walden, Correctional Libraries Senior Consultant for the Colorado State Library and a longtime member of ASCLA, the Librarians Serving Special Populations Section (LSSPS) and the Library Services to Prisoners Forum (LSPF). Walden was also named a 2011 Mover & Shaker by *Library Journal*. Get the full story here: <http://tinyurl.com/69cxb6x>.

Hennepin County Library Outreach Services was recognized for the ASCLA Exceptional Service Award. The award recognizes exceptional service to patients in a medical facility, to persons who are homebound, to inmates, to older adults and adults with a physical or mental disability who live in group homes or residences, and also recognizes professional leadership, effective interpretation of programs, pioneering activity and significant research.

## **Library and Information Technology Association (LITA)**

### Sunday Afternoon with LITA

Sunday afternoon at the Annual Conference begins with the LITA Top Technology Trends program. A panel of technology experts will discuss important changes and advances in technology that librarians and technologists in libraries need to watch in order to take advantage of them in their libraries. Clifford Lynch will be participating on the panel.

The Awards Ceremony will recognize LITA awards and scholarship winners. The Frederick G. Kilgour Award for Research and the LITA/Library Hi Tech Award for Education have been awarded to:

- Daniel J. Cohen, Associate Professor of History and Art History at George Mason University and Director of the Center for History and New Media, is the winner of the 2011 Frederick G. Kilgour Award for research in library and information technology.
- John Wilkin, Associate University Librarian for Library Information Technology, and Technical and Access Services in Ann Arbor, MI, and, Executive Director for Hathi Trust, has been named the 2011 LITA/Library Hi Tech Award winner. The purpose of the award is to recognize outstanding achievement in educating the profession about cutting edge technology through communication in continuing education within the field of library and information technology.

In addition, the LITA/Ex Libris Student Writing Award and the following three scholarships in Library and Information Technology will be awarded at the ceremony: LITA/Christian Larew Memorial Scholarship; LITA/OCLC Minority Scholarship; and, LITA/LSSI Minority Scholarship.

The LITA President's Program completes the afternoon. Karen Starr, LITA President, has invited Robert Bocher to present "Building the Future: Addressing Library Broadband Connectivity Issues in the 21st Century." The nation's first National Broadband Plan was released in 2010. It set a goal that community anchor institutions—including libraries, schools, higher education—have affordable access to at least 1Gbps connectivity. But 42% of public libraries have less than 2Mbps connections, and many other libraries also have broadband issues. The President's Program will explore the broadband landscape and how ALA is working with Internet2 to address the broadband needs of libraries, schools and higher education.

Bob Bocher is the Technology Consultant with the Wisconsin State Library. He is also a Fellow in ALA's Office for Information Technology Policy (OITP) where he consults primarily on broadband issues, the federal E-rate program and related issues like Net Neutrality. Last month, Bob was appointed to the United States Unified Community Anchor Network's Task Force on Community Anchor Network Economic Models. Bob is the library representative on the Task Force, charged with developing economic and business models that address the programmatic, operational, and financial challenges involved in implementing and sustaining a national network of community anchor institutions (CAIs). More information is available at <http://www.wo.ala.org/districtdispatch/?p=5703>.

## **Library Leadership and Management Association (LLAMA)**

### New Discussion Group

LLAMA and the New Members Round Table have partnered to create the LLAMA/NMRT New Leaders Discussion Group. This group will provide opportunities for discussion and networking among new librarians, new members of LLAMA and/or NMRT, librarians who are making career shifts, experienced leaders, and anyone interested in developing leadership skills.

At the 2011 Annual Conference, topics will focus on “Developing Leadership Skills for Early Career Librarians” and there will be approximately 30 minutes of presentations. Presenters will speak for 7 -10 minutes and then facilitate a group discussion on the topic. After the presentations, there will be small, rotating discussion groups to allow more in-depth discussions of the presentation topics and other theme related topics as determined by attendees’ interests.

The LLAMA/NMRT New Leaders Discussion Group is scheduled to meet on Saturday, June 25, from 4 – 5:30 p.m.

### Call for Volunteers

LLAMA and its sections are seeking committee volunteers for 2011 and beyond. There are volunteer opportunities at both the LLAMA-wide level and in each of the sections: Building and Equipment (BES), Fundraising and Financial Development (FRFDS), Human Resources (HRS), Library Organization and Management (LOMS), Measurement, Assessment, and Evaluation (MAES), Public Relations and Marketing (PRMS), and Systems and Services (SASS). The online volunteer form can be completed at: <http://www.ala.org/cfapps/committee/volunteerform>.

## **Public Library Association (PLA)**

### PLA Webinar Series: Public Libraries at Work

PLA continues to hold webinars in its 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 February webinar, “Creating a User-Friendly Website for Your Library” was a great success with more than 100 registrants. The webinar helped attendees learn how to organize web content in an intuitive way, increasing usability and navigability, and understand the impact of design and content on website effectiveness. The instructor was Nate Hill, Web Librarian at the San Jose (CA) Public Library and the PLA Blog Manager.

PLA will host “[Cracking QR Codes—What Are They and How Can They Help Your Library?](#)” on April 20 at 1:00 pm CDT. Presented by Carson Block, IT Director of the Poudre River (CO) Public Library District, this webinar will provide a lively, uncomplicated introduction to QR Codes. Learn what they are and how to make them work for your library. QR Codes can help to communicate with patrons about library services, programs, web content, and more.

### Turning the Page 2.0 Opens Online Registration

Registration has opened for the first six-week session (April 18-May 23) of [Turning the Page 2.0](#), a free, comprehensive advocacy training program, developed and presented by the [Public Library Association](#) with generous support from The Bill & Melinda Gates Foundation. *Turning the Page 2.0* will be offered six times through 2011 and 2012. [The full schedule with registration dates is available online.](#)

*Turning the Page 2.0* is an extension of the popular and successful *Turning the Page: Building Your Library Community* program previously offered by PLA. The 2.0 training addresses the same core issues of advocacy, communications and relationship building—this time in a convenient blended-learning format.

Each six-week session of *Turning the Page 2.0* consists of:

- In-person kick-off (Attendance is not required but is suggested)
- Weekly interactive one-hour webinars with PLA-[trained facilitators](#)
- Independent assignments to advance Advocacy Work Plan (1-2 hours/week)
- Personalized facilitator feedback

The upcoming April-May session will begin with an optional, in-person kick-off on April 12 at the [Texas Library Association Annual Conference](#). Registration for this preconference is free; however overall conference registration rates apply. Participants must register for the in-person event separately from the online portion of the program.

#### Technology Access Benchmarks Initiative: A Coalition of National Organizations

An [unprecedented national coalition](#) has formed to design and pilot a series of public access technology benchmarks for public libraries, with \$2.8 million in funding from the Bill & Melinda Gates Foundation. The American Library Association Office for Information Technology Policy (OITP) and the Public Library Association (PLA) – with other library and local government leaders – will provide leadership in developing guidelines that support continuous improvement of and local re-investment in public technology access at libraries.

[OITP](#) will be most actively engaged in the early stages of the effort, co-leading benchmark development with the Urban Libraries Council and creating a foundational literature review of benchmarking efforts within and beyond the library community. The office has undertaken several prior projects related to benchmarking, culminating in such [publications](#) as “The Library in the Networked World” self-assessment tool, “Principles for Digital Content,” and “Making Connections: Lessons from Five Shared Library Networks.”

“Supporting and promoting the effective and efficient use of technology in libraries is central to OITP’s mission,” said Larra Clark, Director, OITP Program on Networks. “Building on this experience, we look forward to developing compelling benchmarks that will help library leaders measure the effectiveness of their technology services, craft plans to guide improvement, and advocate for the highest quality library technology services today and for the future.”

In addition to participating in benchmark development, [PLA](#) will lead curriculum development and train-the-trainer programming to support adoption and implementation of the benchmarks by public libraries. “The Technology Benchmarks Program aligns with PLA’s core purpose ‘to strengthen public libraries and the communities they serve’ as well as our strategic aims in advocacy” said PLA President Audra Caplan. “This initiative ensures the creation of practical tools and training to support and encourage advocacy efforts by public libraries.”

With the Urban Libraries Council as the project lead and facilitator, the coalition also includes: the State Libraries of California, Oklahoma, and Texas; Lyris; Web Junction-OCLC; researchers at the University of Maryland and University of Washington; International

City/County Management Association; TechSoup Global; and the Bill & Melinda Gates Foundation.

Benchmark development will include three phases. To begin, the coalition will draft prototype benchmarks and collect feedback from the library field and local government leaders to ensure the benchmarks are meaningful and useful. Next, the group will test an initial set of benchmarks in communities in California, Oklahoma, and Texas, beginning in fall 2011. The prototype benchmarks will be refined with feedback from the pilot communities and the library field. They will be launched for broad use in spring 2012.

“This initiative is the next critical step in the library field’s successful effort to bring information and opportunity to communities, through public access technology,” said Jill Nishi, Deputy Director of U.S. Libraries and Special Initiatives for the Bill & Melinda Gates Foundation. “We are tremendously proud to support this coalition and their collective vision for the public access technology benchmarks.”

### NEW! Public Library Management Courses

PLA is dedicated to providing members with the resources they need to be effective leaders in public libraries. Upcoming Public Library Management Courses offer in-depth education and interactive opportunities to help members succeed in a dynamic and challenging library environment.

#### Budget and Finance

Determining and managing budgets can be a daunting part of the job. Get practical, expert education and tackle library finances in a whole new way.

Instructor: Sandra Nelson; Location: Cleveland, TX; Dates: May 17-18, 2011

#### Fundraising

With libraries facing their toughest budget challenges ever, the pressure to develop creative and resourceful funding ideas is great. This course offers an opportunity to enrich the knowledge of the participant and the benefit to the participant’s library.

Instructor: June Garcia; Location: Seattle, WA; Dates: May 24-25, 2011

[Learn more about PLA's regional public library management/CPLA courses.](#)

### Public Libraries Turns 50!

PLA has just released the 50<sup>th</sup> issue of *Public Libraries*. In honor of this occasion, the magazine has been redesigned to give it a more contemporary look and feel. In addition to creating a new masthead, the editor and designers also developed a new layout for stories and columns inside. PLA looks forward to 50 more great issues of this peer-written and peer-reviewed journal.

[Publiclibrariesonline.org](http://Publiclibrariesonline.org)

[Check out a new Book Talk interview](#) with Gillian Flynn, author of psychological thrillers *Sharp Objects* ("an admirably nasty piece of work, elevated by sharp writing and sharper insights" – Stephan King) and *Dark Places* on [publiclibrariesonline.org](http://publiclibrariesonline.org)

### Proposals for 2012 ALA Annual Conference

PLA is now accepting preconference and program proposals for the 2012 ALA Annual Conference, to be held June 21-26 in Anaheim, CA. [Proposals may be submitted through an online form available here](#). Faxed, emailed or mailed proposals will not be accepted.

The deadline for submitting proposals is May 15, 2011. The PLA Annual Conference Program Committee will review all submitted proposals during its meetings at the 2011 ALA Annual Conference in New Orleans and will select programs based on their relevance to the profession and general interest to conference attendees who work in public libraries. Organizers will be notified whether or not proposals are accepted beginning in August 2011.

PLA typically presents a strong slate of programs at ALA Annual Conference, sponsoring four preconferences and 18 programs this year in New Orleans. ALA Annual Conferences attract many types of public libraries and a wide range of library staff. Program topics may include: Administration/Management; Leadership; Facilities; Collection Management; Serving Children, Young Adults and Adults; Technology; Serving Special Populations; and Human Resources/Staffing.

### PLA Member Update Webinar

On March 2, the Public Library Association (PLA) presented a 45-minute, free Member Update webinar to inform and encourage member engagement within the organization and throughout the field of public libraries.

A number of PLA membership benefits offer members the opportunity to contribute and make a difference both within and beyond their libraries. The PLA Member Update webinar had brief introductions to getting involved in public library advocacy and contributing to discussions and projects in the PLA Communities of Practice. Attendees received a preview of the 2011 PLA Virtual Spring Symposium, March 30.

In addition, to help members make an informed vote during the 2011 elections (March 16 to April 22), the PLA Member Update webinar [explained the positions up for election](#). This election implements the [final phase of the PLA reorganization approved by the membership in 2008](#). PLA membership will be responsible not only for deciding the PLA president-elect, but also for electing candidates to ALA Division Councilor and eight vacancies on the PLA Board.

This year on the ballot, there are also three items requiring a member vote: a member dues increase, an adjustment to the member dues schedule, and an update to the PLA bylaws. [Learn more about each item](#). During the webinar, PLA President Audra Caplan explained the

decision to request a dues increase and helped members understand the necessity of raising dues for the first time in 18 years.

Registration for the PLA Member Update webinar was free and open to both members and nonmembers alike.

## **Reference and User Services Association (RUSA)**

### Literary Tastes Breakfast

Two authors have been confirmed for RUSA's beloved Literary Tastes breakfast at the Annual Conference. Pulitzer Prize finalist and *New York Times* best-selling author Nathaniel Philbrick and Fantasy author Guy Gavriel Kay will speak at Literary Tastes Breakfast

### Book Love

RUSA staff is compiling a list of outstanding library and librarian book review websites to add to the Literary Tastes website, literarytastes.com. This website is built around book love and will contain sites that members visit when looking for the best book reviews available. They include sites from such publications as *Library Journal* and the *New York Times*, a site maintained by a library's readers' advisory staff, and a site maintained by an expert readers' advisory librarian.

## **Young Adult Library Services Association (YALSA)**

### Get Ready for Teen Read Week™

Teen Read Week™ will be celebrated Oct. 16 – 22, with the theme “Picture It @ your library.” Teen Read Week™ is an advocacy opportunity for libraries which are encouraged to throw open their virtual and physical doors and highlight, to their communities, all the great reading resources that are available to teens and their families. The 2011 web site and online registration will launch the week of April 11 for National Library Week. Visit [www.ala.org/teenread](http://www.ala.org/teenread) to access ideas on how to celebrate the event.

### New Evaluation Tool for Teen Services

YALSA has developed a tool for evaluating a public library's overall level of success in providing services to teens, aged 12-18. The tool is not intended to be an evaluation of an individual teen services librarian, but rather of an institution's program. This resource is a companion to YALSA's national guidelines, “Competencies for Librarians Serving Youth.” Download the free rubric, competencies and/or find out more at <http://tinyurl.com/YAeval>.

## Trends Impacting Young Adult Services

YALSA seeks a presenter for a paper presentation, sponsored by YALSA's Past Presidents. The presenter will receive up to \$1,500 to defray attendance costs to present on trends impacting young adult library services at the 2012 Midwinter Meeting in Dallas, January 20-24, 2012. For more information or to download the application, visit <http://tinyurl.com/4qcogcu>.

## YALSA Seeks Submissions for Book on Summer Reading

Individuals who have successfully run a summer reading program for teens and/or tweens and who would like to have information about it published in YALSA's upcoming book, *YALSA's Complete Summer Reading Manual for Teen and Tween Services*, edited by Kat Kan, are encouraged to complete the form available at <http://tinyurl.com/4nc56eo> by no later than May 1, 2011.

## Upcoming Events & New Initiatives

- April 14, Support Young Adult Literature Day, Teens' Top Ten nominations posted and 2011 Teen Read Week™ web site launches at [www.ala.org/teenread](http://www.ala.org/teenread).
- April 21, free YALSA e-learning on job hunting, facilitated by Courtney Young.
- April 30, last day to apply for next round of YALSA's mentoring program.
- Deadline to contribute to YALSA's summer reading book, <http://tinyurl.com/4nc56eo>.
- May 19, YALSA webinar: *Best Practices in Teen Space Design*.
- May 31, last day to submit a Proposal for a YALSA program at the 2012 ALA Annual Conference.
- June 16, YALSA webinar: *Street Smart: Serving Teen Street Lit Readers*.
- June 24, half day workshops on reluctant readers and the basics of teen services, New Orleans <http://tinyurl.com/YALSAAnnual11>.
- June 27, Michael L. Printz Award Program and Reception, New Orleans.

## **ALA PUBLISHING**

### **ALA Editions**

#### ALA Editions Spring/Summer 2011 Catalog

The ALA Editions [Spring/Summer 2011 catalog](#) began reaching members, customers, and potential customers in late February. The new catalog highlights over 50 new products including books, eCourses, ALA Editions Workshops, ALA TechSource Workshops, [Library Technology Reports](#), [Children's Programming Monthly](#), and recent and bestselling backlist products. We have added QR (Quick Response) codes at the beginning of each subject area in the Spring/Summer 2011 print catalog, and also on the back cover of new books. When readers scan the code (as long as they have downloaded the relevant app), they will be taken to the appropriate place in the ALA online store for further information.

## New Print Books Published since Mid-February

### [Assistive Technologies in the Library](#)

Barbara T. Mates with contributions by William R. Reed IV

This sensitively written and practical guidebook will help readers' ensure that their library's offerings are accessible to everyone. Mates, former Director of the Ohio Library for the Blind and Physically Disabled, strips away the technical jargon and introduces dozens of the latest options, including hardware, software, and peripherals.

### [Homework Help from the Library: In Person and Online](#)

Carol F. Intner

From planning a customized homework-help agenda to demonstrating how to help students successfully use their technological savvy in ways not necessarily possible at home, this book presents a no-nonsense, comprehensive approach to giving students the assistance they need.

### [The Librarian as Information Consultant: Transforming Reference for the Information Age](#)

Sarah Anne Murphy

Murphy adapts existing business practices and programs to the context of the library, allowing frontline staff and administrators in any type of reference department to monitor and continuously improve their library's services.

### [El día de los niños/El día de los libros: Building a Culture of Literacy in Your Community through Día](#)

Jeanette Larson for the Association for Library Service to Children (ALSC)

A celebration of children, families, and reading held annually since 1996, Children's Day/Book Day, known as Día, emphasizes the importance of literacy for children of all linguistic and cultural backgrounds. In anticipation of Día's fifteenth anniversary, the Association for Library Service to Children (ALSC) presents a collection of the best of its Día programming ideas.

### [Reading with the Stars: A Celebration of Books and Libraries](#)

Edited by Leonard Kniffel

ALA's own Leonard Kniffel offers a collection of interviews with prominent figures--all of whom have special connections to libraries. From President Barack Obama to actress Julie Andrews; from basketball star Kareem Abdul-Jabbar to former First Lady and librarian Laura Bush and many others. Stars of literature, politics, entertainment, and the public arena speak with Kniffel about the ways libraries have been critical in their lives.

## Library How-to Handbooks

ALA Editions partnered with Skyhorse, a trade publisher, to create a series of books for the general public meant to help patrons get the most out of their library's resources. [How to Get a Great Job](#) and [How to Pay for College](#) are the first in the series.

## Keep up with ALA Editions

The Spring/Summer 2011 ALA Editions catalog can be downloaded [here](#). New products are available on the [new products page](#) and information about all ALA Editions titles is at

[www.alastore.ala.org](http://www.alastore.ala.org). Friend us on [Facebook](#), follow us on [Twitter](#), and keep up with the ALA Editions blog by [subscribing](#).

### ALA Editions on the Web, ALATechSource and Editions eCourses

ALA TechSource and online ventures from Editions continue to offer well-attended online workshops, e-Courses, and new issues of *Library Technology Reports*.

[ALA TechSource Workshops](#) since mid-February included “Making Mobile Services Work for Your Library” with Cody Hanson.

[ALA Editions Workshops](#) included “Readers Advisory: Balancing Your Library's Reading Budget” with Neal Wyatt and Joyce Saricks and “Liven Up Baby and Toddler Storytimes with Sign Language” with Kathy MacMillan.

The most recent issue of [Library Technology Reports](#), “[Libraries and the Mobile Web](#)” by Cody Hanson addresses the question: what evidence would provide a good indication that the day had come for your library to focus concerted efforts on mobile services? The answer leads Hanson to talk about why now is the time to take action, and how to be proactive in providing robust services to mobile users.

For the latest from ALA TechSource, please [subscribe](#) to the ALA TechSource Blog.

## **ALA Graphics**

### Webinar in the READ® Posters Made Easy Series

On March 24, ALA Graphics held its second webinar in the READ® Posters Made Easy series. Over 120 attendees learned more advanced techniques for creating professional-looking READ posters using the READ Design Studio discs in this “Getting Creative with Adobe® Photoshop® Elements” webinar. The archived [webinar](#) and [slides](#) are freely accessible.

### Graphics Catalogs

ALA Graphics’ first-ever digital catalog supplement launched on February 25. Specially created with the 2011 National Library Week theme, it used the same technology as *American Libraries* digital supplements and online archives. This digital catalog highlighted National Library Week, School Library Month, and complementary products from ALA Graphics, with direct links to the ALA Store for convenient shopping. Flash technology was used to illustrate how to customize flyers and digital products, and an embedded video tutorial for the READ Design Studio offered an interactive experience for the reader. Three more digital catalogs are planned for 2011, featuring products for summer reading programs, Banned Books Week, and Teen Read Week™. View the National Library Week digital catalog supplement [here](#).

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](http://www.alastore.ala.org) .

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

## ***American Libraries***

### Robust Suite of Print and Electronic Products and Communication Channels

*American Libraries*' increasingly robust suite of print and electronic products and communication channels continues to gain reader interest, aided by the March launch of a website redesign that highlights new material and creates additional advertising space. The offerings are evolving in keeping with major publishing trends. Channels and services now offered by *American Libraries* include:

- [americanlibrariesmagazine.org](http://americanlibrariesmagazine.org), the constantly updated comment-enabled website
- [American Libraries Direct](#), the award-winning weekly enewsletter, a gateway digest to the most important library news and views
- 6 print issues of *American Libraries* plus 5 digital supplements this year
- [A growing family of blogs](#)—ranging from “Inside Scoop” and “Ask the ALA Librarian” to Jason Griffey’s “Perpetual Beta”
- [Video archives at AL Focus](#) with coverage of conferences and events, interviews, profiles, and more
- Occasional webinars covering major trends such as new technologies, egov documents, and privacy

### Continuing Education Digital Supplement

The Continuing Education digital supplement in February featured the continuing education (CE) programs (highlighting online CE) of various divisions, offices, and units of the ALA, including Publishing. Mailed to 53,000, it is [now archived](#) on the site.

### Library Facilities Showcase

The popular annual Library Facilities Showcase was published as a three-pronged series: in the March/April 2011 print issue, in a week-long rollout on the [American Libraries magazine website](#) and (coming on April 7) as *American Libraries* Spring Digital Supplement—each publication showcasing different libraries. The website Showcase quickly moved up to “most viewed” status. *American Libraries* also attracted lively online dialogue with a series of news reports and an “On My Mind” guest editorial about Wisconsin librarians’ participation in the Madison labor-rights rallies that galvanized the nation; the “On My Mind” was reposted by the AFL-CIO.

### March/April Print Issue Editorial

In the March/April print issue editorial column, ALA Publishing Associate Executive Director (AED) Don Chatham wrote: “Leonard Kniffel’s legacy offers exciting possibilities. . . . We stand at a turning point in a rapidly evolving environment and look forward to new leadership to

continue identifying, integrating, and developing the many opportunities ahead. Please add your voice: What do you want your member magazine and related suite of products to be?”

### QR Codes

In recent issues, *American Libraries* has included QR (Quick Response) codes in the print issue for articles with additional online content. When readers download the app and scan the code for a given article, they will be taken to enhanced or additional material on [www.americanlibrariesmagazine.org](http://www.americanlibrariesmagazine.org). Articles with QR codes include those such as Newsmaker, where the interview is shortened to fit in the print issue; any article that has a video associated with it; or features like the library design showcase where the online component is larger than the print component.

### Webinar on Privacy and Youth

The month concluded with a March 31 webinar on privacy and youth cosponsored by *American Libraries* and the Office for Intellectual Freedom.

As always, *American Libraries* regularly adds new video to the website. All videos are at [AL Focus](#).

## **Booklist Publications**

In addition to the print issues and their popular spotlight themes, *Booklist* continues its successful program of free sponsored webinars. Recent webinars included: [Diderot Goes Digital: Why Authority, Comprehensibility, and Utility in Reference Sources Still Matter](#)—on how to measure whether a source is authoritative, comprehensible, and useful; [Spring into Books: Terrific New Titles for Youth](#)—featuring buzz-worthy new titles for youth; and [New and Tantalizing Spring Titles from Workman](#).

Updates, upcoming webinar information, and links to archives of past webinars are available on the [Booklist Online webinars page](#).

Hundreds of friends are now keeping up with [Booklist on Facebook](#) as well as on [Twitter](#) and finding *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

Subscription numbers to the RDA Toolkit continue to grow as users work on integrating RDA into their workflows.

At the upcoming ACRL conference and over the next few months, ALA Digital Reference Publisher Troy Linker will interview vendors about current plans and timelines for integrating RDA into their products. A survey has been sent to the RDA email list, asking which vendors users want us to interview, and what specific questions they want us to ask. The conversations will be shared on the newly launched [RDA Toolkit blog](#). The blog has been launched to connect with users, to better understand their needs and wants, and as a platform to communicate our plans, goals, and development objectives relating to the RDA Toolkit. Other free resources from the [RDA Toolkit](#) now include [archives](#) of all RDA Toolkit introductory webinars; "[AACR2 to RDA Using the RDA Toolkit](#)"—a presentation by Publisher Troy Linker from Amigos Library Services' "RDA @ Your Library: An Online Conference about Resource Description and Access"; and [Library of Congress Policy Statements \(LCPS\)](#).

Special outreach to LIS instructors and students is underway to help them integrate RDA into their teaching/learning.

Training in RDA and related issues is offered from a number of sources; the [RDA Toolkit Training Calendar](#) is one place to see the range of what's available.

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.

For more information and ongoing updates, please visit [www.rdatoolkit.org](http://www.rdatoolkit.org) .

### ALA Guide to Reference

Twenty new institutional trials have been set up in the past month, and special outreach to LIS instructors and students is underway to help them integrate *Guide to Reference* into their teaching/learning.

## **ALA-APA**

### National Library Workers Day

National Library Workers Day is Tuesday, April 12. Submit a Star [http://ala-apa.org/nlwd/?page\\_id=209](http://ala-apa.org/nlwd/?page_id=209) to tell the world about your wonderful staff and "like" the NLWD Facebook page at <http://www.facebook.com/NationalLibraryWorkersDay>. Let ALA-APA know how you're celebrating.

### Webinar on Certified Public Library Administrator Program, Wednesday, April 13

Join the webinar about the Certified Public Library Administrator (CPLA) Program on Wednesday, April 13, at 2:00 pm CDT. This 30-minute introduction to CPLA will help managers determine whether certification should be part of their future - <https://www1.gotomeeting.com/register/170171544>. Webinars will be held on the second Wednesday of each month.

### Monthly Library Support Staff Certification (LSSC) Webinars

The monthly LSSC webinars continue to attract large audiences. The latest, "Introduction to the Library Support Staff Certification Program," drew 42 participants. LSSC offers three different webinars each month - <http://ala-apa.org/lssc/webinars-and-presentations/>.

### Exploring Reciprocity Agreements

Exploring reciprocity agreements between LSSC and Library Technical Assistant (LTA) programs offered by community and junior colleges is one of the projects funded by the IMLS grant. Five colleges have agreed to work with ALA-APA to see if enough similarities exist between their curricula and LSSC competencies to consider reciprocity. These colleges already provide LSSC-Approved courses. Another project is in the planning stages for colleges without a current relationship with the LSSC Program.

### Registration Assistance Awards

The LSSC Program has also announced that Registration Assistance Awards will be available from state libraries, regional library groups and Library Support Staff Interests Round Table (LSSIRT), which will give potential candidates a 50 percent discount off of the \$350 application fee to register to become a candidate for library support staff certification - <http://ala-apa.org/lssc/2011/03/08/lssc-announces-registration-assistance-awards/>