

## Report to Council and Executive Board

October 17, 2011

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Executive Director

### Celebrate Teen Read Week™

Teen Read Week™ takes place October 16 – 22 and focuses on the theme “Picture It, @ your library.” This is a great time for libraries to highlight to their communities all the great reading-focused resources and services available for teens and their families. Registrants received a free Best of the Best resource kit featuring 2011 Teens’ Top Ten bookmarks, spine labels for YALSA’s award winning books, a pamphlet of recommended reads for Spanish-speaking teens and more. Registrants also get free access to a Teen Read Week™ webinar.

### AASL Conference

The American Association of School Librarian’s (AASL) 15th National Conference and Exhibition, *Turning the Page*, will be held Oct. 27-30 in Minneapolis, MN. AASL’s National Conference & Exhibition is the premier biennial four-day event for school librarians, administrators of library services, educators of school library students and school library supporters. Programming and events for the 2011 conference include opening general session speaker Nicholas Carr, controversial author of “The Shallows: What the Internet is Doing to Our Brains;” closing general session speaker Mimi Ito, cultural anthropologist and author of “Hanging Out, Messing Around, and Geeking Out: Kids Living and Learning with New Media;” 12 half- and full-day preconferences; dozens of authors, including three author events; a symposium for educators of school library students; and exhibits filled with the latest resources and technologies for the school library program. Additionally, AASL will screen the documentary “Digital Media: New Learners of the 21st Century” featuring closing general session speaker Dr. Ito.

This year AASL will offer AASL11 Virtual Conference for attendees and non-attendees to virtually connect to the AASL 15th National Conference. The virtual conference will feature live webcasts of the opening and closing general sessions, seven live concurrent sessions, 42 slidecasts (speaker audio synced to presenter’s slides), and handouts shared by conference presenters. More information and registration can be found at [www.aasl11.org/virtual](http://www.aasl11.org/virtual). Conference attendees will have a chance to build community and network before touching down in Minneapolis thanks to the AASL 2011 Conference Ning located at [aasl11.ning.com](http://aasl11.ning.com). New, the AASL11 mobile app, allows attendees to plan their conference schedule at home or on the go. The app and companion mobile website syncs registered user data so updates to a schedule can be made and accessed via a person’s laptop or mobile device. For more information on features and how to download the mobile app, visit [www.aasl11.org/mobile](http://www.aasl11.org/mobile).

## New School Library Campaign

Working with the American Association of School Librarians (AASL), the Office for Government Relations (OGR) and others, the Office for Library Advocacy is leading efforts for a School Library Campaign. A newly forming task force will be chaired by Pat Tumulty, Chair of the Committee for Library Advocacy, as well as Susan Ballard, President-elect of AASL. Committee members have been invited by ALA President Molly Raphael. The goals of the campaign are:

- To galvanize school, public, academic and special librarians to address the crisis threatening school libraries,
- To increase public awareness of the impact of the de-professionalization of school libraries on students and student achievement,
- To help local advocates save school libraries at the local district level,
- To support statewide advocacy efforts, and
- To secure inclusion of school libraries with certified school librarians in the new federal ESEA legislation.

More details are available at

<http://www.ala.org/ala/newspresscenter/news/pressreleases2005/july2005/taskforceschoollibrarian.cfm>.

## Digital Content and Libraries

ALA president Molly Raphael, Office for Information Technology Policy (OITP) director Alan Inouye, and I met with Tom Allen and Tina Jordan, President and Vice President respectively, of Association of American Publishers on September 15, 2011, at their New York office. Our goals for this meeting were to articulate some of the major issues of the library community regarding e-books and to attempt to establish an ongoing relationship with AAP to address these issues. A report on this meeting was shared with Council on September 26. In the meantime, work continues on the new initiative on digital content and libraries. Through the OITP E-book Task Force, three draft papers were developed: *E-book Lending and America's Libraries*, *E-book Principles for the Library Community* and *Talking Points on Library Lending of E-books*. (These papers were included in my September update). Read more at: <http://americanlibrariesmagazine.org/inside-scoop/ala-meets-with-aap> .

Digital initiatives, including those around print publications, continue to dominate the news from ALA Publishing, as new ways to package, deliver, and promote content are sought. In conjunction with ALA's digital content initiative, *American Libraries Direct* expanded its coverage of e-trends in librarianship by creating a regular "E-Content" section in the weekly e-newsletter, separating the former "Publishing" section into it and "Books & Reading." A new *American Libraries* blog, "E-Content," authored by Christopher Harris, launched in early October, and will complement and help communicate out the work of the ALA Working Group on Digital Content and Libraries. An announcement regarding the composition of the Working Group is planned the week of October 17.

## Banned Books Week

As libraries highlighted Banned Books Week, September 24- October 1, several book bans made headlines including Kurt Vonnegut's "Slaughterhouse-Five," which was removed from The Republic (MO) High School due to a complaint that the book "teaches principles contrary to

Biblical morality and truth,” and the banning of Sherlock Holmes from the Albemarle County (VA) School District due to its portrayal of Mormons. More than 400 news groups, including *USA Today*, *Washington Post*, *Huffington Post* and the *Wall Street Journal*, published data and book lists from ALA’s Office for Intellectual Freedom (OIF) that related to the topic and many mentioned Banned Books Week. Al Jazeera television posted an interview with an OIF representative on the topic. You can view it here: <http://www.pio.ala.org/visibility/>. OIF also held it’s first "Virtual Read-Out” during Banned Books Week." Since 2000, the ALA has hosted Read-Outs -- a continuous reading of banned and challenged books—to launch Banned Books Week. In lieu of a physical Read-Out this year, the ALA, along with its cosponsors of Banned Books Week, hosted a virtual Banned Books Week Read-Out online that featured videos by authors, celebrities, librarians, and readers of all ages. Full information is available online at [www.bannedbooksweek.org](http://www.bannedbooksweek.org).

### REFORMA Conference

REFORMA, the National Association to Promote Library and Information Services to Latinos and the Spanish Speaking, celebrated 40 years of advocacy at its 4th National Conference in Denver, September 15–18. The conference, organized under the theme “Elevating Latino Library Services to a Higher Level,” featured a wealth of programming focused on library services to Latinos and the promotion and development of Latino librarians. Attendees were welcomed by Conference co-chairs Ramiro Salazar, Director of the San Antonio Public Library, and Orlando Archibeque, Social Science Collection Development Librarian at the University of Colorado Denver, and opening keynote presenters María Guajardo, executive director of the Mayor’s Office for Education and Children for the City of Denver, and Elizabeth Martinez, director of the Salinas (CA) Public Library and past executive director of the American Library Association. A highlight of the conference was the 40 Years of REFORMA Commemorative Banquet and Dance, an evening that featured awards, reflections, and celebration of REFORMA’s most significant accomplishments. For more information about REFORMA and the 4<sup>th</sup> National Conference, visit [www.reforma.org](http://www.reforma.org) and click on “events and conferences.”

### Improving Library Services for People with Disabilities Online Course

ASCLA will offer its first online course this Fall: *Improving Library Services for People with Disabilities*. It targets all library staff, including support staff, general professional staff, age-level or subject specialists, managers and administrators. Katherine Todd will be the instructor. This course will ask library staff to review the current level of service to people with disabilities, to explore materials and sources that provide additional support or new ideas and then plan improvements for the future of their libraries.

### Turning the Page 2.0

Registration has opened for the October 31-December 12 session of [Turning the Page 2.0](#), a free, online advocacy training program for public libraries. The session will begin with an optional, in-person kick-off on October 28 at the [Michigan Library Association Annual Conference](#) in Kalamazoo, MI. Participants will choose an advocacy goal for their library and be guided through the creation of an Advocacy Work Plan. [Read what previous participants have to say about the course](#), including a [special blog post](#) from a librarian in Jacksonville, FL, who

commends the *Turning the Page 2.0* program following the library system's FY2011-2012 budget restoration from City Council.

### ALA to Offer CEUs!

On October 5, 2011, ALA was notified that it has been approved by the International Association for Continuing Education & Training (IACET) as an authorized provider of Continuing Education Units (CEUs). This is effective through 2016. IACET is the premier standards-setting organization for continuing education and training. IACET Authorized Providers are an elite group of educators dedicated to quality in continuing education and training. All units of the ALA will be able to offer CEUs, provided they meet internal standards. The program will be managed through ALA's Office for Human Resource Development and Recruitment. More information will be forthcoming soon.

### New Spectrum Scholarship Recipients Announced

The American Library Association's Office for Diversity announced a new round of Spectrum Scholarship recipients in June. Scholars are beginning their Scholarship year this Fall.

<http://americanlibrariesmagazine.org/news/ala/2011-spectrum-scholarship-winners-announced>

### Spectrum Presidential Initiative

The Spectrum Presidential Initiative continues towards its \$1 million goal for the Spectrum Scholarship Program. The Texas Library Association (TLA) has announced that beginning in 2012, TLA will annually fund one Spectrum Scholarship for an individual attending an ALA-accredited graduate program in library and information studies or an AASL-recognized school library program in Texas (<http://snipurl.com/15vply>). The Freedom to Read Foundation (FTRF) (<http://snipurl.com/15zim3>), Asian/Pacific American Librarians Association (APALA) (<http://snipurl.com/160i1i>), University of Michigan librarians (<http://snipurl.com/15zeu4>), Los Angeles librarians (<http://snipurl.com/160dzw>), and San Diego Spectrum Scholars (<http://snipurl.com/15gmny>) have all contributed to the continued success of the Spectrum Presidential Initiative. For more information and to donate, please visit <http://spectrum.ala.org>.

### Nominations Now Accepted for Sara Jaffarian School Library Program Award

The ALA Public Programs Office is now accepting nominations for the 2011 Sara Jaffarian School Library Program Award for Exemplary Humanities Programming. School libraries, public or private, that served children in any combination of grades K-8 and conducted humanities programs during the 2010-2011 school year are eligible. Applications and award guidelines are available at [www.ala.org/jaffarianaward](http://www.ala.org/jaffarianaward). The award consists of a \$4,000 honorarium and a plaque, to be presented at the 2012 ALA Annual Conference in Anaheim. Additionally, the winning program will be promoted as a model program for other school libraries on [www.ProgrammingLibrarian.org](http://www.ProgrammingLibrarian.org), a library programming resource center. To be considered, nominations must be received by the ALA Public Programs Office by December 15, 2011.

## ALA, Fetzer Institute Announce Building Common Ground initiative

The ALA Public Programs Office is accepting applications for *Building Common Ground: Discussions of Community, Civility and Compassion*, a multi-format discussion program for public audiences to spark action, engagement and reflection within the community. This library programming initiative is supported by the Fetzer Institute. In December, 30 public libraries around the country will be selected to receive a \$2,500 program grant, along with access to a variety of program models and templates, online professional development, and promotional support materials. More information, including programming resources and the online application, is available at [www.ala.org/commonground](http://www.ala.org/commonground). Applications are due November 18, 2011.

## ALA OFFICES

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

#### Libraries Get Money Smart

ALA is continuing its partnership with the Federal Reserve Bank of Chicago to expand [Money Smart Week @ your library](#) nationwide. Money Smart Week @ your library will be April 21-28, 2012. Libraries in 30 states participated in 2011. The Chapter Relations Office is hosting a [webinar](#) for interested libraries on October 26 (2:00-3:00 p.m. Central).

#### Promoting Value of Libraries to Government

ALA continued its effort to engage and promote the value of libraries to government leaders by exhibiting at the International City and County Management Association (ICMA) Conference in Milwaukee in September. Popular resources distributed included the new "Keeping Public Libraries Public" checklist and OITP's *Confronting the Future: Strategic Visions for the 21<sup>st</sup> Century Public Library*.

### **International Relations Office (IRO)**

#### ALA at IFLA

Led by President Molly Raphael, Past-President Roberta Stevens, and President-elect Maureen Sullivan, 325 U.S. librarians attended the International Federation of Library Associations (IFLA) Conference in Puerto Rico in August, making presentations, serving on committees, and networking and collaborating with colleagues from around the world. ALA's booth was once again a popular destination for attendees. The "Campaign for the World's Libraries" program featured presentations from Argentina, Barbados, and Taiwan.

## **Membership Development**

### Membership Numbers

In July, overall ALA membership declined 2.8 percent and now stands at 59,675 members. The number of personal members (56,620) declined 2.6 percent. There are a number of subcategories in personal membership including regular members (3.7 percent decline), students, (6.3 percent decline) and continuous members – those who have retired with 25 years of continuous membership (7 percent increase). The number of organizational members (2,832) declined 6.6 percent.

### Search for Membership Development Director

John Chrastka, the Director of Membership Development left ALA to embark on an exciting new opportunity as a partner in an association consulting agency based in Chicago. His work there will focus on helping associations with marketing, outreach, planning and strategy. He will continue to work with libraries as a trustee of the Berwyn (IL) Public Library and on the board of RAILS, a new multi-type library system in Illinois. John was the friendly face of ALA to thousands of ALA members and a true colleague to ALA staff. He can be reached at his new position at [jchrastka@assosiadirect.com](mailto:jchrastka@assosiadirect.com) or on Facebook. The search for his replacement has begun and the position announcement is available on the ALA website at: [http://www6.ultirecruit.com/AME1043/JobBoard/JobDetails.aspx?\\_ID=\\*4AB73B12C364B2D7](http://www6.ultirecruit.com/AME1043/JobBoard/JobDetails.aspx?_ID=*4AB73B12C364B2D7).

## **Office for Accreditation (OA)**

### COA Program and Standards Review

The Committee on Accreditation (COA) program at ALA Annual on student learning outcomes was standing room only, breaking all known attendance records for a COA program. The COA Standards Review Subcommittee remains on schedule with review of the 2008 Standards. The Committee will discuss the results of the second web survey at its fall meeting, November 18-20. Summary results are available at <http://www.ala.org/ala/aboutala/offices/accreditation/Survey2ResponseSumma.pdf> from the Standards Review site <http://www.oa.ala.org/accreditation/>.

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

### New Spectrum Scholarship Recipients Announced

See highlights section.

### Four Spectrum Scholars to Attend AASL National Conference

The American Association of School Librarians (AASL), a division of the American Library Association (ALA), has sponsored the attendance of four Spectrum Scholars at its national conference, to be held October 27-30 in Minneapolis.

<http://americanlibrariesmagazine.org/news/ala/four-spectrum-scholars-attend-aasl-national-conference>

### Spectrum Presidential Initiative

See highlights section..

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

### Funding for the Government Printing Office (GPO)

In September, after much action from our members, the Senate Committee on Appropriations passed its Legislative Branch Appropriations bill with an increase in funding for the Government Printing Office (GPO) over the amount in the House committee's bill. The Senate version includes \$116.8 million for GPO while the House bill set the amount at \$108.1 million.

### Internet (Net) Neutrality

The legislative clock has begun to tick on the issue of [Internet \(net\) neutrality](#) (the concept of online non-discrimination). At the start of the 112<sup>th</sup> Congress, Senator Hutchinson (R-TX), introduced S.J. Res. 6, joined by 39 fellow Republican co-sponsors. It is a resolution of disapproval under the Congressional Review Act (CRA) to repeal net neutrality regulations [adopted by the FCC](#) in December 2010. The Office of Management & Budget (OMB) approved the FCC's order, and it was published in the Federal Register on September 21, 2011, with an effective date of November 20, 2011 (60 days after OMB's approval was published). Once the FCC's order was published in the *Federal Register*, a 20-day clock was started in the Senate under the CRA. At the conclusion of the 20-day period, which ended October 13, Senator Hutchinson may file discharge of the CRA from the Senate Commerce Committee advancing it to the floor of the Senate. Of note – Senator Hutchinson has up to 60 legislative days (days in which Congress is in session) to do so; at the point at which the CRA is added to the full Senate's calendar for a vote any member can make a motion to take up the issue, enacting a 10 hour debate (five hours for each party), and then a straight up or down vote is taken. Fifty-one votes for the CRA would send the anti-net neutrality bill to President Obama's desk for signature or veto. The ALA has a strong history of supporting net neutrality principles and is engaged in a very active and targeted lobbying campaign.

### Webinars

On August 30, OGR hosted a webinar titled "10 Quick and Painless Steps to Effective Library Advocacy." This inclusive webinar covered simple advocacy tasks like calling Congress, using ALA resources, and writing a letter to the editor. The webinar, moderated by ALA consultant Stephanie Vance, was attended by over 200 people.

### Town Hall Meetings Advocacy

During the recess, targeted messages with library talking points were sent to districts where a member of Congress was holding a town-hall meeting. Additional talking points were sent to

districts where a town hall meeting was being held at a library. Action Alerts were sent out to the entire membership list encouraging support for three issues:

- The Strengthening Kids Interest in Learning and Libraries (SKILLS) Act
- The American Jobs Act (AJA)
- Government Printing Office (GPO) funding

### Library Services and Technology Act Advocacy

Additionally, ALA members living in states with a senator on the Senate Labor, Health and Human Services, Education and Related Agencies subcommittee were asked to contact their senator about funding for the Library Services and Technology Act (LSTA). For the first time, ALA members were given a tweet to send to their senator's Twitter account.

### Appropriations

As the 2011 fiscal year came to a close on September 30, Congress passed a short-term Continuing Resolution (CR) through October 4 that allowed Congress to come back from the Rosh Hashanah recess and pass a longer CR that will fund the government until November 18. For FY 2012, the Senate marked up (voted on) in full committee on September 21 their FY 2012 Labor, Health and Human Services, and Education (LHHS) bill. This marked-up bill level funds the Library Services and Technology Act (LSTA) at last year's level of \$189 million. This bill also appropriates \$30 million for literacy, half of which must go to school libraries. There is no word yet when, or if, this bill will be voted on by the entire Senate.

The House has not marked up any LHHS bill as of yet, and it is unlikely they will this year. However, they did introduce a FY 2012 LHHS bill on September 29. This bill had no funding for school libraries and cut the Institute of Museum and Library Services to \$226.3 million, a \$16.2 million cut from FY 2011. It is unclear at this time what the House intentions are for funding LSTA in FY2012.

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

### Google Book Lawsuit

Seeing limited progress in settlement negotiations, Judge Chin established a trial schedule for the Google Books case to begin in July 2012. All parties said they would continue negotiations while also preparing for trial. Chin suggested that the trial would concern the "snippets" issue, but both the Association of American Publishers (AAP) and Author's Guild did not agree, with attorneys for AAP asserting that the trial was about the unauthorized "copying, scanning, and storing" of books. Read more at: <http://www.districtdispatch.org/2011/09/book-scanning-case-set-for-trial-while-parties-continue-negotiations/> .

### Author's Guild Lawsuit

Related to the substance of the Google Book Search lawsuit, the Authors Guild filed its own lawsuit, Authors Guild, Inc. et al. v. HathiTrust et al., against HathiTrust and its research library partners. The Library Copyright Alliance (LCA), whose members include the American Library

Association, the Association of Research Libraries, and the Association of College and Research Libraries, issued a statement opposing the validity of the suit and how it challenges fair use. Read more at: <http://www.districtdispatch.org/2011/09/library-copyright-alliance-speaks-out-against-authors-guild%E2%80%99s-decision-to-file-a-lawsuit-against-hathitrust-and-partners/> .

### Contemplation

OITP submitted a small grant proposal to the Arca Foundation for a workshop on contemplation. Information technology has emphasized the acceleration of communication in increasingly smaller pieces of information (think portable devices, texting, Twitter, Facebook, etc.). While beneficial in a number of ways, these technologies also tend to diminish deeper engagement—i.e., contemplation. Libraries are a traditional institution that serves and promotes contemplative activity. The proposal explores public policy issues and possible actions. The proposal is based on a draft OITP Perspectives paper, expected to be published by the 2012 Midwinter Meeting.

### Digital Content and Libraries

See highlight section.

### Upcoming Event

Public libraries now confront formidable challenges. The digital transformation of all media affects our resources, services, staff and programs, while changes in users and their needs, the growth of competitive Internet services, and financial stringencies add complexity. OITP will host a webinar on this topic Thursday, October 27 from 2 – 3 p.m. EDT. A range of possible responses will be presented as contrasting visions: physical vs. virtual library; individual vs. community focus; portal vs. archive service; collection vs. creative approach. Register at: <http://www.districtdispatch.org/2011/09/register-now-for-webinar-on-the-future-of-public-libraries/>

## **Office for Intellectual Freedom (OIF)**

### "First Time" Events

OIF celebrated two "first time" events in August and September. The first was OIF's first webinar series, "Intellectual Freedom Summer School," featuring four webinars focused on intellectual freedom hot topics in school, academic, and public libraries, including collection diversity, self-censorship, and privacy. OIF is planning to add new webinars in the fall and spring. The second was OIF's first "Virtual Read-Out for Banned Books Week." Since 2000, the ALA has hosted Read-Outs -- a continuous reading of banned and challenged books—to launch Banned Books Week. In lieu of a physical Read-Out this year, the ALA, along with its cosponsors of Banned Books Week, hosted a virtual Banned Books Week Read-Out online that featured videos by authors, celebrities, librarians, and readers of all ages. Full information is available online at [www.bannedbooksweek.org](http://www.bannedbooksweek.org).

## **Office for Library Advocacy (OLA)**

### New School Library Campaign

See highlight section..

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

### Revised Edition of Popular Rural Libraries Toolkit

The ALA Committee on Rural, Native, and Tribal Libraries of All Kinds, the Office for Literacy and Outreach Services and the Association for Rural and Small Libraries have released a revised edition of “The Small But Powerful Guide to Winning Big Support for Your Rural Library.” This popular toolkit is available in an eight-page print edition, Web edition or as a downloadable PDF file.

<http://ala.org/ala/newspresscenter/news/pr.cfm?id=8067>

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

### Changes coming for the Academic Library Survey

The Academic Library Survey (ALS) is currently administered biennially by the National Center for Education Statistics (NCES). This summer, NCES convened a Technical Review Panel to explore the possibility of moving some of the ALS data elements into the Integrated Postsecondary Education Data System (IPEDS) and discontinuing ALS as a separate survey. These recommendations are available for public comment until October 18, 2011 at:

[https://edsurveys.rti.org/IPEDS\\_TRP/Index.aspx](https://edsurveys.rti.org/IPEDS_TRP/Index.aspx).

### Search for ORS Director

The search for the Director of the Office for Research and Statistics is open and the review of applications began on September 30.

### Public Library Funding and Technology Access Study

The 2012 survey of public libraries on funding and technology access launched on September 7, 2011. Conducted by ALA and the Information Policy & Access Center at the University of Maryland, the study builds on the largest study of Internet connectivity in public libraries that began in 1994. The study functions as an annual “state of the library” report on the technology resources available through public libraries. The study is funded by the Bill & Melinda Gates Foundation and ALA. Results from the 2011 study are available at:

[www.ala.org/plinternetfunding](http://www.ala.org/plinternetfunding).

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

### I Love My Librarian Award

More than 1700 nominations were received for the 2011 Carnegie Corporation of New York/New York Times I Love My Librarian Award. Up to 10 librarians will receive a \$5,000 cash award and a plaque and will be honored at an awards ceremony and reception in New York City hosted by The New York Times in December. The program is administered by the Public Information Office's Campaign for America's Libraries. Over the past three years, 30 librarians from across the country have won the I Love My Librarian Award. For more information on previous winners, visit [atyourlibrary.org/ilovemylibrarian](http://atyourlibrary.org/ilovemylibrarian). Previous winners are also featured in a [digital supplement to American Libraries Magazine](#).

### Banned Books Week

See highlight section.

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

### NEA Access to Artistic Excellence Grant to Support Great Stories Club Author Tour

The ALA Public Programs Office and the Young Adult Library Services Association (YALSA) announced that the Great Stories Club, a reading and discussion program for at-risk teens, was selected for an Access to Artistic Excellence grant from the National Endowment for the Arts (NEA). The NEA grant will facilitate author visits to select libraries that are participating in the current Great Stories Club program, which focuses on the theme "Second Chances." Beginning this summer, authors Walter Dean Myers, Coert Voorhees and Jennifer Brown will visit Great Stories CLUB reading and discussion groups hosted by the following sites:

- Tecumseh Public Library, partnering with the Central Oklahoma Juvenile Center, in Tecumseh, OK.
- Mabel C. Fry Public Library, partnering with the Gary E. Miller Canadian County Children's Justice Center, in Yukon, OK.
- Austin Public Library, partnering with Gardner Betts Juvenile Justice Center, in Austin, TX.
- Ouachita Parish Public Library, partnering with the Green Oaks Juvenile Detention Center, in Monroe, LA.
- Passages Academy Library, Horizon Juvenile Center in Brooklyn, NY.

For more information about the Great Stories Club, visit [www.ala.org/greatstories](http://www.ala.org/greatstories).

### ALA Public Programs Office Extends "Visions of the Universe" Traveling Exhibit Tour

The ALA Public Programs Office announced that nine additional public libraries were selected to host "Visions of the Universe: Four Centuries of Discovery," a traveling exhibition developed in cooperation with the Space Telescope Science Institute Office of Public Outreach and the Smithsonian Astrophysical Observatory to celebrate astronomy and its contributions to society

and culture. The National Aeronautics and Space Administration (NASA) provided major funding for the exhibit. Fifty-five public libraries hosted the exhibit from January 2009 through May 2011, showing the public how our understanding of the universe has changed over time. The exhibit will travel to the nine additional selected libraries from September 2011 through June 2012. For more information about “Visions of the Universe: Four Centuries of Discovery,” visit [www.ala.org/visionsoftheuniverse](http://www.ala.org/visionsoftheuniverse).

#### Forty Libraries to Host “Manifold Greatness: The Creation and Afterlife of the King James Bible”

The ALA Public Programs Office, the Folger Shakespeare Library and the National Endowment for the Humanities (NEH) selected 40 public and academic libraries to host “Manifold Greatness: The Creation and Afterlife of the King James Bible,” a traveling exhibition to America’s libraries. “Manifold Greatness: The Creation and Afterlife of the King James Bible” tells the story of the origins, creation and impact of the King James Bible, including its influence on English and American literature and its multifaceted impact on culture and society to the present day. The traveling exhibit was organized by the Folger Shakespeare Library in Washington, DC, and the ALA Public Programs Office and made possible by a major grant from NEH. The selected libraries will host the exhibit for a four-week period between fall of 2011 and summer of 2013 and will receive a \$2,500 grant from NEH for attendance at an exhibit-planning workshop and other exhibit-related expenses. To view the list of selected libraries, visit [www.ala.org/kingjamesbible](http://www.ala.org/kingjamesbible).

## ALA DIVISIONS

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

#### AASL Screens Digital Media Documentary at National Conference

In conjunction with the appearance of Dr. Mimi Ito, the AASL will present two screenings of the documentary “Digital Media: New Learners of the 21st Century” as part of its national conference program. The documentary explores how mobile and digital tools are changing the ways young people learn and showcases ways digital media is being used in education. Both showings will take place Thursday, October 27, as a complement to the Exploratorium. Both Dr. Ito’s appearance and the availability of the “Digital Youth” documentary are made possible by the generous support of the Pearson Foundation. “Digital Media: New Learners of the 21st Century” was produced with funding from the MacArthur Foundation and the Pearson Foundation.

#### AASL Observes Wednesday, September 28, 2011, as Banned Websites Awareness Day

In an extension of the observance of Banned Books Week, AASL highlighted censorship awareness with the designation of Wednesday, September 28, 2011, as Banned Websites Awareness Day. By doing so, it was AASL’s hope to bring attention to the overly aggressive filtering of high quality, legitimate educational and social websites used by students and educators. More information and resources can be found at [www.ala.org/aasl/bwad](http://www.ala.org/aasl/bwad).

### AASL Opens Registration for National Conference Virtual Component

Registration is now open for the AASL's virtual component to its national conference. The AASL11 Virtual Conference will offer national conference attendees and those following the activity from afar the chance to virtually connect to the AASL 15th National Conference and Exhibition taking place October 27-30 in Minneapolis. For more information and to register, visit [www.aasl11.org/virtual](http://www.aasl11.org/virtual). The AASL11 virtual conference component will feature many of the elements of the national conference including live streaming of the opening general session with Nicholas Carr and the closing general session with Mimi Ito, seven live streamed concurrent sessions and interaction with the virtual audience through a unique Twitter hashtag, 42 slidecast sessions, and access to session materials uploaded by presenters. All sessions and materials will be archived through January 31, 2012.

### AASL Names Tonya Grant 2011 Spectrum Scholar

As part of its commitment to furthering diversity in the school library profession, the American Association of School Librarians (AASL) chose Tonya Grant as its 2011-2012 Spectrum Scholar. Grant is currently a student at the University of Georgia. Since 2001, AASL has provided more than \$55,000 to the Spectrum Scholarship Program to fund scholarships. In addition, AASL supports Spectrum Scholars through conference assistance and mentoring. Working with sponsors, AASL has been able to offer Spectrum Scholars travel and registration grants to support their attendance at the AASL 2008 Fall Forum, the AASL 13th & 14th National Conference and Exhibitions and the AASL 2010 Fall Forum. Experienced AASL members serve as conference mentors to assist the Spectrum Scholars in navigating the conference and getting more involved in AASL. In addition, AASL annually provides all interested Spectrum Scholars with a one-year complimentary student membership.

### AASL Sponsors Four Spectrum Scholars at AASL National Conference

AASL will sponsor the attendance of four Spectrum Scholars who are pursuing a library degree concentrating in school librarianship or are working as school librarians at its national conference. AASL will provide each of the selected Spectrum Scholars with complimentary registration to the national conference and a \$750 travel stipend to be applied to travel and housing expenses. Spectrum Scholars will be paired with a mentor for the duration of the conference and will receive special recognition at key events.

### AASL Awards Season Opens with More than \$50,000 in Opportunities

AASL's prestigious awards program will offer more than \$50,000 in awards in 2012 to AASL members. AASL's 10 awards recognize excellence and showcase best practices in the school library field in categories that include research, collaboration, leadership and innovation. AASL personal members are required to fill out applications using AASL's [online awards database](#). The deadline for submitting applications or nominations for most AASL awards and grants is February 1, 2012. For the National School Library Program of the Year (NSLPY) award, the deadline is January 2, 2012. All applications will close at 4:30 p.m. CST on the day of the deadline.

### One Million Dollars in Relief Awarded to School Libraries Impacted by Natural Disasters

During the ALA 2011 Annual Conference in New Orleans, AASL announced the distribution of over one million dollars in grants to school libraries affected by natural disasters through *Beyond Words: The Dollar General School Library Relief Fund*. The program is a collaboration between AASL, ALA, the National Education Association (NEA), and is fully funded by the Dollar General Literacy Foundation. In honor of meeting and passing the million dollar mark, AASL recognized the Dollar General Literacy Foundation at a special reception while in New Orleans. For more information about the grant, please visit [www.ala.org/aasl/disasterrelief](http://www.ala.org/aasl/disasterrelief).

### AASL Releases Position Statement on Diversity in the Organization

In the position statement, AASL recognizes that diversity is an integral face of the American landscape and permeates all professions – including school librarianship – and recognizes the necessity of diversity within the organization. The statement affirms AASL’s commitment to increasing diversity among its members in leadership positions. It points to AASL’s values, which state AASL “will encourage diversity in its membership,” the AASL vision statement which reads that AASL is “an open, friendly, welcoming organization that embraces cultural and ethnic diversity,” and the AASL strategic plan which includes an objective to “increase the diversity of the membership and leadership of AASL.” A leadership development task force lead by Past President Ann M. Martin is charged with developing specific strategies that will incorporate a diversity goal into an overall leadership development plan.

### AASL Releases Position Statement on Labeling Books with Reading Levels

In response to pressure to label and arrange library collections according to reading levels, AASL has released a position statement on how this labeling can restrict student access to materials. The statement reflects AASL’s belief that viewpoint-neutral directional labeling increases students’ access to information and supports their First Amendment right to read. The statement defines best practice as using a standard classification system that provides students with a consistent means of finding books and other resources not only in their school library but also in public libraries. The statement can be found on the AASL website at [www.ala.org/aasl/positionstatements](http://www.ala.org/aasl/positionstatements).

### AASL Releases Updated Website on Recruitment to School Librarianship

AASL has published a revamped website focused on the recruitment of potential school librarians. Developed to provide information to those interested in joining the profession as well as those seeking to recruit people to the profession, the website contains information on the job itself, the job outlook, education and licensing across the United States, job hunting, and ideas for recruitment. To view these resources, visit [www.ala.org/aasl/recruitment](http://www.ala.org/aasl/recruitment).

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

### ACRL Awarded IMLS Grant for Value of Academic Libraries Summits

ACRL has been awarded a National Leadership Collaborative Planning Grant Level II by the Institute of Museum and Library Services (IMLS) for the project Building Capacity for Demonstrating the Value of Academic Libraries. The grant funding of \$99,985 will support ACRL, in partnership with the Association for Institutional Research, the Association of Public and Land-grant Universities and the Council of Independent Colleges, in convening two national summits that will address the library profession's need to develop the skills to document and communicate library value in alignment with the missions and goals of their colleges and universities. This grant-funded project is designed to accomplish key objectives of ACRL's broader Value of Academic Libraries initiative. Complete details are available on ACRL Insider at <http://www.acrl.ala.org/acrlinsider/archives/3983> .

### 2010 Environmental Scan

Every two years, the ACRL Research Planning and Review Committee produces an environmental scan of higher education, including developments with the potential for continuing impact on academic libraries. The 2010 environmental scan provides a broad review of the current higher education landscape, with special focus on the state of academic and research libraries. The document builds on earlier ACRL reports, including the Top Ten Trends in Academic Libraries (<http://crln.acrl.org/content/71/6/286.full>). The 2010 environmental scan is freely available on the ACRL website (<http://www.ala.org/ala/mgrps/divs/acrl/publications/whitepapers/EnvironmentalScan201.pdf> ).

### Kirchner Named ACRL Visiting Program Officer

To support its scholarly communications initiatives, ACRL appointed Joy Kirchner as visiting program officer beginning June 1. During her 12-month appointment, Kirchner will play an integral role in supporting one of ACRL's new strategic goals—that librarians accelerate the transition to a more open system of scholarship (*ACRL Plan for Excellence*, <http://bit.ly/acrlplan>). Kirchner will work with members and staff to develop a sustainable model for the Scholarly Communications 101 workshop, support the work of the Scholarly Communications Committee and develop other initiatives to advance ACRL's work in this area. Kirchner, Scholarly Communications Coordinator at the University of British Columbia, has served as a member of ACRL's Scholarly Communications Committee, helped develop and is a presenter for the ACRL Scholarly Communications 101 workshop and is a faculty member with the ARL/ACRL/ Institute for Scholarly Communication.

### *Guide to Security Considerations and Practices for Rare Book, Manuscript and Special Collection Libraries*

ACRL recently published *Guide to Security Considerations and Practices for Rare Book, Manuscript, and Special Collection Libraries*, the first book to specifically address security of special collections in academic libraries. Compiled and edited by Everett C. Wilkie Jr., the work covers topics integral to the security process, including background checks, reading room and

general building design, technical processing, characteristics and methods of thieves, materials recovery after a theft, and security systems. *Guide to Security Considerations and Practices for Rare Book, Manuscript, and Special Collection Libraries* is available for purchase through the ALA Online Store <http://www.alastore.ala.org/>, Amazon.com and by telephone order at (866) 746-7252 in the U.S. or (770) 442-8633 for international customers.

### Immersion '12 Applications

ACRL is currently accepting applications for the Information Literacy Immersion '12 Program (Teacher and Program tracks) to be held July 22-27, 2012, at Champlain College in Burlington, VT. The ACRL Immersion '12 Program provides four-and-a-half days of intensive information literacy training and education for academic librarians. Acceptance to Immersion '12 is competitive to ensure an environment that fosters group interaction and active participation. Complete program and track details, along with application materials, are available online at <http://www.acrl.org/ala/mgrps/divs/acrl/issues/infolit/professactivity/iil/immersion/immersionprogram.cfm>. The application deadline is December 2, 2011, and notifications will be issued in February 2012.

### Literature Librarians and Faculty Partnering for Academic Success Video

The ACRL Literatures in English Section (LES) has created a video featuring four professors discussing how working with literature librarians has enhanced their teaching and research. LES developed the video to raise the awareness among university faculty, administrators, and students of the many benefits of the literature librarian-teaching faculty collaboration. The video is available at <http://www.youtube.com/watch?v=icxmYxHyDxw>.

### Standards for Libraries in Higher Education Training Proposals

ACRL recently accepted proposals for the design, development and delivery of a versatile and modular curriculum to support the use of the Association's forthcoming revised *Standards for Libraries in Higher Education* (SLHE). The Association seeks an individual or individuals who have the knowledge and ability to design and develop a versatile, modular professional development curriculum to support the educational efforts for SLHE. The purpose of this project is to provide a wide range of professional development opportunities through a variety of methods and modalities including in-person events, live webcasts and asynchronous web-delivered courses. This versatile, modular and multi-faceted curriculum will address the principles, performance indicators, outcomes, assessment and evidence as described in the standards. Successful applicant(s) will be notified in mid-October. Questions concerning the request for proposal (RFP) or proposal process should be directed to Kathryn Deiss at (312) 280-2529 or email [kdeiss@ala.org](mailto:kdeiss@ala.org)

### 2011 Women's Leadership Institute

ACRL once again is offering the 2011 Women's Leadership Institute, to be held November 29 – December 2, 2011, in Dana Point, CA and December 4-7, 2011, in Amelia Island, FL. Through presentations, small-group exercises, and discussion, attendees will gain a practical understanding of what it takes to be a leader on a college or university campus—both the challenges and the rewards. The program has the added benefit of bringing together women

from administrative and student affairs functions across institutions of higher education. Complete details and registration materials are available on the ACRL website at <http://www.acrl.org/ala/mgrps/divs/acrl/events/womensleadership.cfm>. Early Bird registration for the California program closed on October 12; Early Bird registration for the Florida program closes on October 26. Questions should be addressed to Margot Conahan at (312) 280-2522 or e-mail [mconahan@ala.org](mailto:mconahan@ala.org).

### e-Learning Update

The ACRL e-Learning program offered seven events consisting of four multi-week courses and three webcasts on topics such as international efforts on campus, library grants, statistics, and assessment. More than 255 individuals and 16 groups participated in July-September e-Learning offerings.

### e-Learning Call for Proposals

ACRL is now accepting proposal submissions for the ACRL e-Learning program. Submissions are being accepted for live Webcasts and asynchronous online courses. Proposals must be submitted via the online submission form by November 1, 2011. The full call for proposals, including a link to the submission form, is online at <http://www.acrl.org/ala/mgrps/divs/acrl/events/elearning/elearningproposal.cfm>.

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

### ALCTS Offered Free Webinar on Library of Congress RDA Test Results

August 1, 2011, ALCTS offered a free webinar on the Resource Description and Access (RDA) test results, conducted by the Library of Congress and other testing institutions. Led by Deanna Marcum and Beacher Wiggins, the webinar went into the problems and issues with RDA and offered a scenario for future adoption. Over 1,000 registered for the webinar and over 800 participated.

### ALCTS Fall Continuing Education

ALCTS fall continuing education offerings are now on the website. They cover a variety of topics from RDA to institutional repositories to cooperative collection development. The webinar on book repair was offered free of charge to attendees on September 14. ALCTS will be offering a few webinars during the year free of charge. As always, LIS students and faculty who wish to use the webinar in their classrooms can register for free. Visit the ALCTS events page: <http://www.ala.org/ala/mgrps/divs/alcts/confevents/index.cfm>

### ALCTS Board Receives Draft Report on Transforming Collections

At the Annual Conference in New Orleans, the ALCTS Board of Directors received a preliminary report from the Transforming Collections Task Force, chaired by Mary Beth Thomson of the University of Kentucky. The report covered several suggestions outlining projects, programs,

and topics ALCTS will be considering in moving forward with this initiative. The report can be found on the ALCTS web site at;

<http://www.ala.org/ala/mgrps/divs/alcts/ianda/transcol/0611report.cfm>

### Publishing Review Task Group Created

In the continuing discussion of "Re-Shaping ALCTS", now in year two, Betsy Simpson, ALCTS President, has appointed a task group, chaired by Mary Case, University Librarian at the University of Illinois/Chicago and ALCTS Past-President, to take a broad look at current and future ALCTS publishing activities. This task group is charged with drafting a mission statement for the ALCTS publishing program; conducting an environmental scan to identify challenges and trends in publishing; assessing the relationship among all ALCTS publishing segments; determining new and currently under-represented areas of focus, as well as possible new opportunities for members to contribute; and identifying infrastructure needs to advance ALCTS' publishing program. A preliminary discussion will take place at Midwinter in Dallas.

### ALCTS Names New Editors for Publications

Alice Platt of the University of Southern New Hampshire has been named the editor of the *ALCTS Newsletter Online* replacing Mary Beth Weber, who served two terms. Jeanne Drewes of the Library of Congress has been named the editor of the ALCTS Paper Series. Both appointments started this summer.

### ALCTS Renames Two Awards to Honor Edward Swanson and Knut Dorn

Two ALCTS awards have been renamed honoring individuals who have contributed and supported ALCTS for many years. The Best of Library resources and Technical Services (LRTS) Award is now the Edward Swanson Memorial Best of LRTS Award in honor of Edward's dedication to LRTS and ALCTS during his lifetime. The Leadership in Library Acquisitions Award is now the Harrassowitz Award for Leadership in Library Acquisitions Award honoring Dr. Knut Dorn. Dr. Dorn retired as Managing Director of Harrassowitz and has been a longtime supporter of ALCTS and its members.

### ALCTS Establishes New Preservation Award , Welcomes New Sponsor

The Preservation and Reformatting Section has a new award, the Jan Merrill-Oldham Professional Development Grant for new and beginning preservation staff to attend the ALA Annual Conference. Named in honor of Ms. Merrill-Oldham, 2011 recipient of the ALCTS Ross Atkinson Lifetime Achievement Award, this new award will afford a new preservation person the opportunity to network with colleagues, attend programs, and experience the Annual Conference. A grant of \$1,250 is sponsored by the Library Binding Institute. Hollinger Metal Edge is the new sponsor of the Cunha/Swartzburg Award presented by the Preservation and Reformatting Section.

### ALCTS Offers New Web Course on Collection Assessment

Beginning October 31, a new "Fundamentals" Web course will debut from the Association for Library Collections and Technical Services (ALCTS). "Fundamentals of Collection Assessment"

is a six-week online course which introduces the fundamental aspects of collection assessment in libraries. The course is designed for those who are responsible for or interested in collection assessment in all types and sizes of libraries. For more information, visit [http://www.ala.org/ala/mgrps/divs/alcts/confevents/upcoming/webcourse/fca/ol\\_templ.cfm](http://www.ala.org/ala/mgrps/divs/alcts/confevents/upcoming/webcourse/fca/ol_templ.cfm)

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

### "Children and Libraries" Receives Writing Award

*Children and Libraries*(CAL), the journal of ALSC, received a [2011 Apex Award for Publication Excellence](#). Three Children and Technology columns from the 2010 volume year won an Award of Excellence in the category of "Writing: Regular Departments & Columns." Members of ALSC's Children and Technology Committee authored the winning articles. The Apex Awards are sponsored by Communications Concepts, Inc.

### Newbery and Caldecott Mock Elections Tool Kit

This digital download publication, released in July 2011, is the authoritative resource providing expert guidance for mock election program planning and successful book discussions. The [tool kit](#) was published by ALSC and is available through the [ALA online store](#). In conjunction with the tool kit, ALSC is offering a one-hour webinar on mock elections presented by Steven Engelfried.

### ALSC Fall Online Course and Webinar Schedule

Five [online courses](#) began September 26. Each of the five courses addresses a different topic and includes ideas for librarians and children's literature enthusiasts. Additionally, ALSC is offering a variety of [webinars](#) this fall including Sensory Storytime, Making Every Day a Día Day, Storytelling 2.0 and the Newbery and Caldecott Mock Elections Toolkit.

### ALSC Bill Morris Seminar

ALSC solicited applications through September 30 for its third biennial invitational "[Bill Morris Seminar: Book Evaluation Training](#)," to be held on Friday, January 20, 2012, prior to the ALA Midwinter Meeting in Dallas, TX. The seminar supports and honors William C. Morris' dedication to connecting librarians and children with excellent children's books. It will bring new ALSC members and members with limited evaluation experience together with those who have served on ALSC's media evaluation committees in an environment to train and mentor them in the group process and in children's media evaluation techniques.

### ALSC National Institute

Program proposals for the [ALSC National Institute](#) were due by October 14, 2011. The Institute will be held at the Sheraton City Center in Indianapolis, IN, September 20 – 22, 2012. Two and a half days of conference programming is devoted solely to children's librarianship, literature, and technology.

### ALSC Spectrum Scholarship

Robina Button is [ALSC's Spectrum Scholar](#). Each year, ALSC sponsors one Spectrum Scholar interested in library service to children through funding from the Frederic G. Melcher Endowment. This fall, Button begins her first semester at the Graduate School of Library and Information Science (GSLIS) at the University of Illinois/Champaign.

### ALSC Blog Reaches Over Ten Thousand Page Views

Since implementing a blogging schedule and new features in April 2011, the [ALSC Blog](#) has seen a huge spike in page views and visitors. In the month of March 2011, the blog saw 7,870 monthly page views. In June 2011, that number rose to 12,245 page views due to live-blogging of the Annual Conference. In July and August, the blog continued to stay above 10,000 page views. Eighteen regular bloggers make up the blog's roster of contribution as well as a number of monthly guest posters.

### May Hill Arbuthnot Honor Lecture Location

Miami (OH) University will host the 2012 Arbuthnot Lecture, to be given by award-winning children's book author and illustrator Peter Sis. Dr. Brenda Dales, professor in the Department of Teacher Education, submitted a unique application that connects the departments of Teacher Education, Theater Studies, public libraries and the local school district. The Lecture will take place on Wednesday, April 4, 2012. Information about registration, which is complimentary, will be available in January 2012 on the [Arbuthnot website](#).

### ALSC Receives Second Dollar General Literacy Foundation Grant

ALSC, along with the Young Adult Library Services Association (YALSA), recently received a grant for a second year from the Dollar General Literacy Foundation for Everyone Reads @ your library. For ALSC, the grant will build the El día de los niños/El día de los libros (Día) [website](#). Additionally the grant will allow ALSC to continue efforts to support and encourage libraries to promote Día and multicultural family literacy. A free, downloadable toolkit containing programming, outreach, booklists, activity sheets, and other resources will be available on November 14, 2011.

### REFORMA National Conference September 15-18, 2011 in Denver

ALSC co-sponsored "Día Showcase: Celebrating 15 Years of Cultural and Reading Literacy" with REFORMA on September 17 during REFORMA's Fourth National Conference. The program featured Día Founder, author Pat Mora, and Beatriz Pascual Wallace, children's librarian at the Seattle Public Library and also included poster presentations by libraries that

received mini-grants through ALSC from the Dollar General Literacy Foundation and previous Mora Award winners.

### ALSC at AASL National Conference

ALSC will be organizing a group of volunteers to help promote membership with ALA/ ALSC at the 2011 AASL National Conference in Minneapolis, MN on October 28-29. ALSC members will be talking to conference attendees about new publications, El día de los niños/El día de los libros, and many other important ALSC activities. This is the first of many state and division conferences for which ALSC will organize volunteer activities. This event is being organized by ALSC Membership Committee chair, Charlene McKenzie and ALSC Marketing Specialist Dan Rude.

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

### Membership

Membership is continuing to trend upwards with an increase in personal membership of just over 11%, compared with July, 2010 figures. Group membership (Friends groups and Boards of Trustees) has shown only slight growth of 2% over last year at this time; however, a more robust increase is expected at the end of the fiscal year when new groups from a special membership drive are counted.

### Webinars

Though individual and single board purchases of the Trustee Academy webinar series have been modest, state libraries have been aggressively pursued to encourage statewide buys. To date, Nebraska, Utah, and Kansas have signed up. A new series of webinars is being developed for librarians and Friends groups who work with volunteers – focusing mainly on the new and emerging “baby boomer” generation. The series will be launched this fall.

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

### Paris Trip

ASCLA's Springtime in Paris trip, which will take place April 29 – May 6, 2012, has been sold out. Forty-four (44) individuals have made reservations for the trip. The target was a maximum of 40 people to realize a fund raising goal of \$6,000 with this event. For more information about the trip, see the complete brochure here: [http://www.njstatelib.org/njsl\\_files/parisflyerfinal\\_0.pdf](http://www.njstatelib.org/njsl_files/parisflyerfinal_0.pdf).

### New Structure/Interest Groups

Within the new structure of ASCLA (as approved in the Spring elections) new interest groups are successfully being created, replacing the section structure. At this time interest groups have been established by members on Consortium Management, Collaborative Digitization,

Interlibrary Cooperation, Physical Delivery, Independent Librarians' Exchange, Library Services to People with Visual or Physical Disabilities that Prevent Them from Reading Standard Print, LSTA Coordinators, State Library Development, Universal Access, and Library Services to the Incarcerated and Detained. The full list can be found here:

<http://www.ala.org/ala/mgrps/divs/ascla/asclaourassoc/asclainterest/list.cfm>. The ASCLA Interest Group Coordinating Committee is developing interest group procedures and a manual to help leaders, creators, and administrators of the interest groups.

### *Improving Library Services for People with Disabilities Online Course*

See highlight section.

### Library of Congress NLS

Suggestions and criteria were compiled from ASCLA members and sent to the National Library Service (NLS) search committee in response to its inquiry about what direction and what qualities would be desirable in NLS and the new NLS director.

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

### LITA National Forum

The LITA National Forum's theme this year was "Rivers of Data, Currents of Change." <http://www.lita.org/ala/mgrps/divs/lita/conferences/forum/2011/index.cfm> The Forum convened September 29 through October 2 at the Hyatt Regency at The Arch in downtown St. Louis, MO. Two full-day workshops, *Learning to leverage cloud-based IT resources and server configuration software to better manage IT* (with Erik Mitchell) and *Technology impact by design: using goal-based assessments to achieve and document success* (with Lisa Janicke Hinchliffe) started on Thursday afternoon and ran through Friday morning. Keynote presentations included John Blyberg, starting the Forum with the Friday opening keynote session, Karen Coyle presenting *On the Web, Of the Web: A Possible Future*, on Saturday, and Barbara McGlamery wrapping it up on Sunday with *The Evolving Semantic World*. From Friday afternoon through Sunday morning, learning and networking opportunities abounded with forty 50-minute sessions and 13 poster sessions. Networking was encouraged throughout, but especially at the opening reception, breakfasts, Saturday lunch and the sponsor showcase.

### Approved LITA Slate for Next Spring's Election

The Nominating Committee chaired by Andrew Pace with members Ronald Peterson and Clara Ruttenberg brought the following slate of candidates to the LITA Board for the 2012 election next spring. The LITA Board approved the slate at Annual Conference in New Orleans. The candidates include, for Vice President/President Elect: Aaron Dobbs and Nina McHale; and for the Board of Directors (two will be elected): Brett Bonfield, Mark Dehmlow, Cody Hanson and Rachel Vacek

### Three New LITA Guides Available

LITA has published three new Guides. Descriptions of each can be found at <http://www.lita.org/ala/mgrps/divs/lita/publications/books/index.cfm>. LITA Guide #16 is *Getting Started with Cloud Computing*, edited by Edward M. Corrado and Heather Lea. A video, recorded at the Annual Conference with a number of the authors of LITA Guide #16 (Corrado, Lea, Roy Tennant, Marshall Breeding, and Michelle Frisque), can be viewed at: <http://youtu.be/GqraktDKbZ0>. LITA Guides #17 and #18 are *Writing a Winning Technology Plan for E-rate Compliance* by Jean V. Morrison (LITA Guide #17), and *Writing Successful Technology Grant Proposals* by Pamela H. MacKellar (LITA Guide #18). The first two Guides are available now, and the third will be released soon by Neal-Schuman Publishing.

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

#### LLAMA Summer Seminars

LLAMA continued this year's successful foray into webinar production with two webinars produced by LLAMA sections. The Buildings and Equipment Section (BES) presented "Learning Spaces: Cost-effective Innovation" featuring Lorlene Roy and Alex Cohen, and the Systems and Services Section (SASS) presented "Succession Planning and Leadership Development: Are you ready?" featuring Dr. Paula M. Singer, Suann Wymer and Nancy Davenport. Dr. Julie Todaro also presented "Leading People You Don't Manage"; "Designing and Managing Team Environments" and "Situational Leadership/Situational Management: The Infrastructure Style That Supports all Management Styles."

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

#### PLA 2012

Housing and Registration are now open for the PLA 2012 Conference, March 13-17, in Philadelphia. The conference promises to offer a stimulating lineup of educational and entertaining programming. In addition to 200 educational programs, networking events, and a full exhibits floor, PLA is very excited to welcome Robert F. Kennedy Jr. and Betty White as keynote speakers for the general sessions. Throughout the conference, attendees will also have the chance to attend special meal events with authors such as David Baldacci, Joyce Carol Oates, Jerry Pinkney, and Carl Hiassen. For complete details and to register, visit [www.placonference.org](http://www.placonference.org).

#### PLA Online Learning

PLA continues to offer a wide range of education via monthly webinars and special series. Recently held sessions include: September 2011 "[Check out E-Readers! Sacramento Public Library Did It and You Can Too!](#)" and July 2011 "[Dive into a Good Book: Great Summer Reads to Recommend to Your Patrons](#)" presented by Nancy Pearl. Coming soon:

- October 25-November 12: "[Public Librarians Guide to E-Books: A PLA Webinar Series](#)"
- October 26: "[Building Community: Online Tools for Spanish Speakers](#)"

### PLA Results Boot Camp is Back

PLA is pleased to announce that it will be offering a sixth Results Boot Camp this fall from October 18-22 at the Nashville (TN) Public Library. Public librarians from around the country will be attending “[Results Are What Matters: Management Tools and Techniques to Improve Library Services and Programs](#)” to enhance their management skills and get their libraries in strategic shape.

### *Every Child Ready to Read® @ your library® 2<sup>nd</sup> Edition*

The long-awaited 2<sup>nd</sup> Edition of *Every Child Ready to Read® @ your library®* is now available for purchase at the [ALA online store](#). This toolkit will enable public libraries and other early literacy centers to present workshops that help prepare parents/caregivers for the critical role as their child's first teacher. The workshops demonstrate how parents, grandparents, childcare providers, and preschool teachers can use five simple research-based practices—talking, singing, reading, writing, and playing—to develop language and pre-reading skills in children from birth to age five. For complete details and ordering information, visit [www.everychildreadytoread.org](http://www.everychildreadytoread.org).

### *Turning the Page 2.0*

See highlight section.

### PLA 2012 Awards

PLA is now accepting nominations for nine awards recognizing the best in public library service and honoring those bringing innovation, creativity and dedication to public libraries. [Read more about each award and find out how to nominate your colleague or library.](#)

### REFORMA Grant

PLA awarded Loanis Menendez-Cuesta, reference and young adult librarian of Delray Beach (FL) Public Library, the Public Library Association fellowship to attend the 2011 REFORMA National Conference – Elevating Latino Library Services to a Higher Level: Juntos (Together) in the Mile-High City!, September 15-18 in Denver. [Read more about Loanis here.](#)

### PLA Partners with San Jose State University (SJSU) on Residency Model

PLA, along with ACRL, the Urban Libraries Council (ULC), and OCLC, has partnered with SJSU School of Library and Information Science through an IMLS-funded one-year planning grant to conduct an in-depth exploration of a new residency model focused on emerging technology for recent Master of Library and Information Science (MLIS) graduates. During the one-year planning phase, SJSU and project partners will explore how to design a residency program that effectively embeds new graduates into a range of library settings, providing libraries with additional personnel resources to support their efforts to investigate and implement new technology for the benefit of the patrons they serve. Read more about the program: <http://slisweb.sjsu.edu/annualreview/>

## Technology Access Benchmarks Initiative

[The Technology Benchmarks Initiative](#) continues to advance with a beta version of the Benchmarks expected to release this fall. At that time, libraries in three states will pilot the benchmarks and provide feedback to the Benchmark Working Group/Roundtable, of which PLA and OITP are members. The vision for this effort is best stated as – Communities continually invest in the opportunities for all people to enrich and improve their lives through open access to the exceptional information, communication and technology services available at libraries. Currently the initiative has evolved to include 15 Technology Benchmarks in three areas: Community Value, Engaging the Community & Decision Makers, and Organizational Management. PLA is beginning to coordinate a content development team to create tools and training related to using the benchmarks in advocacy efforts.

## 2010-2011 President's Report

At the conclusion of the ALA Annual conference Audra Caplan (PLA President, 2010-2011) passed leadership to PLA's new President, Marcia Warner, Director, Grand Rapids (MI) Public Library. As PLA President, Audra was engaging, effective, and tireless in her efforts as a spokeswoman for public libraries. Her dedication to PLA and all of its members was evident throughout her tenure as President. [Read her final President's Report that recaps the busy year.](#) The PLA staff and board thank Audra for all of her hard work, ideas, and collaboration as PLA President and look forward to continuing to work with her as Past-President.

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

### RUSA Structure Task Force

To inform the development of a new strategic plan, a task force was created to make recommendations on new directions and structures for RUSA, chaired by Katherine Kosturski, RUSA Emerging Leader from 2010-11.

### RUSA Web Conferencing Task Force

A task force was set up to find an appropriate web conferencing software solution for RUSA business meetings. *GoTo* is currently being used but has some limitations, and exploration of other software is needed.

### RUSQ

*RUSQ*, RUSA's journal, will be moving to an all digital edition this Fall, hosted online by Metapress.

### Just Ask Campaign

Liz Markel, RUSA marketing specialist, has spearheaded an awareness campaign about reference librarians called “Just Ask.” The campaign is currently in the planning and preparation stage.

### Staff Changes

RUSA is currently searching for a new RUSA membership assistant; the previous assistant left this summer for a full-time position elsewhere.

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

### YALSA Wins 2011 BoardSource Innovation Prize

YALSA won the Innovation Prize, funded by Prudential, at the September BoardSource Leadership Forum. YALSA was one of 40 organizations competing for the prize, which is designed to inspire and support innovative approaches to strengthening and building organizational impact through effective board leadership. YALSA’s application focused on the approach that YALSA has taken toward increasing board effectiveness and impact, with an emphasis on recruitment, training, engagement, and assessment. YALSA’s Board of Directors will vote on how best to utilize the \$10,000 cash prize.

### Friends of YALSA Debuts 2012 Calendar Featuring Printz Winners

The Friends of YALSA have assembled a wonderful resource for YA literature enthusiasts. Each month features a different Printz winner from 2000 – 2011, and the calendar features birthdays of YA authors and important literature related dates and celebrations. All proceeds go to the Friends of YALSA. Available for purchase at [www.alastore.ala.org/](http://www.alastore.ala.org/).

### YALSA Receives Funding from Dollar General Literacy Foundation

YALSA has received \$119,000 from the Dollar General Literacy Foundation to fund projects around 2012 summer reading programs and Teen Read Week™. The bulk of the funds will be distributed as mini-grants to YALSA members.

### Celebrate Teen Read Week™

See highlight section

### Call for Papers & Programs for YALSA’s 2012 Symposium

Visit <http://yalitsymposium12.ning.com/> to download the request for proposal (RFP) for papers and programs for YALSA’s 2012 YA Literature Symposium, which will be held in St. Louis, November 2 – 4, 2012.

## Upcoming Events & New Initiatives

- Now through the end of the year, participate in the 2011 LIS Road Trip, <http://tinyurl.com/3ey6zow>
- October, YALSA's revamped web site expected to launch sometime this month
- October 1, "31 Days of YA Authors" begins on YALSA's blog, The Hub, <http://yalsa.ala.org/thehub>
- October 3, application period opens for 2012 summer reading teen intern program. [www.ala.org/yalsa](http://www.ala.org/yalsa)
- October 3 - 7, YA Forum on STEM in ALA Connect, <http://connect.ala.org/node/20>
- October 3 – 31, Secrets of the Seal: the Printz Award e-course begins. Register now at <http://tinyurl.com/YALSAlearning>
- October 16 – 22, Teen Read Week™ & the WrestleMania Reading Challenge launch, [www.ala.org/teenread](http://www.ala.org/teenread)
- October 20, webinar "What Is That Thing? Making QR Codes Work for Your Library," <http://www.ala.org/yalsa/webinars> (group rates available)
- October 27 – 30, visit YALSA on the exhibit floor at AASL's conference in Minneapolis
- November 1, registration opens for 2012 Teen Tech Week at [www.ala.org/teentechweek](http://www.ala.org/teentechweek)
- November 7, online vote opens for YALSA's first Readers' Choice list
- November 7 – 11, YA Forum in ALA Connect on the YA Lit genre, Steampunk, <http://connect.ala.org/node/20>
- November 15, deadline to submit an RFP for the 2012 YA Lit Symposium
- November 15, fall issue of the *Journal of Research on Libraries & Young Adults* released, <http://yalsa.ala.org/jrlya>
- November 17, Innovative Teen Programming from \$10 to \$10,000 webinar, [www.ala.org/yalsa/webinars](http://www.ala.org/yalsa/webinars)
- December, fill out committee volunteer forms for committees that begin work July 1, 2012, [http://yalsa.ala.org/forms/process\\_com.php](http://yalsa.ala.org/forms/process_com.php)
- December 1, deadline to turn in applications for \$90,000 worth of YALSA member grants & awards, [www.ala.org/yalsa](http://www.ala.org/yalsa)
- December 5 – 9, YA Forum in ALA Connect on, <http://connect.ala.org/node/20>
- December 6, finalists announced for YALSA's 2012 Morris and Nonfiction Awards

## **ALA PUBLISHING**

### Digital Initiatives

See highlight section

### News from *American Libraries*

*American Libraries* has a new collaboration with AASL, ALSC, and YALSA, rotating the authorship of the "Youth Matters" column to cover issues pertinent to each constituency. With Membership Development and International Relations, *American Libraries* printed a limited-

edition international supplement promoting the benefits of ALA membership to the attendees of the IFLA Conference in Puerto Rico. The supplement will be issued in a digital version in early fall.

### RDA: Resource Description and Access Implementation

In response to the report from the three US national libraries that calls for RDA: Resource Description and Access implementation after January 2013, ALA Digital Reference is helping catalogers and others prepare for implementation and is working on the product itself to ensure the conditions outlined in the report are met. Part of this preparation includes virtual interaction in various channels, from the RDA Toolkit blog (offering user tips, ongoing updates on the product, and a recent series of interviews with vendors about how they're getting ready for implementation) and live webinars introducing users to RDA Toolkit and providing updates on enhancements, to a virtual user group launching in October.

### Online Education Sessions

Well-attended online education sessions from ALA Editions and ALA TechSource continued with 11 events over the summer and in September. Sessions included a technology wrap-up of the 2011 ALA Annual Conference with more than 800 attendees; workshops on topics from delivering innovative mobile library services to Web-scale discovery services, from using Google apps to being a great boss; eCourses on teaching information literacy to undergraduates and readers' advisory for YA; and a webinar co-sponsored with Web Junction. *Booklist's* program of free sponsored webinars on a variety of topics related to collection development and readers' advisory continued over the summer with thousands of attendees.

### New Look for *Booklist Online*

*Booklist Online*, the collection-development and readers' advisory website and database from Booklist Publications, rolled out a new look with added features, and a renewed free-trial program. *Booklist Online* and Baker & Taylor teamed up for the August launch of the newest free Booklist e-newsletter, "Corner Shelf," with the tagline, "Where Readers' Advisory Meets Collection Development."

### New Titles from ALA Editions

In the non-virtual world, *College Libraries and Student Culture: What We Now Know* from ALA Editions created buzz in the general market (including substantial articles in *Inside Higher Education* and *USA Today*) before publication. Other recent Editions titles address, among other topics, cost control for nonprofits in crisis, management, partnerships with the small-business community, integrating technology, and finding the best reference sources.

### From ALA Graphics

ALA Graphics is partnering with several ALA units on upcoming campaigns, including ALTAFF for the National Friends of Libraries Week, and with new products to support Information Literacy Awareness month, both in October. ALA Graphics is experimenting with digital catalogs, the latest with a focus on products for preparing for the new school year.

## Staff News

In staff news, ALA Publishing's Associate Executive Director, Don Chatham, hopes to wrap up the work of the specially appointed search committee and appoint a new *American Libraries* Editor-in-Chief and Publisher early in the fall. Readers' advisory expert Rebecca Vnuk joins Booklist Publications in October as Editor for Reference and Collection Management. (Vnuk's position replaces the position of Reference Editor formerly held by Mary Ellen Quinn who retired in August.) Jen Lowman Day is the new ALA Graphics Communications Specialist. *American Libraries'* new Associate Editor, Sanhita SinhaRoy, joins the staff in October.

For [details on ALA Publishing](http://www.ala.org/ala/aboutala/offices/publishing/index.cfm) imprints, products, and current initiatives, please visit <http://www.ala.org/ala/aboutala/offices/publishing/index.cfm>.