Report to Council and Executive Board

September 12, 2012

Keith Michael Fiels
Executive Director

Library Card Sign-up Month

Library Card Sign-up Month kicked off on September 1. Promotional activities through atyourlibrary.org include sample tools featuring Library Card Sign-up Month Honorary Chair Troy Polamalu of the Pittsburgh Steelers; sample downloadable Facebook banners for libraries and library supporters; blog posts by parents/bloggers about why library cards are important to their families; a slideshow featuring ways to use a library card and more. PIO also developed a web press kit, press release and Public Service Announcements (PSAs) to support publicity efforts. Audio PSAs will air during the month in New York, Los Angeles, Chicago, San Francisco, Washington, D.C., Seattle and on Spanish language stations in San Diego, CA, reaching millions of listeners.

50 State Salute to Banned Books Week

This year marks the 30th anniversary of Banned Books Week, the national book community's annual celebration of the freedom to read. To commemorate this milestone anniversary, the Office for Intellectual Freedom is coordinating a "50 State Salute to Banned Books Week." The "50 State Salute" will form the core of ALA's participation in this year's Banned Books Virtual Read-Out and will consist of videos from ALA Chapters proclaiming the importance of the freedom to read. For more information on how your library can participate in the "50 State Salute," please visit www.ala.org/bbooks. Banned Books Week runs from September 30 to October 6.

United for Libraries!

ALTAFF has changed its name to United for Libraries: the Association of Library Trustees, Advocates, Friends and Foundations but will be more "affectionately" known simply as United for Libraries. The name change became official on September 4.
National Friends of Libraries Week, October 21-27

United for Libraries is gearing up for its seventh annual National Friends of Libraries Week, October 21-27. In preparation for this, a free webinar will be available and later webcast to show Friends and Librarians the many ways in which they can highlight the important contributions Friends of the Library groups make throughout the year.

ALA Supports Vote 411

The ALA Washington Office is encouraging librarians to use their library's website to promote Vote 411, a new tool the League of Women Voters provides that helps people register to vote, and offers information on voting requirements and state deadlines. The American Library Association's support of Vote 411 comes off the heels of the ALA Council's unanimous passing of the resolution opposing voter suppression at the recent 2012 ALA Annual Conference. The Vote 411 tool allows users to build an online voter's guide, view political races, compare candidate positions side-by-side and print out "ballots" that can be used to remind the public to vote on Election Day. The tool also provides visitors with helpful voting information, candidate statements and details on current issues.

New Ebook Business Models Report

In August, ALA released "Ebook Business Models for Public Libraries," a report that describes general features and attributes of the current ebook environment and outlines constraints and restrictions of current business models. Additionally, the timely report suggests opportunities for publishers to showcase content through public libraries. The report was created by the ALA Digital Content & Libraries Working Group (DCWG).

ALSC National Institute

The ALSC National Institute is right around the corner, September 20 – 22, 2012, and ALSC is gearing up for a fantastic event. The theme of this year's Institute, "Libraries Leading the Race," illustrates the importance of libraries leading the way into the future and is supported by the Institute's great educational programming and speakers. A number of award-winning authors and illustrators will be present at the Institute, and the event is the kick-off to the Caldecott Award's 75th Anniversary Celebration with a very special Breakfast for Bill panel featuring past Caldecott Award winners.

LITA Forum

2012 is the Columbus, Ohio bicentennial year, and the LITA Forum theme, *New World of Data: Discover. Connect. Remix*, builds on that celebration.   The LITA Forum is highly regarded for bringing together librarians and technologists to teach, to learn, and to share in the expertise, the challenges, and the fun of exploring new and leading edge technologies. Three keynote speakers, Eric Hellman, Ben Shneiderman, and Sarah Houghton will provide a framework for the 40+ concurrent sessions. All types of libraries are represented in the programming and poster sessions. Two preconferences provide in-depth excursions, one into Web Analytics, and the other into core issues of systems management. Multiple networking opportunities are built into the schedule to provide all participants a chance to explore ideas, issues, problems, and answers with each other, LITA leaders, and Forum speakers. The Forum is October 4-7, 2012,   http://www.ala.org/lita/conferences/forum/2012

New Copyright Law Book Available for School Librarians and Educators

ALA released *Complete Copyright for K–12 Librarians and Educators*, a copyright law guidebook specifically written for teachers and librarians. The book, put forth by the Office for Technology Policy, addresses the challenges that school librarians and teachers face concerning copyright-protected print and online materials at schools and outside of the traditional educational environment. The book, which includes original illustrations by cartoonist Jessica Abel, explores complex situations often encountered in classrooms, such as the use of copyrighted material for school assignments, library operations, extracurricular activities and on the Web. Learn more about the book at http://www.alastore.ala.org/detail.aspx?ID=3104.

New ALA Graphics Homepage

A new ALA Graphics homepage launched in August, bringing product and event information together with recommendations specific to school and public libraries, links to the ALA store, and subscription management information, as well as opportunities for customer feedback. At the same time, a Tumblr blog was launched that will feature regular content about Graphics products as they intersect with popular culture and events.

Dollar General Literacy Foundation Grant Awarded to ALSC, YALSA

ALSC teamed up with the Young Adult Library Services Association (YALSA) to win continued grant support from the Dollar General Literacy Foundation. The grant will help ALSC fund resources and marketing for El día de los niños/El día de los libros (Children's Day/Book Day) in the form of Día book clubs.

IMLS Grant for Digital Literacy Online Resource Collection

PLA has been awarded a two-year grant of $291,178 from the Institute of Museum and Library Services (IMLS) to collaborate with ALA's Office for Information Technology Policy (OITP), the Chief Officers of State Library Agencies (COSLA) and the independent organization Connect2Compete (C2C) to develop an online collection of digital literacy resources that will be accessible to libraries, patrons, and other community-based organizations. The grant would also support the development of training programs and mechanisms for assessment and evaluation of said resources, and engage librarians and other practitioners in expanding and using these materials. The project stems from the need for consistent, quality, accessible digital literacy education, particularly in light of an upcoming national effort by C2C to improve digital literacy and broadband adoption to be supported by an Ad Council Campaign encouraging users to search out free online tools and education at their local libraries. More details available soon!

ALA's First Single-Book Awards for Adult Trade Fiction and Nonfiction Awarded in Anaheim

Adult book award history was made at the ALA Annual Conference in Anaheim with the announcement and presentation of the first ever Andrew Carnegie Medals for Excellence in Fiction and Nonfiction, funded through a grant from Carnegie Corporation of New York and cosponsored and administered by *Booklist* and the Reference and User Services Association (RUSA). The standing-room-only crowd in Anaheim was among the first to hear which two

books were chosen as winners (each receiving a medal and $5,000) from the shortlist of six announced in May. Anne Enright's *The Forgotten Waltz* won for fiction*,* and Robert K. Massie's *Catherine the Great: Portrait of a Woman* for nonfiction. The selections reflected the expertise of the committee of librarians and *Booklist* editors, all of whom work closely with adult readers.

To learn more about these high-profile new awards, to access resources for using the awards to support library programming and book groups, and to watch videos of winners' speeches, visit http://www.ala.org/awardsgrants/carnegieadult.

ALA OFFICES

International Relations Office
(IRO)

ALA Leaders and Members Make Global Connections at IFLA in Helsinki

ALA President Maureen Sullivan represented ALA at this year's International Federation of Library Associations and Institutions (IFLA) World Library and Information Congress in Helsinki Finland, August 11-17, with support from President-elect Barbara Stripling and Immediate Past President Molly Raphael. ALA members serve on the IFLA Governing Board and IFLA section committees. There were many ALA members among the 400 strong U.S. delegation, also including many ALA international members, in attendance. Many members contributed with papers and poster sessions. ALA's exhibit booth was once again one of the most popular stands, and before the conference was over ten new international members had been recruited. Next year IFLA's Congress will be in Singapore, August 17-23 (2013). http://conference.ifla.org/ifla79

Membership Development

July ALA Membership is 59,675

The ALA July membership count was 59,675, down 728 members, compared to the same period in 2011. Three divisions and five roundtables had membership increases.

Retention Program for Non-Renewing First-Year Members

A special retention program of regular first-year members who did not renew for their second year of membership launched in June. Preliminary results are 60 renewing members. Additionally, a special promotion to help address the lagging renewal of small/very small libraries launched in June, with preliminary results approaching 70 libraries.

ALA-Chapter Membership "packages"

Membership Development and the Chapter Relations Office continue to work with state chapters to develop and expand joint ALA-Chapter membership "packages" for students,

trustees and support staff. Special ALA online applications became available, making the process of simultaneously joining the ALA, participating divisions/round tables, and participating chapters easier. Through June 3, 200 members joined through the joint programs. The programs are being promoted locally by the chapters, on the ALA chapter web pages and on the ALA membership web pages.

Office for Government Relations (OGR)

Library Copyright Alliance Touts Copyright Exceptions at International Assembly

For the last four years, advancement toward more flexible copyright law continues in earnest at the World Intellectual Property Organization's 24th Copyright and Related Rights Standing Committee session (SCCR), which began July 16, 2012, in Geneva, Switzerland. The Library Copyright Alliance (LCA), was represented by international copyright advocate and librarian, Lori Driscoll, who carried the message that copyright exceptions for libraries ensure a vibrant arena for the creation and use of creative works as well as the advancement of learning.

Library Copyright Alliance Files Second Amicus Brief in Authors Guild v. HathiTrust

On July 6, 2012, members of the Library Copyright Alliance, together with the Electronic Frontier Foundation, filed a friend of the court brief (PDF) in Authors Guild v. HathiTrust, urging a federal court to find that the fair use doctrine permitted the creation of a valuable digital library. The brief argues four main points: that the HathiTrust Digital Library (HDL) is serving the public interest, that its tremendous public benefit tilts the analysis firmly in favor of fair use, that a legislative "fix" is both unnecessary and unworkable, and that the plaintiffs helped foster public reliance on the HathiTrust project, which the public should not be deprived of now. In their lawsuit, the Authors Guild, together with a few other author groups and individual authors, propose an extremely narrow view of the rights of libraries to engage in preservation and other core library functions. In their motion for judgment on the pleadings, the plaintiffs have asked the federal court to "mothball" HDL until Congress takes action. LCA members have filed in this case to defend the rights of all libraries, as well as the extraordinary value of the HathiTrust collection. This amicus brief follows a previous (PDF) one submitted by members of the LCA on April 20, 2012.

Library Associations, EFF File Friend of the Court Brief in Authors Guild v. Google, Inc.

On August 1, 2012, members of the Library Copyright Alliance (LCA), including the American Library Association, Association of Research Libraries and Association of College and Research Libraries, together with the Electronic Frontier Foundation (EFF), filed a friend of the court brief (PDF) in Authors Guild v. Google, Inc., a lawsuit in which authors allege that Google violated copyright by scanning books to create Google Book Search (GBS), a search tool similar to its Internet search engine. The LCA/EFF brief defends GBS as permissible under the doctrine of fair use, a flexible right that allows copying without payment or permission where the public benefit strongly outweighs the harm to individual rightsholders.

Funding for School Libraries Included in LHHS Subcommittee's Appropriations Bill

The American Library Association applauds the efforts of the Senate Labor, Health and Human Services (LHHS), and Education Appropriations Subcommittee on including funding for libraries at this week's markup. The bill includes $30 million for the Innovative Approaches to Literacy (IAL), which is a $400,000 increase over FY 2012. By law, a minimum of half of the funds under this program ($14.5 million) must go to school libraries in the neediest school districts as a competitive grant. This bill contains funding for the Institute of Museum and Library Services (IMLS) including the Library Services and Technology Act (LSTA) grants, as well as federal funding for school libraries. This bill (which has not been filed and does not yet have a bill number) was approved by the Committee on a 16-14 party line vote. Republicans opposed this bill largely over objections to the funding for the Affordable Care Act under the Department of Health and Human Services which is also contained in this bill.

Office of Government Relations Host Webinars

The ALA Washington Office hosted several webinars for library advocates over the past few months. On June 13, 2012, the Washington Office hosted the webinar *Using D.C. Insider Secrets to Save Your Library*, where participants learned 10 tactics to increase their library's perceived value and demonstrate why libraries are one of the best investments around. Stephanie Vance, advocacy guru, and author of *The Influence Game: 50 Insider Tactics from the Washington D.C. Lobbying World that Will Get You to Yes* moderated the discussion. In July, the Office hosted "They've Got to See it to Believe It: Getting Decision Makers Into Your Library." The webinar focused on teaching participants about the secret strategies for getting decision makers in the door — and eventually agreeing with you.

Obama Nominates Former ALA President Camila A. Alire to Administration Post

In June, President Barack Obama nominated Camila A. Alire, Dean Emerita of both the University of New Mexico and Colorado State University, to the National Council on the Humanities. The Senate must confirm Alire's nomination before she can begin her advisory post. As a National Council on the Humanities Member, Alire will join the board of twenty-six distinguished private citizens appointed by the President and confirmed by the Senate in advising the chairman of the National Endowment for the Humanities. Alire served as the President of the American Library Association from 2009 to 2010.

CRS Resolution Introduced in the House

In July, advances were made in improving transparency in the federal government. Reps. Mike Quigley (IL-5) and Leonard Lance (NJ-07) introduced the Congressional Research Service Electronic Accessibility Resolution of 2012 (House Resolution 727), a resolution that creates a publicly available database of Congressional Research Service (CRS) reports and would thereby "enhance our democracy to provide citizens with access to unbiased and accurate CRS documents on legislation and other critical issues before Congress." This bipartisan resolution would provide public access to all CRS reports that do not contain confidential information (in some cases redactions could be made to allow portions of reports to be released). The resolution would provide access to those who fund this research—the public. The American Library Association commends Reps. Quigley and Lance, as well as the resolution's co-

sponsors; Reps. Jim Cooper (TN-5), Timothy V. Johnson (IL-15) and Adam B. Schiff (CA-29), for taking this important step to increasing transparency and improving access to publicly funded government information. The ALA strongly supports this resolution and will work towards its passage.

ALA Supports Vote 411

(see highlights section)

Department of Education Announces Federal School Literacy Grants

The filing period for the Innovative Approaches to Literacy Program (IAL) school literacy grants is now closed, the Department of Education announced. OGR encouraged school librarians to apply for the program grants, which can range from $150,000–750,000. At least 50 percent of the $28.6 million is designated for school librarians. The deadline to apply for the grant funding was August 10, 2012. The literacy grant program is designed to support innovative literacy programs for young children, increase student achievement by using school libraries and motivate older children to read. According to the Department of Education, the grants are to be used to "develop and improve literacy skills for children and students from birth through 12th grade within the attendance boundaries of high-need local educational agencies."

U.S. House Passes Legislation to Bypass Some Confirmation for Presidential Appointments

The U.S. House of Representatives passed S. 679 – the Presidential Appointment Efficiency and Streaming Act of 2011. The U.S. Senate previously passed the legislation on June 29, 2011, by a vote of 79-20. The purpose of this legislation is to reduce the number of presidential appointments that the Senate must confirm thereby improving the efficiency of confirming a selected 220 executive branch positions. Currently there are approximately 1,400 executive branch positions that require a Senate confirmation. Included in the 220 executive branch positions that this legislation eliminates from senate confirmation are the 20 members of the National Museum and Library Services Board. This action may affect the current 8 nominees that have already been nominated for the National Museum and Library Services Board if they are not confirmed by the time this bill goes into effect.

Senate Ends Cybersecurity Act of 2012 Debate

In August, the U.S. Senate took a cloture vote to end debate on S.3414, the Cybersecurity Act of 2012. The vote was recorded as 52-46 meaning the 60 votes necessary to advance the bill were not received. This vote signals that the bill will likely not be taken up this year. The ALA Washington Office used its Mobile Commons text messaging advocacy service to urge supporters to contact their legislators to oppose the bill. The ALA thanks all of those who contacted their senators on this important issue. The fight to protect privacy is far from over though. Sign up for text alerts from the Washington Office to receive the most up to date information on advocacy alerts and events by texting "library" to 877877.

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

ALA Releases Ebook Business Models Report

(see highlights section)

OITP Releases Backgrounder on "Libraries, Patrons, and E-books"

As part of the ALA Office for Information Technology Policy's work with the Digital Content and Libraries Working Group, several member leaders have requested that the ALA develop and distribute communications resources that will support local libraries around digital content issues. OITP released the first of these documents, a backgrounder that shares some highlights from the newest Pew Research Center report on "Libraries, Patrons, and E-books," along with some possible messaging and local angles for leveraging this new research with local media and decision makers. Among the report's key findings referenced in the backgrounder:

- 12% of e-book readers have borrowed an e-book from their library
- 62% of people don't know they can borrow e-books from their library
- 69% of people report the library is important to them and their family
- Many people would like to learn more about borrowing e-books

ALA Featured on The Diane Rehm Show (NPR)

In August, ALA Office for Information Technology Policy program director Carrie Russell was invited to be a guest on the Diane Rehm Show to talk about libraries and e-books, along with Allan Adler from the Association of American Publishers, Jeremy Greenfield from Digital Book World and Vailey Oehlke, Director of the Multnomah County Library (OR). Hear the show: http://thedianerehmshow.org/audio-player?nid=16527.

What is DRM and What Does It Mean for Your Library?

In an effort to help the library community better understand and adapt to the growth of digital content, ALA has released a tip sheet that provides background on digital rights management (DRM)—systems used by producers, publishers and vendors to embed controls on what users can do with electronic files, such as e-books, DVD films, and other media. Library community members, librarians and supporters are encouraged to use the tip sheet to provide additional information for interested parties. Librarians are also encouraged to keep the guide at the front desk of their libraries to spark conversations with library patrons or simply answer any questions they may have about DRM. The ALA Digital Content & Libraries Working Group created the tip sheet.

ALA Advocates for Library Broadband Funding

The American Library Association submitted comments to the Federal Communications Commission (FCC) on its Further Notice of Proposed Rulemaking (FNPRM) on the reform of the Universal Service Fund (USF) contribution mechanism. The FNPRM is part of the Commission's effort to modernize universal service programs—including the E-rate program—so that they can efficiently bring the benefits of 21st century broadband to the public across the

country. The ALA advocated for the Commission to ensure the stability of the USF as it addresses contribution reform such that the necessary reforms are not disruptive to individual programs. In particular, the E-rate program depends on the fund's stability in order for libraries and schools to provide Internet-enabled services to the public. Demand on the fund continues to climb as libraries include more programs and services that demand high-capacity broadband connections, such as video conferencing and mobile computer labs.

<u>ALA Copyright Activist Honored at the World Library and Information Congress</u>

The International Federation of Library Associations and Institutions (IFLA) honored longtime library advocate Winston Tabb at the World Library and Information Congress, which took place in August in Helsinki, Finland. Tabb, who is the Dean of Libraries and Museums at Johns Hopkins University, received the Honorary Fellowship—the IFLA's highest honor—for his 20 years of service for bringing light to the roles of libraries in international copyright discussions. The honorary fellowship honors persons who have achieved prolonged and distinguished service to IFLA. Tabb is well known for his work on the IFLA Committee on Copyright and other Legal Matters and as an IFLA representative to the World Intellectual Property Organization. The American Library Association recently honored Tabb with the L. Ray Patterson Copyright Award during the 2012 American Library Association Annual Conference in Anaheim in June 2012. The Patterson Award recognizes the contributions of individuals or groups that pursue and support the Constitutional purpose of the U.S. Copyright Law, fair use and the public domain.

<u>New Copyright Law Book Available for School Librarians and Educators</u>

(see highlights section)

Office for Intellectual Freedom (OIF)

<u>50 State Salute to Banned Books Week</u>

(see highlights section)

<u>OIF to Receive Consumer Excellence Award</u>

On October 2, Consumer Action, the non-profit consumer rights organization, will recognize the Office for Intellectual Freedom's advocacy on behalf of privacy rights by awarding OIF its Consumer Excellence Award. In presenting the award, Consumer Action cited OIF's ongoing efforts to educate consumers on their privacy rights via Choose Privacy Week, the privacyrevolution.org website, and its short videos, including the 2012 Choose Privacy Week video, "Vanishing Liberties," which focuses on the loss of privacy and civil liberties for often overlooked immigrant communities.

Office for Research and Statistics

(ORS)

2011-2012 Public Library Funding and Technology Access Study (PLFTAS)

ORS released an issues brief that highlights PLFTAS Study findings. Judy Hoffman organized and staffed an exhibit at the National Conference of State Legislatures Annual Legislative Summit in Chicago during August. The PLFTAS exhibit will travel to Phoenix during October for the International City/County Management Association (ICMA) Annual Conference.

ORS on the move

ORS Director Kathy Rosa will present at four conferences during the fall of 2012. In October, she will present at the Library 2.012 Worldwide Virtual Conference, the Nevada Library Association Annual Conference and the West Virginia Library Association Conference. In December, she will present at the New Jersey Association of School Librarians Annual Fall Conference. Judy Hoffman and Kathy Rosa authored sections about library statistics and salaries for the upcoming edition of the *Whole Library Handbook*. Norman Rose has assumed responsibility for the Drupal tasks associated with the *Libraries Matter* website and the digital content environmental scan portion of the *Transforming Libraries* Website.

**Public Information Office
(PIO)**

Library Card Sign-up Month

(see highlights section)

Media Relations Support

Currently PIO media relations is working to support the Joint Conference of Librarians of Color Conference (JCLC), Banned Books Week, Teen Read Week™ and the ALA Youth Media Awards.

**Public Programs Office
(PPO)**

Extended Date for Applications for "Muslim Journeys," a *Building Cultures* Bookshelf

The National Endowment for the Humanities (NEH), in collaboration with the ALA Public Programs Office, has extended the date for accepting applications for "Muslim Journeys," a *Building Cultures* Bookshelf, through October 25, 2012. The program aims to familiarize public audiences in the United States with the people, places, history, faith and cultures of Muslims around the world, including those within the U.S. in January 2012. Up to 1,000 public libraries, community college and academic libraries, and state humanities councils will be selected to receive the collection of books, films with public performance rights, and other resources including free online learning sessions. For more information: visit

www.ala.org/programming/muslimjourneys. The *Bridging Cultures* Bookshelf is a project of NEH and the ALA Public Programs Office, offered with support from the Carnegie Corporation of New York. Additional support for the arts and media components was provided by the Doris Duke Foundation for Islamic Arts.

<u>*America's Music* Grants Awarded to Selected Sites</u>

The Public Programs Office and the Tribeca Film Institute (TFI) announced that the National Endowment for the Humanities (NEH) will provide funding of $125,000 through award grants of $2,500 to 49 libraries and one non-profit organization to host *America's Music: A Film History of Our Popular Music from Blues to Bluegrass to Broadway*, a six-week series of public programs featuring documentary film screenings and scholar-led discussions of twentieth-century American popular music. To view the list of selected sites, visit www.ala.org/programming/americas-music-selected-sites. The selected libraries also received a set of the series on DVD, including public performance rights, and programming and promotional support materials and resources.

<u>Proposals Invited for Articles and Webinars for the 2013 Editorial Calendar</u>

ProgrammingLibrarian.org, a resource website of the Public Programs Office, invites programming librarians from public, academic, school and special libraries of all sizes to submit proposals for articles and webinars to be included in the 2013 editorial calendar. Proposals will be reviewed on an ongoing basis through September 14. For more information, or to submit a proposal, visit www.programminglibrarian.org/beacontributor.

<u>New Interactive Traveling Exhibition: *Discover Tech: Engineers Make a World of Difference*</u>

In partnership with the National Center for Interactive Learning at the Space Science Institute, the Lunar and Planetary Institute and the National Girls Collaborative Project, the Public Programs Office announced that eight public libraries will host a new interactive traveling exhibition called *Discover Tech: Engineers Make a World of Difference*. This program will tour from September 2012 to June 2014, visiting each of the eight selected sites for a period of eight weeks. Each site will receive a grant of $1,000 to support public programs related to the exhibition and join a national Community of Practice (CoP). See: Discover Tech, STAR_Net and the CoP for more information.

ALA DIVISIONS

American Association of School Librarians (AASL)

<u>The Power of Data</u>

AASL has released a new publication focused on increasing a school librarian's ability to analyze and articulate data sets. "The Power of Data: An Introduction to Using Local, State,

and National Data to Support School Library Programs," written by Sandra Andrews, guides school librarians through the effective use of data in order to influence school library program stakeholders. The publication is available in both print and e-book formats, as well as in a print/e-book bundle, and can be purchased through the ALA online store.

New Evaluation Workbook for School Librarians

AASL has released a new publication which provides school librarians an opportunity to engage in rigorous self-evaluation and shape school administrator evaluations. "A 21st-Century Approach to School Librarian Evaluation," written by Patricia Owen, is available in both print and e-book formats, as well as in a print/e-book bundle. This and other AASL publications can be purchased through the ALA online store.

Proposals Sought for Concurrent Sessions at the AASL 16th National Conference

AASL invites proposals for concurrent sessions to be presented during AASL's 16th National Conference and Exhibition. Concurrent sessions will be held on Friday, November 15 and Saturday, November 16. The submission deadline is 11:59 p.m. CDT on Friday, November 9, 2012. More information is available at www.ala.org/aasl/aaslrfp.

Nominations Sought for the Best Curriculum Based Apps

AASL is now accepting nominations for its new Best Apps for Curriculum recognition. Nominations are being solicited for apps that encourage student engagement in learning and reinforce innovative teaching. Apps nominated should also strengthen instruction, critical thinking skills, and inquiry. Apps can be nominated via the online form on the AASL website.

New *School Library Research* Articles Available Online

Six new research articles covering a wide array of topics such as collaboration, leadership, Response to Intervention (RtI), subscription databases, and serving students with special needs are now available online as part of the American Association of School Librarian's research journal, *School Library Research*.

Start the School Year with New Webinars

This fall, AASL will present three all new webinars covering the topics of information literacy, intellectual freedom, and participatory culture. The webinars include:
- *Wanted: Information Literacy Skills in a World of Google & Wikipedia* (6 p.m. Central, Wednesday, September 12),
- *How to be a Ninja Warrior Filter Fighter!* (6 p.m. Central, Wednesday, October 3), and
- *Opening the Space: Libraries as a Site of Participatory Culture* (6 p.m. Central, Tuesday, October 9).

More information and how to register can be found at www.ala.org/aasl/ecollab/upcoming.

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

Casey Kinson Joins ACRL Staff

Casey Kinson joined the ACRL staff as Program Coordinator in July 2012. Casey will be the staff liaison to ACRL award committees, discussion groups, interest groups, and Chapters Council, and will also provide support for various professional development programs. Casey recently received her MLS from Dominican University, and she has a BA in English from Western Illinois University.

ACRL Funds 2012 Spectrum Scholar Charlotte King

As part of its commitment to furthering diversity in librarianship, ACRL is supporting Charlotte King as its 2012-2013 Spectrum Scholar. King will attend the San Jose State University School of Library and Information Science. Prior to entering library school, King had a career dedicated to underserved communities. She worked at the Illinois Humanities Council, where she organized a wide range of humanities and arts-based public programs, and is currently employed at the Parkinson's Association of San Diego, where she is developing an initiative to provide wide access to free health education courses. King solidified her interest in academic libraries through a summer internship at the University of California - San Diego. More details are on ACRL Insider at http://www.acrl.ala.org/acrlinsider/archives/5760 .

2012 Women's Leadership Institute

ACRL is collaborating with higher education associations to offer the 2012 Women's Leadership Institute. This year's institute will be held November 27-30, 2012, in Dana Point, CA and December 2-5, 2012, in Amelia Island, FL. The institute brings together mid-level administrators from across campus functions to hone leadership skills for working in a rapidly changing environment, develop a better understanding of the campus as a workplace and culture, share experiences with others about how campuses are adapting and adjusting to new realities and create new personal networks and networking skills to better tap the higher education community. Complete program details, cosponsors, and a link to registration materials are available on the Institute website at http://www.ala.org/acrl/womensleadership.

Interdisciplinarity and Academic Libraries

ACRL published *Interdisciplinarity and Academic Libraries*, edited by Daniel C. Mack and Craig Gibson, in early August. The book offers a variety of perspectives on transforming academic library programs, collections and services to meet the evolving challenges of today's higher education world. The essays bring an interdisciplinary perspective to collection development, information literacy, digital projects and scholarship, knowledge organization, services for research centers and other timely and relevant topics. *Interdisciplinarity and Academic Libraries* is available for purchase in print, as an e-book, and as a print/ e-book bundle through the ALA Online Store; in print and for Kindle through Amazon.com; and by telephone order at (866) 746-7252 in the U.S. or (770) 442-8633 for international customers.

Choice's Outstanding Academic Titles 2007-2011

Honoring the best in scholarly publishing, *Choice*'s annual "Outstanding Academic Titles" list is widely recognized in the academic community for its sweeping coverage of the most significant

scholarly titles published each year. Now available is a comprehensive print collection of reviews representing excellence in a five-year period, *Choice's Outstanding Academic Titles 2007-2011,* edited by Choice Humanities Editor Rebecca Ann Bartlett. The work presents reviews of 3,650 print and electronic works in a wide variety of categories that Choice has deemed indispensable for every library. *Choice's Outstanding Academic Titles 2007-2011* is available for purchase in print through the ALA Online Store and by telephone order at (866) 746-7252 in the U.S. or (770) 442-8633 for international customers. An e-book version is forthcoming.

e-Learning Update

ACRL's e-Learning program offered three live webcasts and three multi-week courses during this report period. 114 individuals and 15 groups participated in these six e-Learning events. Upcoming fall 2012 online seminars and webcasts include managing student assistants, mobile apps, Pinterest, and embedded librarians.

Association for Library Collections & Technical Services (ALCTS)

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 demand-driven acquisitions. ALCTS will be offering a few webinars during the year free of charge. Check the website for more information. As always, LIS students and faculty who wish to use the webinar in their classroom can register for free. Visit the ALCTS events page: http://www.ala.org/alcts/confevents

Publishing Review Task Group Submits Final Report

After a year of deliberation, the ALCTS Publishing Review Task Force submitted its final report to the ALCTS Board of Directors this past July. The preliminary report was discussed in detail at the ALCTS Board meeting at Annual Conference in Anaheim. The report takes a broad look at current and future ALCTS publishing activities including a mission statement, recommendations on invigorating the ALCTS publishing program, the structure and process of publishing, and new directions for the ALCTS newsletter. The ALCTS Board and Executive Committee will continue discussing the recommendations in order to determine how best to implement them.

ALCTS and LITA Form Metadata Standards Committee

The ALCTS/LITA Metadata Standards Committee will play a leadership role in the creation and development of metadata standards for bibliographic information. The Committee will review and evaluate proposed standards; recommend approval of standards in conformity with ALA policy; establish a mechanism for the continuing review of standards (including the monitoring of further development); provide commentary on the content of various implementations of standards to concerned agencies; and maintain liaison with concerned units within ALA and relevant outside agencies.   The Metadata Standards Committee will begin its work at the

Midwinter Meeting of the American Library Association, January 2013. While composition of the committee is still under discussion, membership will include equal numbers of voting members appointed by ALCTS and LITA and a voting liaison member appointed by RUSA. The committee will actively seek input from many groups and communities of practice in its work.

ALCTS/LITA/RUSA MARBI Committee to Disband in 2013

Having formed the new committee (above) to spearhead participation in developing a wide range of applicable metadata standards, the three ALA divisions have also voted to disband the ALCTS/LITA/RUSA Machine-Readable Bibliographic Information (MARBI) Committee, as of June 30, 2013.

Two New Advocacy Groups to be Created this Fall

After receiving a report from the Advocacy Task Force at the Annual Conference, the ALCTS Board agreed to create two advocacy groups to explore both internal and external advocacy initiatives. These groups will be constituted this fall. The role ALCTS should play as an ongoing contributor to advocacy efforts outside of the association will be the focus of the new advocacy committee. The new advocacy task group will focus on advocacy for ALCTS areas within the library.

ALCTS Offers Three New Publications Through the ALA Store

- *Sudden Selector's Guide to Chemistry Resources* by Elizabeth Brown
- *Sudden Selector's Guide to Biology Resources* by Flora G. Shrode
- *Planning and Constructing Book & Paper Conservation Laboratories: A Guidebook* by Jennifer Hain Teper and Eric Alstrom.

These and other ALCTS titles are available at
http://www.alastore.ala.org/SearchResult.aspx?KeyWords=ALCTS

Association for Library Service to Children (ALSC)

ALSC Hosts #alscchat Every Second Thursday

To help facilitate conversations and ideas regarding technology, children's literature and children's library services, the ALSC Children & Technology Committee has begun hosting monthly Twitter discussions organized with the hashtag #alscchat. These Twitter discussions are open to the public and take place at 8 p.m. Central every second Thursday of the month. In September, the discussion topic will be on back to school. These sessions are moderated by the ALSC Twitter account (@alscblog)

ALSC eBadge Contest Names Winner

ALSC held a contest asking members to help design a new e-badge/ribbon. The ALSC eBadge Contest was open to all ALSC members. ALSC asked for ideas for a badge which members

can proudly display on their email signature lines or blogs. The winning entry was submitted by Krista Welz, who won a Nook and a Book. This contest is being sponsored by the Friends of ALSC and the ALSC Membership Committee.

Dollar General Literacy Foundation Grant Awarded to ALSC, YALSA

(see highlights section)

Caldecott 75th Anniversary Celebration Webinars

Registration is now open for the third webinar in a four part series celebrating the Caldecott Medal. The webinar, *Expanding the Caldecott Experience: Programming with Caldecott Winning and Honor Books*, scheduled Wednesday, February 20, 2013, at 11 a.m. CT, takes a closer look at Caldecott Medal winning and honor books and explores various techniques for bringing books and children together through classroom and library programming. The first Caldecott webinar, *Caldecott Uncovered: What You've Always Wanted to Know about the Caldecott Award*, is available as an archived version, and registration is still open for the second webinar, *The Fine Art of Children's Book Illustration*, scheduled for Tuesday, September 18, 3-4:00 p.m. CT, and Thursday, November 8, 3-4:00 p.m. CT. The webinars are free to ALSC members and $55 for non-members. Pre-registration is required to attend the live webinars, and archived versions will be available for purchase after the live webinars have taken place (free to ALSC members).

ALSC National Institute

(see highlights section)

Fall Online Education Courses and CEU Approval

ALSC is pleased to announce that two of the five fall courses have recently been approved to provide participants with continuing education units (CEUs). Fall Online Courses will begin on October 1, 2012 and include the newest course, *ALSC Core Competencies: Serving Children with Distinction and Commitment*. This course identifies the skills, orientations and understanding that children can expect of the dedicated staff in their school and public libraries; it is being taught by ALSC Past-President Thom Barthelmess. Other fall courses include *The Caldecott Medal: Understanding Distinguished Art in Picture Books; Connecting with Tween Readers; Out of this World Youth Programming; and Series Programming for the Elementary School Age*. More information about all of the ALSC courses can be found on the ALSC website.

May Hill Arbuthnot Honor Lecture Location

The host of the 2013 Arbuthnot Lecture will be Nazareth College and the Youth Services Section of the New York Library Association in Rochester, NY, featuring Children's Laureate Michael Morpurgo. The honor lectureship will be tied to several other significant events for librarians and readers of children's and young adult literature during Children's Book Week and

will kick off the 38th annual NYLA Youth Services Section's Spring Conference on May 16, 2013. Information about registration will be available in January 2013.

<u>ALSC Spectrum Scholarship</u>

[ALSC is sponsoring Ticha Gwaradzimba as its 2012-2013 Spectrum Scholar](link) . Gwaradzimba is currently pursuing her master's degree in Library and Information Science from the University of Western Ontario in London, Ontario. ALSC uses funding from the Frederic G. Melcher Endowment and sponsors one Spectrum Scholar interested in library service to children each year.

<u>ALSC Professional Award Applications</u>

ALSC is now taking applications and nominations for the [2013 Professional Awards](link). Each year ALSC gives away over $82k in awards, grants, and scholarships to its members. Applications are due November 15, 2012 for [The Light the Way Grant](link); December 1, 2012 for [The Penguin Young Readers Group Award](link), [ALSC Distinguished Service Award](link), [ALSC/BWI Summer Reading Grant](link) and [Bookapalooza!](link); and December 30, 2012 for the [Louise Seaman Bechtel Fellowship](link).

Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF) *see* **United for Libraries**

Association of Specialized and Cooperative Library Agencies (ASCLA)

<u>Ireland Fund Raising Trip</u>

The Ireland trip for October 2012 will take place October 4-12. Trip highlights include a viewing of the Book of Kells, a visit to Blarney Castle and the Blarney Stone, a tour of the Ring of Kerry, and a tour of Waterford Crystal. More information can be found here: http://ascla.ala.org/blog/2012/05/ascla-ireland-reminder/. There are a few seats left, and interested travelers are continuing to sign up. Librarians are great to travel with, although you don't need to be a librarian to travel with ASCLA, so sign up soon.

<u>Accessibility Academy</u>

The ASCLA Executive Committee has approved the first step to create its first online tutorial module for working with people with disabilities. The module may be used by public, academic, special, state, and international libraries to train staff. A description of the Project Coordinator responsibilities for this initiative will be distributed in September and posted on the ASCLA blog and website.

Library and Information Technology Association

(LITA)

LITA Forum

(see highlights section)

Online Learning Opportunities

LITA offered two online courses in August: *Getting Started with GIS (Geographic Information Systems)* by Eva Dodsworth, University of Waterloo, and, *Building Web Applications with HTML5, CSS3, and Javascript: An Introduction to HTML5* by Jason Clark, Montana State University. For additional information, visit http://www.ala.org/lita/learning/online.

Managing Electronic Resources by Ryan O. Weir

The LITA Guide series provides practical information, advice, tools, and best practices for anyone working with technology in libraries. The *Managing Electronic Resources* Guide "shows readers how to use what's available to them to successfully manage their time, resources, and relationships with vendors and staff to ensure personal, professional and institutional success." http://www.ala.org/lita/publications/books

Library Leadership and Management Association
(LLAMA)

Two Successful LLAMA Webinars

LLAMA completed its second year of webinars with two very successful presentations by LLAMA members. On August 22, "Library Outcomes: Stories that Matter," presented by Diane Sweetwood of Cengage Learning, had more than 80 participants. On August 29, "Physical and Virtual Library Planning," presented by Alexander Cohen of Aaron Cohen Associates, had more than 120 participants.

Public Library Association
(PLA)

PLA President, Eva Poole

At the conclusion of the ALA Annual Conference in June, PLA welcomed its new president, Eva Poole. Eva has recently begun a new job as the Chief of Staff of the District of Columbia Public Library and is anticipating combining this new experience with her 19 years as Director of the Denton (Texas) Public Library to provide insightful and strategic leadership for the organization.

Said Poole, "Public libraries continue to rely on the Public Library Association to educate, communicate, and advocate on our behalf. As President of PLA, I am excited to lead the association in its efforts to keep public libraries vital, valuable and visible."

IMLS Grant for Leadership Training

PLA has been awarded a collaborative planning grant from the Institute of Museum and Library Services (IMLS) to facilitate the development of a replicable leadership training model that assists public library administrators, senior managers and staff who want to increase their capacity to lead not only within the library, but also in the community. The PLA Leadership Task Force, including chair Jay Turner, Director of Continuing Education of the Georgia Public Library Service and PLA President-Elect Carolyn Anthony, Director of the Skokie (IL) Public Library, will take the lead on designing a training model with grant partner, the International City/County Management Association (ICMA), and Adam Goodman, Director of the Center for Leadership, Northwestern University, Evanston, IL. The training model will be designed to empower librarians with the skills necessary to be innovative and successful leaders of change. Read More

IMLS Grant for Digital Literacy Online Resource Collection

(see highlights section)

PLA Webinars

PLA continues to offer a wide range of education via monthly webinars and special series. Upcoming webinar this month:

- "Alternative Reads: Discovering and Sharing Great Indie Fiction with Your Patrons", 1:00 p.m. CDT on September 19

Previously held:
- "Are Your Mental Models of a Library Holding You Back?"
- "Screentastic! Using Screencasting as a Reference and Customer Service Tool"

CPLA Course – Serving Diverse Populations

On October 11 and 12, the Public Library Association (PLA) and its co-sponsor, the Kent District Library (KDL) in Grand Rapids, MI, will present a two-day, in-person management course, "Serving Diverse Populations" at the KDL Cascade Township Branch with instructor Yolanda Cuesta. The course offers library managers, supervisors and directors the opportunity to gain practical, real-world skills to make their libraries successful at serving a mixed community. Read more.

Public Library Accidental Technology Trainer Online Course

Registration for the Accidental Public Library Technology Trainer online course is filling up fast! This four-week blended learning course begins September 10, 2012 and is designed for library professionals who have unexpectedly found themselves responsible for technology training at

their library. Librarian, author and trainer Stephanie Gerding is guiding participants through a highly interactive combination of live webinars, independent assignments and online discussions from September 10–October 5, 2012. See the full syllabus here.

Turning the Page 2.0

Registration for the last free Turning the Page 2.0 presented by PLA is now open. This online advocacy training course has already helped hundreds of public librarians and trustees become confident, successful advocates for their libraries. Join in this interactive opportunity before it's too late! Class dates: week of September 24-week of October 29. Learn more.

Facebook Cover Photos

Every week PLA freshens its PLA Facebook page cover photo with a picture sent from a Facebook fan who shows off his or her library or staff. So far the photos have been everything from silly to striking to vintage. See the photos online.

Reference and User Services Association (RUSA)

RUSA Awards Reception

Another very successful, well-attended and happy event this year, the awards ceremony feted librarians and achievements during the past year ranging from the Louis Shores award, which recognizes an individual reviewer, group, editor, review medium or organization for excellence in book reviewing and other media for libraries, to the Isadore Gilbert Mudge Award, which presents a cash prize of $5,000 and a citation to an individual who has made a distinguished contribution to reference librarianship. For a complete list of the many awards given by RUSA and its sections, and the winners, visit: http://www.ala.org/rusa/awards/achievement.

RUSA 101

RUSA's membership committee reinvented RUSA 101 for the annual conference this year after a respite of a couple of years and was quite successful. RUSA 101 is a recruiting and information event about the benefits of belonging to RUSA and had not been well-attended in past years. The room was packed with a standing-room-only crowd of over 200 people. A raffle was also held at the end of the presentation for those who stayed and included prizes of a Kindle, and selected books including some titles of the finalists for the Carnegie Medals of Excellence for Fiction and Nonfiction, among others. A very big thanks went to the hard-working and innovative membership committee, offering RUSA 101 as a free webinar throughout the year.

Literary Tastes

RUSA's beloved annual author event, Literary Tastes, underwent a transformation this year as it was converted to a successful free member event with about 180 people in attendance.

Authors spoke eloquently, humorously and touchingly about the art and craft of writing, their personal experiences and their books. Four authors spoke this year:

- Erin Morgenstern, author of *The Night Circus*
- Candice Millard, author of *Destiny of the Republic: A Tale of Madness, Medicine, and the Murder of a President*
- Mark Adams, author of *Turn Right at Machu Picchu: Rediscovering the Lost City One Step at a Time*
- Russell Banks, author of *Lost Memory of Skin* (Banks' book was one of the finalists for the Carnegie Medal for Excellence in Fiction).

RUSA Virtual Meetings

An ad hoc task force completed its work on setting up scheduling and training procedures for Blackboard Collaborate, RUSA's e-meeting software. A message was sent to all Division and Section Chairs with information on using Blackboard, getting training, and scheduling virtual meetings. A new page on the website was created by the committee leader to assist and provide information to the member volunteers using this service here: http://www.ala.org/rusa/virtualmeetings.

United for Libraries: the Association of Library Trustees, Advocates, Friends and Foundations *(formerly ALTAFF)* (UFL)

United for Libraries!

(see highlights section)

National Friends of Libraries Week, October 21-27

(see highlights section)
Fall Public Awareness and Membership Drive

United for Libraries will be working closely with Chapter Relations this fall to launch a public awareness and membership drive for the divisions. A series of articles will be placed in state library journals, some ads will be placed, Chapter Relations will highlight the work of United for Libraries when they visit chapter conferences, and Chapter Relations will send out some e-blasts on behalf of United for Libraries.

Young Adult Library Services Association (YALSA)

Advance Registration Open Through September 16 for YA Lit Symposium

YALSA's next symposium will be held November 2 – 4, 2012 in St. Louis. The event will focus on the theme, *The Future of YA Lit: Hit Me with the Next Big Thing*. The preliminary program

and registration are available at www.ala.org/yalitsymposium

Pre-Order Curriculum Kits on Teen Services

For individuals who provide training for librarians and library workers, these kits will be available this fall from the ALA store. Developed by experts in the young adult field, these self-paced kits provide customizable training on two key areas: understanding teen behavior and strengthening teen services through technology. For details visit www.ala.org/yalsa/young-adults-deserve-best

Why Participate in Teen Read Week™ (TRW)?

- Teens who read for leisure do better in school
- TRW offers libraries the opportunity to shine a light on the great services and programs they offer teens. In 2012, only 33% of public libraries have at least one full time teen services specialist on staff, which is down a startling 18% since 2007.

Registration closes September 15 at www.ala.org/teenread. Products are on sale now at www.alastore.ala.org/trw.

YALSA Receives Funding for Summer Reading and Teen Read Week™ Efforts

The Dollar General Literacy Foundation will provide a third round of funding to YALSA to support summer reading and Teen Read Week™ projects with a goal of strengthening the literacy skills of teens. Funds will be used to offer mini grants to libraries, training for librarians and library workers, online resources and more.

Upcoming Events & New Initiatives

- September 15, registration closes for Teen Read Week™, www.ala.org/teenread and vote closes for Teens' Top Ten.
- September 16, advance registration closes for YA Lit Symposium, www.ala.org/yalitsymposium
- September 30, deadline to submit a Selection Committee Volunteer form, http://bit.ly/P4eMNC
- October 1, Navigating the Divide between Teens and Tweens 4 week e-course.
- October 2, YALSA's Tuesday Tweet-up on Twitter.
- October 14 – 20, Teen Read Week™ is celebrated with "It Came from the Library" theme, www.ala.org/teenread
- October 18, Book Blitz 2: 45 Must Know YA Titles webinar with Shauna Yusko.
- November 1, 1-2 p.m., eastern, YALSA Member E-Chat led by President Jack Martin.
- November 2 – 4, Young Adult Literature Symposium in St. Louis, MO, www.ala.org/yalitsymposium
- Week of November 5, voting opens for 2013 Readers' Choice List
- November 6, YALSA's Tuesday Tweet-up on Twitter.
- November 15, Teen Spaces webinar with Katherine Trouern-Trend.
- December 1, deadline to apply for most YALSA member grants & awards

ALA PUBLISHING

ALA JobLIST

The highly rated ALA online jobs board and career resources hub, a shared project among ACRL, *American Libraries*, and Human Resource Development and Recruitment (HRDR), had an impressive FY12. ALA JobLIST is cited in the 24,000-strong ALA LinkedIn group as a valuable resource, and has a vibrant Facebook and Twitter presence, as well as the biweekly e-newsletter, ALA JobLIST Direct, with more than 8,000 opt-in subscribers. HRDR's FY11 renaming of the conference placement center to JobLIST Placement Center has also helped raise the profile. http://joblist.ala.org/

American Libraries

American Libraries has moved up editorial deadlines so members receive their magazine at the first of the month, resulting in more timely and reliable content delivery and more shelf life for advertisers. *American Libraries* delivered three digital supplements this summer: the American Dream Digital Supplement and two IFLA Digital Supplements. One addition to content is more frequent excerpts from ALA Editions books, offering topics that are timely, well-researched, and offer information to members that they want. Such excerpts also encourage people to check out the books themselves. *Joint Libraries* and *Working Part-Time During Retirement* were featured in recent issues. The latter quoted members of the newly formed Retired Members Roundtable in a sidebar. *American Libraries* staff are also working closely with ALA Conference Services to ensure that conference-related coverage is timely, useful, and engaging.
www.americanlibrariesmagazine.org

New Books from ALA Editions and Neal-Schuman

Some of the new books published include Building and Managing E-Book Collections (Neal-Schuman), Managing Electronic Resources: A LITA Guide (ALA TechSource and LITA), Social Media for Academics (Chandos), The No-Nonsense Guide to Legal Issues in Web 2.0 and Cloud Computing (Facet), and Complete Copyright for K–12 Librarians and Educators (ALA Editions). The new Teens at the Library series is also available and includes Being a Teen Library Services Advocate , Evaluating Teen Services and Programs, Answering Teens' Tough Questions (Neal-Schuman and YALSA).

ALA Editions Fall/Winter 2013 Catalog

The ALA Editions Fall/Winter 2013 catalog has recently mailed, and includes a bumper crop of more than 50 new products from the various imprints—books, online workshops, and e-Courses. www.alastore.ala.org

Booklist—Now Offering Multiple Resources for the Common Core State Standards

Booklist Publications is increasing content and guidance for implementing the Common Core State Standards (CCSS), providing ongoing resources, strategies, and proven practices for seamless integration of the standards while extending the mission of getting the best books for children into the classroom and into the hands of students. The increased coverage includes in-

depth, CCSS-focused feature articles by leading educators in *Booklist* and *Book Links* magazines and more ideas for using informational texts in the classroom and across the curriculum, with CCSS-linked book lists, as well as an expanded version of the *Quick Tips* e-newsletter column "Unpacking a Standard" in *Booklist*. Each column explores a particular standard through the grade levels and suggests book-pairing ideas and will appear later in *Booklist*'s free monthly subscription e-newsletter Quick Tips for Schools and Libraries . CCSS-related free webinars continue to add opportunities to hear educators, publishers, and other experts. A convenient dedicated Common Core landing page on *Booklist Online* offers links to Common Core–related material from *Booklist* and *Book Links* magazines, *Quick Tips* e-newsletter, and *Booklist Online*, including the *Bookends* blog. This single-point access to new articles, archived materials, and useful links, including PDFs of CCSS-related columns and articles, allows for quick reference as well as easier group sharing during training.

<u>*Booklist* Webinars</u>

In addition to the regular print issues of *Booklist* with the popular Spotlights and the well-subscribed e-newsletters, including *REaD Alert* and *Corner Shelf*, the successful sponsored webinar series has stayed lively over the summer. The following webinars from June, July, and August 2012 can all be accessed through the Booklist webinar archive: The Scoop on Series Nonfiction: What's New for Fall 2012; Back to School with Graphic Novels; YA Announcements: Fall Preview; In the News and On the Shelf: Fiction & Nonfiction in Your Book Groups; Book Battle II: This Time It's Personal (with legendary book brawlers, Cutie and Tiger--Chris Vaccari from Sterling Publishing and Talia Sherer from Macmillan); Nancy Pearl Presents Book Lust Rediscoveries; and What's New in Audiobooks. www.booklistonline.com

<u>ALA Graphics</u>

At a whopping 48 pages, the ALA Graphics Fall 2012 catalog represents a complete guide to the entire product list as well as debuting a number of exciting posters and bookmarks from such long-time favorites as Clifford the Big Red Dog™, Captain Underpants, and Goosebumps, as well as the new Origami Yoda series. YA sensation and 2012 Teen Read Week™ spokesperson John Green (also a former ALA Publishing employee!) is featured on a poster, and rising star Lily Collins became the newest member of the Celebrity Read campaign. The READ CD Box Set was repackaged as the READ® Design Studio Starter Pack on one convenient DVD. Demos at the Annual Conference instructed users on poster-making from start to finish, and a poster session by the Idaho Commission for Libraries emphasized the benefits and possibilities of the suite of READ Design Studio products.

<u>New ALA Graphics Homepage</u>

(see highlights section)

<u>ALA TechSource and Editions Workshops, Online Education</u>

ALA TechSource and ALA Editions continue to offer well-attended workshops and eCourses. ALA TechSource held the well-received workshop *Libraries and Linked Data: Looking to the Future* with Karen Coyle, as well as two free webinars, *Introducing the Book as iPad App* with Nicole Hennig and *Introducing Grassroots Library Advocacy with Lauren Comito, Aliqae Geraci*

and Christian Zabriskie. Popular ALA Editions eCourses included *Using WordPress to Build Library Websites* with Polly-Alida Farrington and Amanda Goodman as well as *Young Adult Readers' Advisory Services* with Jennifer Thiele. http://www.alaeditions.org/

RDA: Multiple Events at ALA Annual Plus New Updates

Ten different forums and workshops addressed RDA training and implementation at the Annual Conference in Anaheim, with ALA Digital Reference Publisher, Troy Linker, serving as a panelist at three forums. RDA Toolkit's Virtual User Group, which serves as a kind of town hall meeting for the product, reconvened on July 19 for a productive meeting that helped to shape the content of the August release of RDA Toolkit. The release included automated renewal notices, filters for locally shared user-created documents and a user preference to automatically synch their location in the tech with the browse tree table of contents. www.rdatoolkit.org

ALA-APA

Salaries for Librarians Flat in 2012

According to results of the 2012 ALA-APA Salary Survey: Librarian – Public and Academic, with a less than 1 percent increase, salaries for librarians are basically flat. Survey responses from public and academic libraries in all 50 states and the District of Columbia indicate that salaries range from a low of $22,000 in public libraries to a high of more than $258,000, with the highest salary earners being library directors in university libraries. The Salary Survey shows aggregated data from 11,315 individual salaries of librarians with an ALA-accredited Master's degree from 618 libraries by region and state. Data is shown for public libraries serving populations under 10,000 to more than 500,000, as well as for academic libraries at community colleges, four-year colleges and university libraries, including Association of Research Libraries.

2012 ALA-APA Salary Survey: Librarian – Public and Academic

The information included in the newly-released 2012 Survey is useful for academic and public library directors and human resources staff for hiring and promotions considerations. It is also valuable for librarians seeking employment or considering moving to various locations across the country. The survey report summarizes salaries paid to staff in six position categories: directors/deans, associate/assistant directors, department heads, managers of support staff, librarians who do not supervise and beginning librarians. Access to data is available through subscriptions http://ala-apa.org/files/2010/04/SalarySurveySubscriptionForm.pdf to the online ALA-APA Library Salary Database and costs $50 for 30-day access or $150 ($250 for non-ALA members) for access for one year. The data is also in a print publication available from the American Library Association's store for $90. http://www.alastore.ala.org/detail.aspx?ID=3859