

TO: ALA Executive Board

RE: *Office for Literacy and Outreach Services, Office for Diversity, and Spectrum Scholarship Program update*

ACTION REQUESTED/INFORMATION/REPORT:

Information only

ACTION REQUESTED BY: N/A

CONTACT PERSON:

*Michelle Harrell Washington, Director,
Office for Literacy and Outreach Services and Office for Diversity/Spectrum
mwashington@ala.org 312-280-5295*

DRAFT OF MOTION: N/A

DATE: *June 7, 2013*

BACKGROUND:

Summary of Office for Literacy and Outreach Services, Diversity and Spectrum Scholarship Program activities since the January 2013 Executive Board Report

Attachments:

Report

Office for Literacy and Outreach Services, Office for Diversity and Spectrum Scholarship Program Update

Events at the 2013 ALA Annual Conference

The Spectrum Scholarship Program will be holding the Spectrum Leadership Institute, June 27-30 for 50 2012-2013 Spectrum Scholars. The 2013 Institute features a number of Spectrum alumni created and facilitated sessions (<http://ala13.ala.org/sessions/all?tags=Spectrum%20Required>). This year's Institute plays host to a cohort of 36 Gates Millennium Scholars, ALA leaders, Spectrum Supporters and Congressman John Lewis. The 2013 Spectrum Institute has been funded in part by the "Technology Transforms Communities" grant from the Bill and Melinda Gates Foundation.

The Office for Diversity is sponsoring the following Annual Conference programs: "Making a Mentorship Match: What Works, What Doesn't, and What Can ALA Offer?" (Saturday, June 29, 2013, 8:30am-10:00am, McCormick Place Convention Center S103d) showcasing the work of an Emerging Leaders project team sponsored by the Office for Diversity working on raising the visibility and range of mentoring opportunities offered across the Association; "Leaders Wanted / LIS Doctoral Program Options Fair: Cultivating Diversity in LIS Education" (Saturday, June 29, 2013, 10:30am-12:00pm, McCormick Place Convention Center, Hall A, Meeting Room D)--representation of diversity in LIS education and research is paramount to achieving our recruitment goals, the Fair includes a panel featuring current doctoral students followed by an hour-long Options Fair with representatives from LIS doctoral programs; "In Visibility: Race and Libraries" (Sunday, June 30, 2013 - 8:30am- 10:00am, McCormick Place Convention Center S103d) this session focuses on the key question where do we locate race in relation to librarianship both as a scholarly discipline and a professional practice; and co-sponsorship with NMRT of the "Association Options Fair" (Sunday, June 30, 2013 - 1:00pm to 2:30pm, McCormick Place Convention Center, Hall A, Meeting Room D) an event intended to provide members, especially those from under-represented backgrounds and those with unique voices, with opportunities to meet decision makers from across the Association who can provide access to leadership and volunteer opportunities.

The Committee on Rural, Native, and Tribal Libraries of All Kinds (RNTLOAK) will host one program at the 2013 ALA Annual Conference. "The Future is Now: Rural Library as Innovation Incubator" (Sunday, June 30 – 4:30-5:30pm) will explore how rural and small libraries with limited resources can become community innovation incubators, by providing patrons access to transformative technologies and by creating the space where new ideas can be explored.

The Committee on Literacy will host a panel discussion convened by the United States Citizenship and Immigration Services to explore the important role public libraries play in serving immigrant communities throughout the United States. "Citizenship Resources and Programs At The Library" (Sunday, June 30 – 4:30-6:00pm, MCP N427D) will be moderated by Susan Hildreth, Director of the Institute of Museum and Library Services (IMLS) and panelists will include Laura Patching, Acting Chief of the USCIS Office of Citizenship; Brian Bannon, Commissioner of the Chicago Public Library; and John Szabo, City Librarian of the Los Angeles Public Library.

OLOS Advisory Committee and the SRRT Hunger, Homelessness, and Poverty Task Force will host "Libraries Transforming Communities: Extending Our Reach" (Sunday, June 30, 4:30-5:30pm, MCP N138), will explore library-led community engagement. This session is part of the release of the new Office of Literacy and Outreach Services toolkit, Extending Our Reach, and coincides with the new

Promise of Libraries Transforming Communities initiative. Panelists, who are from libraries offering model programs for poor and homeless populations, will share best practices and address questions and concerns. The dialogue includes experts from San Francisco Public Library, San Jose Public Library, and Richland Library. This hands-on session will provide libraries with tools and resources to begin taking those steps for working within their own community.

The OLOS Advisory Committee will welcome Dr. Lorie Roy to deliver the 2013 Jean E. Coleman Library Outreach Lecture (Monday, July 1, 8:30-10:00am, MCP N427A). The committee will also host "Bilingual and Culturally Inclusive Storytime Programs" (Saturday, June 29, 1:00-2:30pm, Hyatt Regency McCormick Place, Regency Ballroom D); and the 2013 Diversity and Outreach Fair (Saturday, June 29, 3:00-5:00pm, Special Events Area, Exhibits Hall, MCP Hall A1) with 30 exhibits featuring examples of "diversity in action" ideas.

Online Learning

In May 2013, the Office for Diversity hosted a free webinar for the current Emerging Leaders class on "Microaggressions and Librarianship: Potential Implications for the Profession," featuring Jaena Alabi, Reference Librarian for English and Psychology at Auburn University; Susan Hoang, Reference and Instruction Librarian at Carleton College; and Alanna Aiko Moore, Assistant Department Head, Information Services and User Education and Librarian for Ethnic Studies and Gender Studies, Social Science and Humanities Library, University of California, San Diego. This webinar will be presented as a paid Online Learning course to members at a later date.

The Office for Diversity maintains a small archive of previously recorded webinars for purchase included "Recruiting for Diversity," presented by Patty Wong (County Librarian/Archivist, Yolo County Library), "The Diversity Conversation," presented by Miguel Figueroa (then Director, Office for Diversity), and "Valuing Diversity" presented by Miguel Figueroa (then Director, Office for Diversity). Sessions are affordably priced (ALA member: \$20; Nonmember: \$25; Group: \$120).

The Office for Diversity, along with the ALA Washington Office, Office for Library Advocacy, and REFORMA presented the free webinar "Taking Action: Legal Barriers to Library Services to Immigrants and Access to Information" on March 14. It was well attended with over 50 participants, and feedback regarding the session was very positive. The recording can be accessed at: <https://ala.adobeconnect.com/a1087453682/takingaction/>

OLOS, in conjunction with SRRT and EMIERT, two successful webinars in the Spring of 2013. "Extending Our Reach: Reducing Homelessness through Library Engagement" was presented as a free webinar through OLOS and SRRT's Hunger, Homelessness, and Poverty Task Force on March 21, 2013. EMIERT launched the first of its quarterly paid webinars, entitled "Serving Refugee Populations in the Library: Who Are the Karen, the Bantu, the Meskhetian Turks?" on April 19, 2013. Both webinars are archived and available to view on ALA's Online Learning site.

Special Initiatives

Due to member interest, the Office is exploring the formation of a Membership Initiative Group, and invites people to stop by our booth (#1231) at the Membership Pavilion to sign the petition. While there, they can also give us thoughts on how the Office for Diversity can further support their diversity

efforts. We will use their thoughts to help guide and inform the work of the Office for Diversity as we move forward, with the goal of developing resources that will be effective in providing that support.

The Office for Diversity provides support to ALA President Maureen Sullivan's *The Promise of Libraries Transforming Communities* initiatives by assisting with recruitment activities related to the American Library Association (ALA) Leadership Institute planned for August and the Conversations in the ALA Community being held during the 2013 Annual Conference.

The Office for Diversity maintains the Empowering Diverse Voices (an initiative of Molly Raphael) recordings of several videos with leaders in the profession. The results of this effort, coordinated by Loida Garcia-Febo, are now available on an [ALA YouTube channel playlist](#) and feature interviews with over thirty diverse library leaders.

Presentations/Exhibiting

OLOS presented at the Texas Library Association Annual Conference April 24-27 in Fort Worth, Texas.

OLOS exhibited at the Association for Tribal Archives, Libraries, and Museums (ATALM) 2013 International Conference of Indigenous Archives, Libraries and Museums, June 10-13, in Albuquerque, New Mexico.

National Library Week

On Tuesday, April 16, during National Library Week, the Office for Diversity and the Office for Literacy and Outreach Services (along with the Public Library Association) sponsored a reading of Dr. Martin Luther King, Jr.'s Letter from Birmingham Jail, in support of the Birmingham Public Library's international celebration of the Letter's 50th Anniversary. Guests from Chicago's library and literary community participated in the event at the Chicago office, which was very successful and well attended by staff.

National Bookmobile Day

Wednesday, April 17th saw the fourth annual nationwide celebrations of National Bookmobile Day. OLOS, along with its partners ABOS and ARSL, refreshed the online resource center with customizable materials and PR templates designed to help libraries across the country host their own festivities. As in previous years, special emphasis was placed on social media (over 1,140 Facebook 'fans') as a means to showcase the stories and observances of the day. The ALA Public Information Office assisted in promoting public awareness through inclusion of National Bookmobile Day messages in National Library Week materials.

The American Dream Starts @ your library

In January, ALA and Dollar General announced the 2013 American Dream Starts at your library recipients, comprising of 44 public libraries in 21 states. The libraries received grants ranging from \$5,000 to \$15,000 to add or expand literacy services for the adult English language learners in their communities. This funding will help libraries build their print and digital ESL collections, increase computer access and raise the visibility of library services for immigrant populations. All grant monies were distributed in March 2013, and representatives of all the funded libraries participated in a media

training session in early April. Libraries are now initiating their American Dream projects and will be reporting back in late June.

Spectrum Scholarship Program

The Spectrum Scholarship Program received over 160 completed applications for 2013 Spectrum Scholarships. The Office for Diversity is awarding 50 2013-2014 Spectrum Scholarships. For 2013, scholarships have been awarded in honor of the following individuals: Leo Albert, Ron Clowney, Louise Giles, William R. Gordon, Howard M. and Gladys B. Teeple and Dr. Betty J. Turock. Additionally the following organizations sponsored named Spectrum Scholarships: Medical Library Association/National Library of Medicine (MLA/NLM), American Association of School Librarians (AASL), Association of College and Research Libraries (ACRL), Association for Library Service to Children (ALSC), OCLC, Texas Library Association (TLA) and the Young Adult Library Services Association (YALSA). Ten additional scholarships are being provided through the ALA/ProQuest Scholarship Bash.

The Office for Diversity continues to support the Spectrum Presidential Initiative, which surpassed its goal of \$1,000,000 by raising \$1.23 million. During ALA's \$1 million initiative campaign, which was officially launched in June 2009 (Chicago) and ended June 2012 (Anaheim), more than 1,700 generous donors contributed more than \$1.23 million towards making a Master's degree in library and information science more accessible and affordable for talented women and men who have made the library profession a career choice.

As we look toward the future, and continue fundraising, our plan is to build upon this success by creating a new strategic framework that outlines our broad results-based goals we plan to reach within the next ten years. This new framework will be the driving force behind the strategic direction we will set to increase professional development opportunities to Spectrum students and to expand our recruitment efforts in middle and high school and make these young minds aware of the career opportunities available as a librarian.

Gates Grant – Technology Transforms Communities

Fifteen of the 2012-2013 and twenty of the 2011-2012 Spectrum Scholarships were funded through a grant from the Bill & Melinda Gates Foundation, which concludes July 31, 2013. Technology Transforms Communities supported the development of a library technology curriculum for the Spectrum Scholars community. Sessions are available at <http://www.ala.org/offices/technology-transforms-communities>. Thanks to this relationship, Spectrum Scholars LaToya Devezin & Johana Orellana-Cabrera were invited to serve on the advisory committee that is working with the Bill & Melinda Gates Foundation and the Pew Research Center in developing the Library Research Series which will be implemented over the next three years by the Pew Internet & American Life Project. Additionally, Spectrum Scholar RaShauna Brannon attended the Gates Peer Learning Meeting in Cape Town, South Africa in April 2013.

IMLS Grant—Discovering Librarianship / Knowledge Alliance

IMLS has extended this project through June 30, 2014. In cooperation with 35 Field Recruiters, the Office for Diversity has launched the Knowledge Alliance (<http://knowledgealliance.org>)— a branded recruitment effort developed for the Discovering Librarianship Project. Knowledge Alliance is a recruitment initiative reflective of librarians' commitment to being helpful, informative, and collaborative. The tagline for Knowledge Alliance is "Meet Your Ally" and reflects the willingness of

recruiters to serve as personal guides for college and high school students interested in careers in library and information science. The Knowledge Alliance will exhibit at a minimum of 35 events in FY 2014. Knowledge Alliance recruiters presented a program at the 2012 Joint Conference of Librarians of Color “Re-Branding Librarianship: Diversity Recruitment Practices from the Field”, and will present “Building a Knowledge Alliance” as part of the ALA Virtual Conference in July.

IMLS Grant—Spectrum Doctoral Fellowships: Building Change

The Office for Diversity partners with the University of Washington to host the Leaders Wanted Doctoral Options Fairs at select ALA conferences. The Office for Diversity also developed a free series of webinars (<http://www.ala.org/offices/diversity/spectrum/phd>) exploring opportunities for doctoral studies in library and information science. Each webinar features current PhD candidates discussing the opportunities and realities of doctoral studies.

The Office for Diversity is announcing the Spectrum Doctoral Fellows funded through this grant in June 2013 and would like to thank the Spectrum Doctoral Fellowship jury for their service: Dr. Nicole Cooke (Chair), Assistant Professor, The Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign and 2008 Spectrum Doctoral Fellow; Dr. Sarah Park Dahlen, Assistant Professor of LIS, St. Catherine University; Deana Greenfield, Assistant Professor - University Library, National Louis University; Dr. Ruth M. Jackson, then University Librarian, University of California, Riverside; Dr. Brenton Stewart, Assistant Professor School of Library and Information Science, The University of Southern Mississippi and 2007 Spectrum Doctoral Fellow.

Staffing

Michelle Harrell Washington joined ALA as Director of the ALA Office for Literacy and Outreach Services and the Office for Diversity/Spectrum on February 11, 2013.

OLOS is in the process of recruiting to fill a grant-funded Program Coordinator position as part of the American Dream Starts @ your library grant. The new team member to help OLOS fulfill its obligations in the terms of the American Dream project, and is funded through the end of FY 2014.