

Report to Council and Executive Board

February 26, 2015

Keith Michael Fiels
Executive Director

Youth Media Awards

The Youth Media Awards (YMAS) received national press coverage. PIO secured coverage with the [Associated Press](#), [NPR](#), [CNN.com](#), [The New York Times](#), [TIME for Kids](#), [The Washington Post](#) and [The Christian Science Monitor](#). Publicity efforts resulted in a media snapshot of a circulation rate of more than 500 million. PIO provided a live [Webcast](#) that was viewed by more than 27,000 people. The YMAS produced a significant amount of social media activity. This year more than 84,000 [Facebook](#) subscribers and over 20,000 [Twitter](#) followers tracked the YMAS results live. On Twitter, the hashtag for the awards, #ALAYma, was mentioned more than 5,100 times over a 3-hour time period. The awards trended on Twitter nationally and some of the award-winning books trended internationally. In addition, classrooms from across the country visited the YMAS [YouTube](#) channel to compare their mock election results to the 2015 webcast. (Please note that the Youth Media Awards social media channels transitioned this year to [lovelibraries.org](#) accounts so total numbers may differ from past years.)

Countdown to Teen Tech Week™

Join YALSA in celebrating Teen Tech Week™ March 8—12, 2015 with the theme “Libraries are for Making _____.” Visit www.ala.org/teentechweek for information, planning resources, free downloadable bookmarks and posters, free webinars, and online forums to help you plan and prepare for a great event. Teen Tech Week™ offers library staff the opportunity to throw open their physical and virtual doors and show teens and their families all of the great digital resources the library has to help teens succeed in school and prepare for college and careers.

President Obama’s Budget Increases Library Funding

In early February President Barack Obama transmitted to the U.S. Congress his Administration’s nearly \$4 trillion budget request to fund the federal government for the 2016 fiscal year, which begins October 1, 2015. Highlights for the library community include \$186.5 million in assistance to libraries through the Library Services and Technology Act, an important program that provides funding to states through the Institute of Museum and Library Services (IMLS). The budget included the allocation of new funding for library and museum services, which will give more Americans free and electronic access to the resources of libraries, archives, and museums by promoting the use of technology to expand access to their holdings. This new program will be funded by the IMLS National Leadership Grant programs for Libraries (\$5.3 million) and Museums (\$3.5 million).

ALA Actively Pushes for Congress to Include School Library Language in ESEA Reauthorization

In late January, U.S. Senator Jack Reed (D-RI) joined Senate Appropriations Committee Chairman Thad Cochran (R-MS) in introducing the SKILLS Act (S.312). The bipartisan SKILLS Act would further amend the Elementary and Secondary Education Act by requiring state and school districts plan to address the development of effective school library programs to help students gain digital literacy skills, master the knowledge and skills in the challenging academic content standards adopted by the state, and graduate from high school ready for college and careers. ALA sent comments to the U.S. Senate Committee on Health, Education, Labor, and Pensions (HELP) Chairman Sen. Lamar Alexander and Ranking Member Sen. Patty Murray on the discussion draft to reauthorize the Elementary and Secondary Education Act. ALA asked librarians via legislative alerts to contact their Senators to ask that the SKILLS Act be integrated into the base bill of ESEA. The Office of Government Relations (OGR) continues to collaborate with other ALA units, including the American Association of School Librarians (AASL), the Office for Library Advocacy (OLA), Chapter Relations Office (CRO) and the Public Information Office (PIO) to assure that messaging is consistent and is reaching librarians and library advocates across the country. AASL is encouraging both AASL and affiliate members to contact Congress and mobilize their networks, and OLA and CRO are doing similar outreach with state chapters. Both traditional communications and social media plans have been developed, collaboratively.

ALA Seeks Feedback on Draft National Policy Agenda for Libraries

In January, the Office for Information Technology Policy (OITP) released a discussion [draft policy agenda \(pdf\)](#) for libraries to guide a proactive policy shift. The draft agenda flows out of library values and the imperative of “opportunity for all,” as well as within a context of national political, economic and demographic trends. The draft agenda articulates three broad themes to organize the national public policy goals of the U.S. library community: Services, People, and Institutional Issues. Outlining this key set of issues and context is being pursued through the [Policy Revolution! Initiative](#), led by ALA OITP and the Chief Officers of State Library Agencies (COSLA) with guidance from a Library Advisory Committee—which includes broad representation from across the library community and Jim Neal as the Executive Board’s liaison. The three-year initiative, funded by the Bill & Melinda Gates Foundation, has three major elements: to develop a national public policy agenda, to initiate and deepen national stakeholder interactions based on policy priorities, and build library advocacy capacity for the long-term.

OIF Direct Member Services to Librarians with Specific Intellectual Freedom Needs

ALA’s Office for Intellectual Freedom (OIF) continues to provide direct member services to librarians with specific intellectual freedom needs. One compelling example in recent weeks involved a challenge to one of the newly named Caldecott Honor books, *This One Summer*. After the announcement of the Youth Media Awards at the Midwinter Meeting, *This One Summer* was almost immediately challenged in a middle school in the Southwest. OIF provided substantial support to the librarian, identifying professional reviews to support retention of the book and information about the nature of the Caldecott Honor. ALSC assisted OIF by providing talking points about the Caldecott to aid the librarian. The librarian used these materials and

talking points during the review process, and the reconsideration committee decided to keep the book on library shelves without restriction.

“Engage with ALA Web Page”

This new [web page](http://ala.org/engage), at ala.org/engage, which makes it easier for members to find ways to become involved (in ways big and small) with ALA, went live in January. It has consistently been in the top 20 percent of web page “hits” each week. ALA has received excellent member feedback.

Surveys Help Understand the Culture with Respect to Equity, Diversity and Inclusion.

The ALA Task Force on Equity, Diversity, and Inclusion has launched a series of short surveys to be conducted at times to coincide with the ALA Midwinter Meetings and Annual Conferences through 2016. These surveys are designed to help understand the culture of the association, the profession and our communities with respect to equity, diversity and inclusion. The first survey ran through February 16, and collected 1637 responses. The Task Force thanks everyone who participated. The final, analyzed results of the survey will be reported by April 2015 via the [Task Force's ALA Connect community](#).

ALSC Board Takes Action on Diversity

On Monday, February 2, the ALSC Board of Directors reflected on the [Day of Diversity: Dialogue and Action in Children’s Literature and Library Programming](#) event and put together a [list of commitments](#) for the next three months and the next six months. These steps include educational opportunities for members and opportunities for all ALSC members to add their voices and ideas to this conversation.

Applications for *Latino Americans: 500 Years of History*

In February, PPO received a \$1.5 million grant from the National Endowment for the Humanities (NEH) to implement [Latino Americans: 500 Years of History](#). The program is designed for libraries and a variety of other nonprofit organizations that seek to facilitate informed discussion in their communities about the long and fascinating history of Latinos in the United States. The project will feature the PBS documentary series [LATINO AMERICANS, a production of WETA Washington, DC](#), as a public programming cornerstone. Grants of \$3,000 and \$10,000 will be awarded to up to 200 eligible institutions around the country to support program series that explore key humanities themes presented in the LATINO AMERICANS documentary. Grantees will host scholar-led screening and discussion events that focus on at least two episodes of the six-part series, as well as other programs developed to engage local communities, such as oral history programming, local history exhibits, reading and discussion series, arts and humanities festivals, interpretive tours of historical and cultural sites, and live author and artist events. [Online applications](#) will be accepted through May 1.

AASL Launches *Knowledge Quest* website

AASL announces the launch of a companion website for its professional journal, [Knowledge Quest](#). A new vehicle to empower school librarians as they transform learning for their students,

the new site offers breaking news, inspired blogs, and encourages conversations to inspire insightful professionals and stronger communities.

Framework for Information Literacy for Higher Education

The ACRL Board of Directors took the official action of ‘filing’ the [Framework for Information Literacy for Higher Education](#) at the 2015 ALA Midwinter Meeting in Chicago. This action allows the Framework to move forward as a dynamic, living document that can be changed in the future without needing a vote and full Board approval. In plain English, this means that the Board has accepted the Framework, and it will assume its place among the constellation of documents used by information literacy practitioners. The Board also decided to defer sunsetting the [Information Literacy Competency Standards for Higher Education](#). More details on the Board’s actions are available on the [ACRL Insider blog](#). A free *ACRL Presents...* webinar, featuring an overview of the Framework, will be held at 1p.m. (Central) on March 4.

ALCTS Launches First Virtual ALCTS 101 Program

Have you ever wondered what ALCTS could do for you? If you’re into acquisitions, collection development and management, preservation, cataloging and metadata, or continuing resources (serials), and so on, you’ve got a place in ALCTS! The ALCTS 101 webinar is your chance to meet ALCTS officers and members just like you and find out what ALCTS is all about, all from the comfort of your own computer. Join the first-ever ALCTS 101 webinar on Thursday, March 5 at 2:00 p.m. (Eastern). The ALCTS 101 webinar is free and open to anyone regardless of ALA or ALCTS membership status. Participants in the live webinar will be eligible to win a free ALCTS webinar. For those who cannot join the live webinar, the recording will be freely available from the ALCTS Youtube channel shortly afterwards. [Registration](#) required.

LLAMA Thought Leader Series Continues

The LLAMA Thought Leaders webinar series continues March 11 with Susan Hildreth, former Director of IMLS. The Thought Leader series is a free series of conversational webinars highlighting innovative ideas and practices. Join your colleagues for this exceptional opportunity with Susan Hildreth. Barbara Stripling, past ALA President, will be the featured speaker in the next installment, May 13. For more information visit the [LLAMA website](#).

PLA Performance Measures to Launch at ALA Annual

PLA will convene representatives from up to 50 public libraries and train them on the use of performance measurement survey methods to help track the efficacy of their programs over time. This new initiative, funded by the Bill & Melinda Gates Foundation, will span a three year period—enlisting new users and refining the survey methodology—and seeks to generate an industry-wide framework, designed to improve programming for library users and support library advocacy efforts. [Find more details online](#).

ALA OFFICES

Membership Development

Student Membership

Five additional state library associations (chapters) have expressed interest in being part of the ALA-chapter joint student member programs. This will increase participation to 33 chapters, helping to build the student member pipeline. Student ALA Direct was distributed in January to student members. Student recruitment is 200 members better than the same time last year.

Fiscal Year 2016 Personal Member Dues

The ALA Membership Committee, Budget Analysis and Review Committee (BARC), and the ALA Executive Board approved the fiscal year 2016 (FY16) personal member dues rates. Based on the national average consumer price index (CPI) for calendar year 2014 (which was 1.62%), dues for ALA regular members in their second, third, or greater years of membership will increase by \$2 on September 1, 2015; all other personal member dues rates will increase by \$1.

Ongoing Recruitment and Retention Activities

- Ongoing membership recruitment and retention activities include quarterly e-mail (Informz) campaigns to lapsed and prospective organizational members, and monthly e-mail campaigns to lapsed and prospective personal members.
- The quarterly e-publication, MVP (Member Value Programs) Digest, which helps members be more aware of their ALA tangible benefits, was distributed to all members the second week of February, following the Midwinter meeting. The next issue will be distributed in early 2015 and include more information about free and low-cost ALA continuing education and available tools and toolkits for all types of libraries.

ALA Unified Benefits of Membership Messages

Pilot “One ALA” brochures for ACRL-ALA, AASL-ALA, and PLA-ALA were launched at the Midwinter meeting. Plans to do similar work with the other divisions are scheduled for FY16.

“Engage with ALA Web Page”

(See highlights)

Virtual Membership Meeting 2015

The Committee on Membership Meetings (COMM) has begun the planning process for the Virtual Membership Meeting (VMM15), which will take place on Thursday, June 4.

Office for Accreditation (OA)

Standards Revision Approved and Work Continues

The Committee on Accreditation turns its attention to process, policies, and procedures review, following Council approval of the Standards revision.

Office for Diversity

Webinar to Provide Introduction to Racial and LGBT Microaggressions

A March 18 webinar, jointly sponsored by the Office for Diversity and LLAMA, provides library leaders with an [introduction to Racial and LGBT Microaggressions](#). Presenters Jaena Alabi and Alanna Aiko Moore will define microaggressions, cover racial microaggressions and microaggressions toward LGBT people, and discuss how this affects librarians and the potential implications for the future of the profession.

Surveys Help Understand the Culture with Respect to Equity, Diversity and Inclusion.

(See highlights)

ALA Task Force on Equity, Diversity, and Inclusion Forum at Midwinter

Over 100 Midwinter attendees engaged with colleagues in a facilitated dialogue designed to elicit honest conversation about equity, diversity, and inclusion—issues that affect all of us. The forum was sponsored by the ALA Task Force on Equity, Diversity, and Inclusion, and themed notes will be shared in the [Diversity MIG Connect community](#). Everyone is invited to join the member interest group and continue the conversation.

Call for 2015-2016 Diversity Research Grant Proposals Now Open

The call for 2015-2016 [Diversity Research Grant](#) proposals is now open. The deadline is May 26, 2015. The Diversity Research Grant consists of a one-time \$2,500 award for original research. Research proposals may address any diversity topic, including the recruitment and promotion of diverse individuals within the profession or the provision of library services to diverse populations, which addresses critical gaps in the knowledge of diversity issues within library and information science.

Office for Government Relations (OGR)

Sen. Durbin, FCC Leaders Address ALA Midwinter Meeting

The ALA Washington Office offered a host of well-attended sessions at the 2015 Midwinter Meeting. Assistant Senate Minority Leader Senator Richard Durbin (D-IL) discussed the implications of the November mid-term Congressional elections for America, libraries and library advocacy during the ALA Washington Office's Washington Update session at the 2015 ALA

Midwinter Meeting. Roger Goldblatt, Associate Bureau Chief of the Federal Communications Commission's (FCC) Consumer and Government Affairs Bureau, spoke at the same conference session, focusing on the Commission's new consumer education initiative and its digital literacy agenda. In another program, library leaders, which included ALA Executive Board member Jim Neal, gathered to discuss a preliminary national policy agenda as part of the ALA Policy Revolution! and how it all relates to the ALA's overall strategy. In one conference session on ebooks, an expert panel provided insights on new opportunities available to libraries now that five of the world's largest publishers provide libraries with access to their full ebook catalogs. In another session, Maura Marx, acting IMLS director, detailed the agency's priorities for the next two years, which will shape the agency's discretionary and Library Services and Technology Act Grants to States programs.

President Obama's Budget Increases Library Funding

(See highlights)

ALA Actively Pushes for Congress to Include School Library Language in ESEA Reauthorization

(See highlights)

Registration Opens for 41st Annual National Library Legislative Day

In January, registration opened for the American Library Association's 41st annual [National Library Legislative Day](#), a two-day advocacy event where hundreds of library supporters, leaders and patrons meet with members of Congress in Washington, D.C. This year's National Library Legislative Day takes place on May 4–5, 2015. Participants will receive advocacy tips and training, along with important issue briefings prior to their meetings. First-time non-librarian participants are eligible for a unique scholarship opportunity. The White House Conference on Library and Information Services Taskforce (WHCLIST) and the ALA Washington Office are calling for nominations for the 2015 WHCLIST Award. Recipients of this award receive a stipend (\$300 and two free nights at a D.C. hotel). The deadline for applications is April 1, 2015.

Office for Human Resource Development and Recruitment (HRDR)

Chapter Representatives Participate in ALA President's Career Development Facilitator Training

Twenty Chapter representatives recently participated in the first phase of President Courtney Young's Career Development Facilitator (CDF) training program. Individuals from a national cross section of libraries were engaged in an intensive two day workshop at the ALA headquarters just prior to the 2015 Midwinter Meeting. Created by the National Career Development Association (NCDA), the CDF curriculum provides comprehensive training designed to address several facets of career planning and the job search. This particular training was tailored with special emphasis on the role of library professionals in helping patrons and job seekers. Participants are now actively participating through a virtual classroom format and will continue to do so for an additional 14 weeks. The overall initiative will culminate during the Annual Conference in San Francisco with a brief program that will showcase services employed by various states.

Office for Information Technology Policy (OITP)

Library Leaders: E-rate Opportunities Take Center Stage

At the start of the American Library Association's Midwinter Meeting in Chicago, OITP announced the launch of "[Got E-rate?](#)" a new initiative that encourages library leaders to apply for internet discounts as part of the national E-rate program. The initiative is a response to the FCC's recent overhaul of the E-rate program, which included adding \$1.5 billion to the annual available funding. In the coming weeks, ALA, in collaboration with the Public Library Association (PLA), state library agencies, and other partners, will launch a series of E-rate resources, including communications, education, practical tools and technical support for librarians who are interested in applying for E-rate funding.

ALA Seeks Feedback on Draft National Policy Agenda for Libraries

(See highlights)

ALA Welcomes Strong Network Neutrality Protections Proposed by FCC Chairman

In early February, ALA President Courtney Young responded to FCC Chairman Tom Wheeler's network neutrality proposal, welcoming the affirmation of strong network neutrality protections. "I am very pleased that Chairman Wheeler's outlined proposal matches the network neutrality principles ALA and nearly a dozen library and higher education groups called for [last July](#)," said Young. In the same statement, OITP Deputy Director Larra Clark said, "We are encouraged the Chairman specifically called out universal service and look forward to better understanding how a partial application of Section 254 will work."

Office for Intellectual Freedom (OIF)

Intellectual Privacy: Rethinking Civil Liberties in the Digital Age

The American Library Association and the Office for Intellectual Freedom in particular were praised in an important new book published by the Oxford University Press, *Intellectual Privacy: Rethinking Civil Liberties in the Digital Age*, written by Neil Richards, Professor of Law at Washington University in St. Louis. Richards urges information professionals and the "digital intermediaries" who collect and manage, and use individuals' personal data to look to the ALA's Library Bill of Rights, Code of Ethics, and the document "[Privacy: An Interpretation of the Library Bill of Rights](#)" as models for professional practice and the ethical management of sensitive and personally identifiable information. Richards also praised ALA's longstanding opposition to the USA PATRIOT Act and government surveillance.

OIF Direct Member Services to Librarians with Specific Intellectual Freedom Needs

(See highlights)

FTRF Joins *amicus curiae* Brief in Lawsuit Challenging a Pennsylvania Statute

The Freedom to Read Foundation (FTRF) has joined an *amicus curiae* brief in a lawsuit challenging a Pennsylvania statute that allows a crime victim to seek an injunction to block speech that perpetuates the emotional harm of a crime, a form of prior restraint that is presumptively unconstitutional and which impacts the media's right to speak and the public's right to receive information. The law could be used to bar publication of any speech that relies on interviews with someone convicted of a crime or speech by a convicted person on any topic whether related to the crime at issue or not. Books that could have been enjoined by this statute include *The Autobiography of Malcolm X* or Truman Capote's *In Cold Blood*. The brief was written by the Reporters' Committee for Freedom of the Press and argues that the law impairs freedom of speech and freedom of the press. FTRF joined the brief on the grounds that protecting the right to receive information is of critical importance to FTRF and its members.

Office for Library Advocacy (OLA)

Support for Kentucky Public Libraries

During a Midwinter Council session, questions were raised about the situation in Kentucky and about the Association's activities and plans in support of Kentucky Public Libraries. In a recent email to Council, ALA Executive Director Keith Fiels summarized the current situation and noted that ALA is paying close attention to the pending lawsuits in Kentucky's Kenton and Campbell Counties. The Office for Library Advocacy, in coordination with Chapter Relations, the Public Information Office, PLA and United for Libraries, has been in consultation with the Kentucky Library Association (KLA) since April of 2013. With every state and local crisis issue that arises, the Office for Library Advocacy takes particular care to ensure that any assistance offered – whether that entails consultation, strategic planning, or media assistance – is welcomed and desired by those at the local level. In this particular case, KLA and the Kentucky Department of Libraries and Archives (KDLA) have asked us to let them take the lead. State leadership has indicated that the case will proceed through the courts on appeal. If this is not successful, KLA will then pursue state legislation, and if this is not successful, local referenda would then be required. ALA continues to monitor the situation and remains on stand-by, ready to assist. For those not familiar with the [Kentucky situation](#), several [American Libraries stories](#) provide a good overview.

Office for Literacy and Outreach Services (OLOS)

National Bookmobile Day

The sixth annual celebration of National Bookmobile Day (NBD) will take place on Wednesday, April 15, 2015. As in years past, OLOS is partnering with the Association of Bookmobile and Outreach Services (ABOS) and the Association for Rural & Small Libraries (ARSL) to develop

free resources for libraries to host their own celebrations. These refreshed resources on the NBD online resource center include PR templates, a press release, op-ed, and proclamation, updated NBD fact sheet outlining stats, history, and current issues facing mobile outreach, as well as customizable marketing collaterals, including bookmarks, stickers, and logos.

Plans to Enhance the Suite of Outreach Toolkits

The OLOS Advisory Committee is initiating efforts to enhance its suite of outreach toolkits, as it will be moving to a refreshed and completely online format. Developed by experts in the field of library outreach, these toolkits have proven to be valuable tools for libraries to provide and advocate for services to underserved communities. Moving the toolkit from a print publication to a completely online resource will enable OLOS to update these toolkits in a timelier manner and enable the production of additional resources.

“Adult Literacy through Library Engagement” Session at Midwinter

At Midwinter, OLOS Director Michelle Harrell Washington was joined by Peter Waite, Executive Vice President with ProLiteracy, for a session titled “Adult Literacy through Library Engagement,” part of ALA’s News You Can Use series. According to the recently released Program for the International Assessment for Adult Competencies (PIAAC), one in six American adults struggle with basic English literacy. This amounts to a staggering 36 million people between 16-65 who struggle on a daily basis to perform basic tasks such as completing a job application, understanding a medication label, or reading a simple story to their children. To serve adults with low literacy skills, public libraries provide services including special high interest/low reading level collections, test taking and educational advancement resources, access to technology, and private spaces for one-on-one tutoring and small group instruction.

Office for Research and Statistics (ORS)

ORS to Present Webinar

This webinar, titled *Mapping Inclusion: Public Library Technology and Community Needs* will be held on March 6, 2015 at 12 p.m. (Central), presents findings from the Digital Inclusion Survey and explores the intersections of public access technologies and education, employment, health & wellness, digital literacy, e-government, and inclusion. The webinar will share new tools and demonstrate how to locate and interpret national and state-level results from the survey for planning and advocacy purposes. It will present use cases for the interactive mapping tool, with suggestions for creating a digital inclusion snapshot of your public library. Who Should Attend?—All public librarians who have an interest in digital inclusion, library directors who must make decisions about what types of resources and services to fund, CIOs, library board members, and youth services librarians who often lead the way to new technologies in the library. The webinar is funded by the Institute for Museum and Library Services.

Public Information Office (PIO)

Libraries Transform Communities

PIO worked with the Public Programs Office to promote its community engagement initiative and Midwinter activities and programs. PIO secured a series of interviews leading up to and during Midwinter. Placement success include PBS Newshour.com's [From Nurses To Social Workers, See How Public Libraries Are Serving The Homeless](#), which discussed how libraries are partnering with community groups to extend resources and services to the homeless, and highlighting Ferguson Public Libraries Director Scott Bonner, which resulted in placements with *Publishers Weekly*, [PW Talks to Ferguson Library Director Scott Bonner](#) and *Library Journal*, [Conference on the Ice | ALA Midwinter 2015](#).

School Libraries

PIO and OLA worked with AASL to build awareness about the importance of school libraries and librarians during Midwinter. Currently in Chicago more than 50 percent of schools are without a school librarian and a library program. PIO worked with AASL president Terri Grief on an op-ed piece that ran in the *Chicago Sun-Times*, titled "[Chicago needs more school librarians.](#)" PIO also secured a live 30-minute interview segment on NPR affiliate [WBEZ 95.1](#) that aired on its popular *The Afternoon Shift* program. During the interview, Grief and Chicago Public Schools librarian Megan Cusick discussed the importance of school libraries and the valuable role school librarians play in supporting students and teachers.

Brad Meltzer/Preservation Week Honorary Chair

PIO continues its efforts to support Preservation Week (April 26 –May 2) and is currently working with ALCTS to secure Meltzer audio PSA recordings, scripts and placements; develop [Preservation Week member publicity tools](#), [Web press kit](#), and a variety of media materials including fact sheets, calendar notice, and press releases.

Midwinter Media Relations

According to Google search and Meltwater News, ALA achieved more than 6,500 media mentions and articles covering Midwinter activities. PIO reached out to more than 240 local media contacts within the Chicago market, as well as more than 1,700 mainstream and library trade press members. Additionally, more than 70 press members registered for advance media credentials. These efforts resulted in stories with local and national print, online, television and radio outlets.

Youth Media Awards

(See highlights)

Future Publicity Efforts

PIO is currently working on publicity efforts to support the following initiatives within mainstream and library trade media: ACRL National Conference (March 25 – 28), School Library Media Month (April), National Library Week (April 12 – 18), Money Smart Week (April 18 -25), and Día Diversity in Action (April 30).

Public Programs Office (PPO)

PPO Receives Implementation Grant from AARP Foundation

PPO has received a \$120,000 implementation grant from the AARP Foundation to develop the AARP Integrated Services for Older Adults model for public libraries. Four public libraries will be chosen as pilot sites for the new program, becoming a one-stop location for vulnerable older adults to receive assistance in their communities in AARP's four priority areas: hunger, income, housing and isolation. Drawing on the knowledge of a diverse advisory group of library professionals, Lifetime Arts staff, pilot program libraries, ALA member leaders and the AARP Foundation, PPO staff will convene a National Advisory Council to aid in the planning and design of this collaborative program and the creation of a replicable model.

Applications for *Latino Americans: 500 Years of History*

(See highlights)

19 Sites Selected for *Exploring Human Origins* Traveling Exhibition

PPO, in collaboration with the Smithsonian's National Museum of Natural History (NMNH) Human Origins Program, announced that 19 public libraries were selected to host the traveling exhibition [*Exploring Human Origins: What Does It Mean to Be Human?*](#) The exhibition seeks to create an opportunity for a wide spectrum of audiences to engage the complex field of human evolution research in ways that are understandable, fulfilling, captivating and relevant. The 19 sites will host the 1,200-square-foot exhibition for four weeks each between April, 2015 and April, 2017. The traveling exhibition is based on the Smithsonian exhibition *What Does It Mean to Be Human?* which opened in 2010; over 20 million people have visited the Hall of Human Origins exhibition since its opening. The exhibition is made possible through the support of the John Templeton Foundation.

PPO Issues RFP to Public Libraries for Three Interactive STEM Exhibits

PPO, in collaboration with the Space Science Institute's *National Center for Interactive Learning*, the Lunar and Planetary Institute and the Afterschool Alliance, issued an RFP (request for proposal) to public libraries on January 30 to apply to host one of three science- and technology-focused, interactive traveling exhibitions. Funding for the project comes from the National Science Foundation. The exhibitions are *Discover Earth: Our Changing Planet*; *Discover Tech: Engineers Make a World of Difference*, and *Discover Space: Exploring Our*

Solar System and Beyond. Each will travel to eight sites in 2016 and 2017. The exhibitions are designed to promote STEM (science, technology, engineering and math) learning opportunities for all ages. They are part of the STAR (Science-Technology Activities and Resources) Library Education Network (STAR_Net), a hands-on learning and outreach program for libraries and their communities, developed by the *National Center for Interactive Learning*. The deadline for [application](#) is April 7, 2015.

ALA DIVISIONS

American Association of School Librarians (AASL)

[AASL Launches *Knowledge Quest* website](#)

(See highlights)

[AASL Joins the Coalition for Future Ready Schools](#)

AASL has joined the national movement for [Future Ready Schools](#) as a coalition partner. The Alliance for Excellent Education and U.S. Department of Education are leading the Future Ready Schools effort with the support of the Leading Education by Advancing Digital (LEAD) Commission and the vast coalition of national experts.

[AASL Launches “Where Learning Never Ends” Digital Storytelling Contest](#)

AASL invites students to participate in a [digital storytelling contest](#) held as part of the 2015 celebration of School Library Month. The contest asks students to reflect on the 2015 theme, “Your School Library: Where Learning Never Ends,” and create a story using a website recognized as an AASL Best Website for Teaching & Learning. Celebrated authors Susan Verde, Amy Ignatow, Trevor Pryce and Lauren Myracle will serve as the guest judges.

Association of College and Research Libraries (ACRL)

[Robert A. Seal Named 2015 ACRL Academic/ Research Librarian of the Year](#)

Robert A. Seal, Dean of University Libraries at Loyola University Chicago, is the 2015 ACRL Academic/Research Librarian of the Year. The award, sponsored by YBP Library Services, recognizes an outstanding member of the library profession who has made a significant national or international contribution to academic/research librarianship and library development. Over the course of his career, Seal has demonstrated his commitment to developing the academic library in a number of ways. Known as a staunch advocate for international library cooperation, his ability to share information in a bilingual environment has made Seal a strong advocate for breaking down barriers and extending partnerships between libraries in the U.S. and Latin America. In addition, Seal is recognized both as a strong, visionary leader and as a caring mentor to new and experienced academic librarians. One of Seal’s major accomplishments is

the planning and construction of the LEAF award-winning Loyola University Klarchek Information Commons. Learn more about Seal on the [ACRL Insider blog](#).

2015 ACRL Excellence in Academic Libraries Award Winners Announced

ACRL is pleased to announce the recipients of the 2015 Excellence in Academic Libraries Award – Santa Fe College Lawrence W. Tyree Library, Gainesville, Florida; Amherst College Frost Library, Amherst, Massachusetts; and Purdue University Libraries, West Lafayette, Indiana. Sponsored by ACRL and YBP Library Services, the award recognizes the staff of a college, university, and community college library for programs that deliver exemplary services and resources to further the educational mission of the institution. More information on the winning libraries is available on the [ACRL Insider blog](#).

Framework for Information Literacy for Higher Education

(See highlights)

ACRL 2015 Awards Record-Breaking 179 Scholarships

ACRL has awarded a record-breaking 179 scholarships for the ACRL 2015 conference. Scholarships were awarded in six categories, including early- and mid-career librarians, support staff and Spectrum Scholar travel grants, amounting to a total of \$112,995. Funding for 75 of these scholarships (more than \$56,000 in value) was raised through the ACRL 75th Anniversary [Kick Start the Future Scholarship Campaign](#). The association expresses its sincere appreciation to the individuals and groups who participated in the 75th anniversary campaign. Their support enables ACRL to build the skills and capacities of the next generation to serve the academic and research library profession and create a sustainable community. A full list of scholarship recipients is available on the [ACRL 2015 website](#).

ACRL 2015 Virtual Conference Registration Opens

Registration is now open for the ACRL 2015 Virtual Conference, offered March 25-27, 2015 during the ACRL 2015 conference in Portland, Oregon. The [Virtual Conference](#) provides an affordable opportunity to participate in conference activities online. Like its face-to-face counterpart, the ACRL 2015 Virtual Conference will run on a real-time schedule. The online conference features 12 live Webcasts, as well as asynchronous activities, allowing for convenient scheduling and flexibility. The Virtual Conference archive is available for one year and will include more than 150 slidecasts (PowerPoint slides or other presentations synced with audio of the speaker) from every contributed paper, TechConnect presentation, invited paper and panel sessions presented at the face-to-face conference, as well as select keynote presentations. Registration materials are available in the [Virtual Conference section](#) of the ACRL 2015 website

Synthesis of Assessment in Action Team Projects

ACRL has released a new report “Academic Library Contributions to Student Success: Documented Practices from the Field” which synthesizes results from over 70 higher education institutions from across North America which recently completed team-based assessment

projects. These projects, from the first year of Assessment in Action: Academic Libraries and Student Success (AiA), resulted in promising and effective approaches to demonstrating the library's value to students' academic success. Interested in participating in the next round of Assessment in Action? ACRL is seeking applications from all types of higher education institutions for 125 additional teams. Apply by March 4, 2015, to participate in the third year of the program, April 2015-June 2016.

March 25 Assessment in Action Application Deadline

ACRL is [seeking applications](#) from all types of higher education institutions for 125 teams to participate in the third year of "Assessment in Action: Academic Libraries and Student Success" (AiA). Learn more about the AiA program from the [recording](#) / [presentation slides](#) of an online open forum held February 10 for prospective applicants. It provided background on AiA and details on how to apply for the third year, plus, it featured two AiA librarian team leaders who talked about their experiences participating in the first year. Read more about [how to apply](#) for AiA, and apply online by 5 p.m. (Central), Wednesday, March 25, 2015.

New ACRL Occasional Report Examines Building with Purpose

In February, ACRL released the first in a two-part set of Occasional Reports on academic library construction and renovation. Authored by Christopher Stewart, "[Building with Purpose: A Quantitative Overview of U.S. Academic Library Construction 2000-2014](#)" presents a rich set of data on, and analysis of, new library construction over the past fourteen years. The analysis presented in Stewart's report examines new library construction through a framework of institutional characteristics, which provides an opportunity to identify patterns in terms of where libraries are investing in new space. This information also provides evidence of shifting institutional intentions and aspirations for the library building. A forthcoming second report will cover academic library renovations in the same period. *Building with Purpose* is freely available on the [ACRL website](#).

New ACRL Publication Focuses on "The Living Library"

ACRL recently published "[The Living Library: An Intellectual Ecosystem](#)" by Patricia Steele, David Cronrath, Sandra Parsons Vicchio, and Nancy Fried Foster. "The Living Library" describes the evolution of one possible future for academic libraries – as laboratories for cross-disciplinary investigation. At the University of Maryland, a collaborative effort among the Libraries, the School of Architecture and the Department of Anthropology led to the participation of students, faculty, and staff in an initiative to design a full renovation of the main library building with the guidance of professionals in anthropology and architecture. The authors – the library director, the dean of architecture, a practicing architect, and an applied anthropologist – describe the project, explain the methods and review the outcomes, sharing their particular experiences of the living library. "The Living Library" 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.

ACRL Presents Webinar on Fair Use

ACRL offered a free *ACRL Presents...* webcast, “Celebrating Fair Use Week: Does Fair Use Really Work?” on Tuesday, February 24, 2015. The webinar – featuring Kevin Smith, Director, Copyright and Scholarly Communication, Duke University Libraries – attempted to unwind some of the complexity of fair use by considering the role of context in making fair use decisions and suggesting strategies for deciding when to turn to fair use and how to think through the analysis. The webcast was recorded and made available shortly after the live event.

e-Learning Update

ACRL’s e-Learning program offered three live webcasts and one online course during this report period. 48 individuals and 30 groups participated in the e-Learning webcasts focusing on the intersections of information literacy and scholarly communication, research strategies, and virtual reference. Upcoming online seminars and webcast topics include community college libraries, data management plans, and research strategies. Full details and registration information are available on the [ACRL website](#).

Association for Library Collections & Technical Services (ALCTS)

ALCTS Preservation Week, April 26-May 2, 2015

Recognizing the critical role libraries play in preservation, ALCTS sponsors Preservation Week, April 26-May 2, 2015. Preservation Week raises awareness of the libraries’ role in connecting the general public to preservation information and expertise. Events sponsored by libraries increase preservation awareness by emphasizing the close relationships among personal, family, community, and public collections and their preservation. The [Preservation Week web site](#) connects librarians with excellent resources already available for those who need specific preservation information. Help support Preservation Week by purchasing a Preservation Week poster and/or bookmark from the [ALA Store](#).

Preservation Week Booth at ACRL Conference

If you are attending the ACRL National Conference in Portland, March 25-28, come by the Preservation Week booth #712 on the exhibit floor. See what’s new for Preservation Week this year as we welcome Brad Meltzer, *NY Times* bestselling author, as its 2015 Honorary Chair. Donia Conn, of the “Dear Donia” column, will be in the booth to talk about preservation, conduct demonstrations, and chat about Preservation Week.

New Publication from ALCTS: Guide to Ethics in Acquisitions

The study of ethics, essential for effective acquisitions librarians and collection managers, is largely missing from standard library science curriculum. New library professionals must learn about ethics in librarianship on the job, supplemented by reading, attending conferences, and participating in webinars. *Guide to Ethics in Acquisitions* provides an historical perspective on ethics related to acquisition of library materials and gives practical examples of situations that

require thoughtful consideration of ethical behavior. Written from the perspective of an academic library, the *Guide to Ethics in Acquisitions* can easily be used by those working in other types of libraries, such as school, public, or special. The book is available from the ALA Online Store in print and as an e-book bundle.

Preservation Survey Open through March 20

Count what you do and show preservation counts! The FY14 [Preservation Statistics Survey](#) focuses on production-based preservation activities, including conservation treatment, general preservation activities, preservation reformatting and digitization, digital preservation and digital asset management. You have until Friday, March 20, to complete the survey. Why should your institution participate in the FY2014 Preservation Statistics Survey?

- The FY2014 Survey is significantly shorter than previous years, asking only for *production data* — information you already have for annual reporting or other internal planning and evaluation.
- Preservation Statistics data helps you and the wider preservation community advocate for preservation programming and activities, demonstrating how programs compare to peers as well as areas of strength and need.
- Your participation can help us achieve a representative body of preservation programs, which means better analysis and examination of trends in preservation programming.

ALCTS Seeks Monographs Editor

ALCTS is seeking an editor for its *Monographs* collection of publications. *ALCTS Monographs* is a collection of digital and print-on-demand publications intended to focus on issues related to technical services and collections in the broadest context. *Monographs* publishes titles from a wide range of sources, including individually submitted ideas and solicited manuscripts. The Editor is responsible for producing multiple titles for the collection in any given year and manages the acquisition, development, and approval of manuscripts through an editorial board and editorial production with the Publications Manager in the ALCTS Office. This three year appointment comes with a stipend to support travel to ALA Midwinter and the Annual Conference. If you are interested in applying for this position, please send a resume and letter of interest with particular attention to your background as an editor to Genevieve S. Owens, Chair, *ALCTS Monographs* Editor Search Committee, at gowens@wrl.org. Deadline for applications is March 18, 2015.

Association for Library Service to Children (ALSC)

ALSC Board Takes Action on Diversity

(See highlights)

ALSC to Host Free Día Webinar

On March 17, 2015, 11 a.m. (Central), ALSC will be hosting a free webinar titled [Building STEAM with Día: The Whys and Hows to Getting Started](#). Participants will gain knowledge on

how STEAM programming can most effectively impact all members of the community, and in particular, underrepresented minorities. This webinar is part of the 2015 Día activities and is made possible through the [Everyone Reads @ your library grant](#) funded by the Dollar General Literacy Foundation.

New ALSC Student Session: STEM @ Your Library

On Monday, March 16, 2015, ALSC is offering a new student session entitled [STEM @ Your Library](#). This student session will offer ways to incorporate STEM into school and public library programming and the creation of circulating kits to support STEM learning at home. ALSC student sessions are open to anyone, including members and non-members.

ALSC Mentoring Program Opens Applications for Spring 2015

In February, ALSC announced the opening of spring 2015 applications for the [ALSC mentoring program](#). The program, which is open to members and non-members, is intended to help build a new collection of leaders in the field of library service to children. Applications closed on Saturday, February 28, 2015.

Applications to Host the 2016 Arbuthnot Lecture Featuring Pat Mora Will Open Soon!

The 2016 Arbuthnot Honor Lecture Committee will be [accepting applications](#) to host the 47th May Hill Arbuthnot Honor Lecture. Pat Mora is a pioneering author and literacy advocate. Host site application forms will be due May 15, 2015. Information about host site responsibilities is included in the application materials. The lecture traditionally is held in April or early May.

Tickets Available for 2015 Arbuthnot Lecture Featuring Brian Selznick

The 2015 May Hill Arbuthnot lecture, titled "Love Is a Dangerous Angel: Thoughts on Queerness and Family in Children's Books," will be held at 7 p.m. on Friday, May 8, 2015 at the Martin Luther King Jr. Memorial Library in Washington, D.C. Doors open at 6:00 p.m. A signing will follow the event. Required tickets are free for the lecture and must be obtained through the DC Public Library. To learn more about acquiring tickets and event details, please visit the [2015 May Hill Arbuthnot Honor Lecture website](#). Hotel information is available on the Arbuthnot website.

Additional 2015 ALSC Professional Awards Announced

- *Maureen Hayes Award* Through a partnership with Rockford Area Arts Council, the Rockford Public Library will use the [Maureen Hayes Grant to help host acclaimed author-illustrator Marc Brown](#).
- *Baker & Taylor Summer Reading Grant* [Florida Public Library](#) will use the grant to implement summer programming for children of all ages focused on superheroes, from local heroes and sports heroes to mythological heroes and the ever-popular comic book superheroes. Highlights will include bilingual storytimes for children of migrant families, a special storytime for children needing a calmer environment, Makerspace programs and an ice cream social.
- *Distinguished Service Award* [Kathleen T. Horning has been named ALSC's 2015 DSA recipient](#). Horning has served ALSC on an organizational level as President, member of

the Board of Directors, chair of the Caldecott 75th Anniversary Task Force and co-chair of the pre-conference celebrating 75 years of Caldecott books. As President, she forged strong ties with REFORMA resulting in an annual Pura Belpré Award and strengthening the national Día celebrations. She has also served on many media evaluation and award committees including chairing the 1995 Newbery Committee, and the 1997 Batchelder Committee. She is currently serving on the 2015 Laura Ingalls Wilder Committee.

- *Candlewick Light the Way Grant* [The Putnam County Library in Cookeville, Tennessee](#), plans to use the grant to provide weekly door-to-door outreach to two underserved populations in the community. Recognizing the success of an existing program in the school district, the library will partner with teacher volunteers to provide a variety of reading materials for the traveling collection as well as food for the children. The program aims to foster community and trust between families, schools and the library, while supporting the literacy needs of the community.

ALSC Spring Online Course and Webinar Schedule

Registration is now open for the [ALSC spring online education courses](#). Courses include *Children with Disabilities in the Library*, *Science, Technology, Engineering and Math (STEM) Programs Made Easy*, and *Storytelling with Puppets*. Courses will begin April 6. All three of the courses being offered this semester are eligible for continuing education units (CEUs). Additionally, ALSC is offering a variety of [webinars](#) this spring including *Building STEAM with Día: The Whys and Hows to Getting Started* and *Celebrating with Poetry Snapshots*.

2015 Annual Conference Activities

- ALSC Preconference Program: *Also Truly Distinguished: An Afternoon with ALSC, Honoring the 2015 Honor Winners*. ALSC will pilot an awards-focused [preconference](#) on June 26, 11:30 a.m. – 4:00 p.m. The 2015 honor book winners (Newbery, Caldecott, Sibert, Geisel, Batchelder and Pura Belpre) will get their moment in the sun (or San Francisco fog) as we recognize the creative process and the history and tradition of honor books and their creators.
- Charlemae Rollins President's Program: *More to the Core: From the Craft of Nonfiction to the Expertise in the Stacks*. During the ALSC [Charlemae Rollins President's Program](#), on Monday, June 29, awarding-winning author and illustrator Melissa Sweet will present an informing and inspiring look at the creation of excellent nonfiction and the matchmaking of great books and kids who need them. The session will also address the libraries' important role in implementation of innovative programs and services to support the Common Core Standards and the communities we serve.
- The 2015 Pura Belpré Award Celebración, will take place on Sunday, June 28, 2015 from 1:00 – 3:00 p.m. ALSC and REFORMA are proud to request the honor of your presence at the Pura Belpré Award Celebración. Please join the winning authors and illustrators in a special event where we will honor and celebrate the 2015 medal and honor winners.

Association of Specialized and Cooperative Library Agencies (ASCLA)

ASCLA Goes to Scotland, October 28-November 5, 2015

[Travel with ASCLA](#) for seven nights in Scotland on a themed tour during Halloween, which has a rich tradition in Scotland. You'll enjoy a traditional Scottish Tea & Cakes upon arrival, the [itinerary \(pdf\)](#) includes a private walking tour of Edinburgh Old Town and Castle with a J.K. Rowling / Harry Potter Theme, tour Sir Walter Scott's home in Abbotsford in Melrose, visit Dunkeld, the setting for Beatrix Potter's many books, explore Inverness, Loch Ness & Urquhart Castle by coach and by cruise, learning the intriguing history of the Jacobite rebellions and the world famous Loch Ness Monster, and more. You must reserve your seat by June 1, 2015, with a deposit of \$500. Cost: \$2495 Double Occupancy plus airfare.

ASCLA Awards Nominations—Period Extended Through March 1

Each year, ASCLA offers five awards honoring professional achievement in the areas of work represented by our diverse membership:

- The [ASCLA/KLAS/NOD Award](#), sponsored by [ASCLA](#), the [National Organization on Disability \(NOD\)](#) and [Keystone Systems, Inc.](#) This award recognizes an innovative and well-organized project that successfully developed or expanded services for people with disabilities.
- The [Francis Joseph Campbell Award](#) honors a person or institution for significant contributions in this field of service with a medal and a citation.
- The [ASCLA Exceptional Service Award](#) recognizes exceptional service to patients in a medical facility, to persons who are homebound, to inmates, to older adults and to adults with a physical or mental disability who live in group homes or residences, as well as to recognize professional leadership, effective interpretation of programs, pioneering activity and significant research.
- The [ASCLA Leadership and Professional Achievement Award](#) is a citation presented to one or more ASCLA members exemplifying leadership and achievement in the following areas: consulting, library cooperation, networking, statewide service and programs and state library development.
- The [Cathleen Bourdon Service Award](#) is a citation presented to an ASCLA personal member for exceptional service and sustained leadership to the division.

Application deadline was March 1, 2015.

Library and Information Technology Association (LITA)

LITA at the Annual Conference

LITA is offering four full-day courses on Friday, June 26, at the Annual Conference as follows:

- 1) *Creating Better Tutorials Through User-Centered Instructional Design*. Yvonne Mery, Instructional Design Librarian; Leslie Sult, Associate Librarian; and, Rebecca Blakiston, User Experience Librarian, at the University of Arizona Libraries are sharing their

expertise. This is a hands-on workshop. Upon completion, participants will have created a tutorial and learned to design, develop, and test it.

- 2) *Learn to teach coding and mentor technology newbies – in your library or anywhere!* Building on the LITA President's Program by Kimberly Bryant, Founder and Executive Director of Black Girls CODE, this workshop will help attendees develop effective lesson plans and design projects their students can complete successfully in their own coding workshops.
- 3) *Build a circuit & learn to program an Arduino in a Silicon Valley hackerspace: Panel of Inventors & librarians working together for a more creative tomorrow.* Attendees will learn practical skills including the basics of Arduino programming, and, in the end will be able to create and adapt programs for their own needs.
- 4) *Let's hack a collaborative library website!* Introducing web literacy for the 21st century, attendees will learn to use the Bootstrap front-end framework and the Git version control system to create, modify and share code for a new library website.

Registration is handled through the ALA Annual Conference registration process. Please note: you do not have to register for the Annual Conference in order to register for one of these workshops. Anyone who is registered for Annual, can simply add a workshop to their registration. Registrations will be accepted on site as well.

Library Leadership and Management Association (LLAMA)

LLAMA Thought Leader Series Continues

(See highlights)

LLAMA Presents Timely Pre-conferences in San Francisco

LLAMA will present two full-day preconferences at the ALA Annual Conference in San Francisco:

- *Building Blocks for Library Space Planning – From Vision to Paper:* June 26, 2015, 8:30 a.m. – 4:30 p.m. You'll learn the elements of successful planning, including big picture visioning, understanding space needs, and diagramming adjacencies and have the opportunity to submit your own library for a small group planning exercise. Registration includes lunch, a happy hour with drinks and snacks, and a copy of "Building Blocks for Planning Functional Library Space."
- *Stepping Into the Director Role: Preparing for the Part:* June 26, 2015, 8:30 a.m. – 4:30 p.m. As Director positions open up, have you wondered how to reach that new level in your career or what it takes to become an effective new library director? In this full-day preconference, new library directors will detail how to develop the skills you'll need to succeed, how to respond to the challenges you'll likely face in your first few years, and how you can leverage your career and ALA experiences to assume a leadership role.

LLAMA Career Institute at Annual

"Mind Over Matter: Sustainable success for library leaders": June 26, 2015, 1:00 – 5:00 p.m. Librarians can face challenges that lead to career burnout. No matter what stage you are in your career, this half-day preconference will guide you through a series of concepts and practical tools to help sustain and empower your career. You will use mindfulness training to amplify your strengths and learn how career, leadership, and mindfulness are interconnected. You will also learn how your library can utilize a wellness program to improve employee productivity, efficiency, and morale.

Take a Tour of the San Francisco Branch Libraries

On June 26 at the Annual Conference, LLAMA will host an all day tour of five of the San Francisco Public Library's branches. The San Francisco Public Library's Branch Library Improvement Program (BLIP) was the largest capital project in the library's history and transformed the neighborhood branch system. Over 14 years and \$200 million, 16 neighborhood libraries were renovated and eight new libraries were built. The program resulted in seismically safe, ADA accessible, 21st century libraries. Architects at each location present their designs. Motor coach transportation and a light lunch are provided.

Public Library Association (PLA)

PLA Encourages Public Libraries to Participate in Annual PLDS Survey

PLA is encouraging all public libraries in the U.S. and Canada to participate in the annual Public Library Data Service (PLDS) survey. The survey collects information from public libraries on finances, resources, service usage and technology. A summary of the survey data is published annually in the PLDS Statistical Report. The survey closes on March 31, 2015. [Read the complete release.](#)

PLA Now Accepting Proposals for PLA 2016 Conference

PLA is now accepting preconference and program proposals for the [PLA 2016 Conference](#), April 5-9, in Denver. PLA welcomes all proposals designed to be educational, thought-provoking and engaging for public library professionals. PLA 2016 Conference will challenge its attendees to *Be Extraordinary*—both at conference and back in their libraries. Broad session topics include: Administration/Management, Collections/Tech Services; Facilities; Leadership; Marketing/Advocacy; Serving Adult; Serving Youth; Staffing; and Technology. The deadline for submitting proposals is April 17, 2015. [Read the complete release.](#)

Two Speakers Announced for PLA BIG IDEAS at ALA Annual

PLA announced two dynamic speakers from outside the library world to present at PLA BIG IDEAS at ALA Annual: Jay Conger, leadership expert; and Tina Seelig, creativity expert. An additional speaker with strategy expertise is currently being finalized and will be announced soon. [Find more details online.](#)

PLA Performance Measures to Launch at ALA Annual

(See highlights)

Reference and User Services Association (RUSA)

[Smart Investing @your library Offers Three FREE Webcasts](#)

Each webinar is filled with valuable information to increase your libraries' social capital. Reference desk scenarios capture best practices and a toolkit includes unbiased online resources:

- [6 Fun & Easy Financial Literacy Programs & How to Do Them](#)
- [Helping Library Patrons Put Their Financial House in Order](#)
- [Beyond the Basics of Personal Finance: Helping Library Patrons Help Themselves](#)

[2015 Book and Media Awards for Adults](#)

The top books in fiction, nonfiction, poetry and genre, audio books, and reference books for adults – including the Notable Books List, Reading List, Sophie Brody Medal, Listen List, Dartmouth Medal and Outstanding Reference Sources – were announced by RUSA at its Book and Media Reception at the Midwinter Meeting in Chicago. A [complete list of winners and selected titles](#) can be found on the RUSA website.

[The Andrew Carnegie Medals of Excellence for Fiction and Nonfiction Longlist](#)

The [Andrew Carnegie Medals of Excellence for Fiction and Nonfiction Longlist](#) has been announced. The shortlist of the 6 finalists, three in each category, will be released in May. The longlist, consisting of no more than 50 titles drawn from the previous year's [Booklist Editors' Choice](#) and [RUSA Notable Books List](#), will be used to select the shortlist. The winning titles will be announced at a ceremony and reception at the 2015 Annual Conference in San Francisco.

United for Libraries: the Association for Library Trustees & Advocates (UNITED)

[South Dakota State Library Purchases "Short Takes for Trustees."](#)

The state library of South Dakota has purchased access to ten webcasts called, "Short Takes for Trustees." As reported last June, this series is designed to be used by library directors during board meetings (each is approximately 10 minutes long) to generate discussions on the role of the trustee. Included are webcasts on holding effective board meetings, evaluating the library director, board ethics, management versus governing roles, and more. United negotiated special pricing for the ten part series with South Dakota and will do so for any state- or region-wide purchases. To further promote this series, United will be taking out a full page ad in *Public Libraries* this spring.

United's Public Service Award Presented During Library Legislative Day

United for Libraries, in collaboration with the ALA Washington Office, has announced that Rep. Kevin Yoder (R-KS) and Jared Polis (D-CO) will receive United's Public Service award for their bill to ensure that search warrants are obtained, citing probable cause, prior to government access of private electronic communications. The awards will be presented at the reception during Library Legislative Day in Washington D.C.

Resources for Trustee Advocacy and Leadership Development

United for Libraries completed a new plan in alignment with ALA's new strategic directions. United will focus on educating trustees about how national information policy effects the local library, continue to build resources for citizen advocacy (especially in collaboration with the OLA and the "Advocacy Working Group"), and leadership development for Trustees.

Young Adult Library Services Association (YALSA)

Countdown to Teen Tech Week™

(See highlights)

Present a Paper on YA Services at Midwinter 2016

The YALSA [Midwinter Paper Presentation](#) is an annual event sponsored by past presidents of YALSA. Its purpose is to provide a venue for educators, librarians, students, and others interested in young adult librarianship to gather and explore a topic of current interest that impacts the field. The YALSA Midwinter Paper Committee will select one paper to be delivered at the 2016 ALA Midwinter Meeting in Boston, January 8-11, 2016. The presenter will receive up to \$1,500 to defray travel and registration costs. The paper will be published in YALSA's peer-reviewed *Journal of Research on Libraries and Young Adults* after the conference.

Apply for a Travel Grant for YALSA's 2015 YA Services Symposium

YALSA is offering a \$1,000 stipend to first time attendees for the 2015 [Young Adult Services Symposium](#) to be held in Portland, OR, November 6 - 8. The deadline to apply is June 15, 2015. A preliminary program will be available in March, and registration opens in April.

Upcoming YALSA Activities & Events

- March 8 – 14, [Teen Tech Week™](#)
- March 19, webinar: [Teen Services Guidelines: What they mean for you and your library](#)
- March 24, free [Teen Tech Week™ webinar](#)
- April 16, YALSA launches its Teen Read Week™ site and announces the [Teens' Top Ten](#) nominees
- April 16, webinar: [Teen Services Programming: Opportunities & Outcomes](#)
- May 5, [National Library Legislative Day](#)

- May 14, Virtual Town Hall with YALSA's President from 8 p.m. to 9 p.m. (Eastern), via [Adobe Connect](#)
- June 26- 30, [ALA Annual Conference](#)
- November 6-8, [YALSA Young Adult Services Symposium](#)

For more events and information, visit [YALSA's Calendar of Events](#) or via [Google Calendar](#).

ALA PUBLISHING

Booklist at the Midwinter Meeting

Despite the blizzard, *Booklist* had a successful Midwinter Meeting in Chicago. The *Booklist*/ERT Author Forum was a hugely popular program as acclaimed graphic novel authors and artists Cece Bell, Françoise Mouly, Jeff Smith and Gene Luen Yang spoke about everything from comics they read as children to the Charlie Hebdo attacks. *Booklist* Graphic Novel editor Sarah Hunter introduced the event and Eva Volin, supervising children's librarian for the Alameda Free Library, moderated. The following day, *Booklist's* Adult Books senior editor Donna Seaman was in conversation with author Ayaan Hirsi Ali for the Arthur Curley Memorial Lecture, another fascinating event.

Comments from the *Booklist* Editorial Advisory Board

Booklist had the opportunity to meet with its Editorial Advisory Board, whose members offered constructive criticism and praise of *Booklist's* two print and 11 digital products. One member said that, "*Booklist* holds its place as the essential professional journal, while offering the added benefit of personal enjoyment." Another member commented that she "really enjoys and appreciates the amount and breadth of diversity and variety in *Booklist*."

Booklist Partners with the PBS TV Show *Well Read*

In addition to meeting with our board, *Booklist* relished the opportunity to talk with readership and publishers, as well as new partners, like the hosts from the popular PBS TV Show *Well Read*. *Booklist* attended several programs and publisher events with the *Well Read* hosts and producer and discussed opportunities to promote the Andrew Carnegie Medals for Excellence, whose [2015 longlist was announced](#) during Midwinter. We also spoke with publishers about the awards who received [news of the new calendar](#) with enthusiasm and are pleased to continue to partner with us to ensure the award's success.

booklistonline.com

ALA-APA

Celebrate National Library Workers Day (#nlwd15)!

[National Library Workers Day](#) (NLWD) is Tuesday, April 14, 2015. It is a day for library staff, users, administrators and Friends groups to recognize the valuable contributions made by all library workers. The ALA-APA helps libraries and individuals prepare to celebrate by featuring a

range of creative suggestions on its website (see [Celebration Ideas](#)). The National Library Workers Day webpage encourages friends, patrons, employers and co-workers to “[Submit a Star](#)” by providing a testimonial about a favorite library employee. Each testimonial (listing first names, library type and city/state location only) will be posted on the NLWD’s [Galaxy of Stars](#) page. To help you prepare for this year’s celebration, the ALA-APA is offering merchandise for purchase in the form of t-shirts, buttons, and mini-posters. These items can be ordered from the [NLWD website](#). Has your library celebrated National Library Workers Day in the past? Is your library planning to recognize and honor your library workers this year? Tell us about your plans. Please send your ideas and information to libraryworklife@ala.org. They will be posted in [Library Worklife](#), the official newsletter of the ALA-APA. Be sure and share your celebrations on Twitter, using [#nlwd15](#) and/or post to the [NLWD Facebook page](#). For more information, visit the ALA-APA [National Library Workers Day website](#) .