

## Report to Council and Executive Board

April 11, 2016

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Executive Director

### Highlights

#### **National Library Week**

[National Library Week](#) is April 10 – 16. The Public Awareness Office (PAO) continues to lead publicity efforts and has thus far secured more than 252 print placements/mentions resulting in a circulation rate of more than 124 million. PAO secured graphic novelist Gene Luen Yang as National Library Week honorary chair. Yang appears in a [print PSA](#) and several social media tools to promote National Library Week. He also recorded [audio PSAs](#) that are currently airing in Illinois, Minnesota and Kansas. In addition, the PAO has produced a variety of materials to support efforts including a [Web press kit](#); calendar notice; individual press releases for [State of America's Libraries](#) report, [National Library Workers Day](#) and [National Bookmobile Day](#); media plan; talking points; and PSA scripts. PAO also has secured coverage with the *Associated Press*, *CNBC*, *Scholastic School Administrator* and *Publishing Perspectives*. All articles will post during National Library Week.

#### **ALA Elections to Close on April 22**

The 2016 elections opened on March 15 and will close on April 22. Eligible members were sent their unique voting credentials via email between March 15-17, 2016. Any individuals whose emails bounced were sent a “snail-mail” letter containing their voting credentials. To be eligible to vote, individuals had to be members in good standing of ALA as well as applicable divisions and round tables as of January 31, 2016. In 2008, the ALA began holding its election exclusively online. The only exception is for members who are homebound and without Internet access. These individuals may obtain a paper ballot by contacting ALA customer service at 1-800-545-2433, press 5 (International members should call +1-312-944-6780) or [customerservice@ala.org](mailto:customerservice@ala.org). Those without Internet access at home or at work can easily access the election site by visiting their local public (or in many instances, academic or school) libraries. The election site is also accessible on a Smartphone and other devices. Information about the ALA election and the candidates can be found in “Your Guide to the 2016 Elections.” The guide is available as a [flipbook](#) or in [PDF](#) format. This, as well as other information about ALA elections can be found on the [Election Page](#) on the ALA website. A special “pod” and feature slide on the [ALA homepage](#) will also take you directly to election information. Anyone who has not received their ballot or who has misplaced their voting instructions should contact ALA customer service at 1-800-545-2433, press 5 (International members should call +1-312-944-6780) or [customerservice@ala.org](mailto:customerservice@ala.org).

#### **Libraries Transform**

As of March 31, 1,433 libraries have signed on to the Libraries Transform campaign. In addition, Scholastic Library Publishing and Follett have signed on to the campaign, and Libraries from Australia, Finland, Norway, Italy, United Arab Emirates, Singapore and Zambia have joined the campaign. For

more information on the campaign and social media reach, see the Office of Library Advocacy and the Public Awareness Office reports.

### ***Civil Rights Leader, March Co-Author, Congressman John Lewis to Speak at ALA 2016***

Congressman John Lewis — renowned civil rights leader and co-author of the acclaimed graphic novel series *March* — will make a special appearance with his award-winning *March* co-creators at the 2016 ALA Annual Conference in Orlando, in observation of the 50th anniversary of the National Endowment for the Humanities ([NEH](#)). This special event, *March with Congressman John Lewis, Andrew Aydin, & Nate Powell: A Celebration of NEH's 50th Anniversary* will be held from 9:30 to 10:30 a.m. on Saturday, June 25, at the Hyatt Regency Orlando. NEH and ALA have been working together to bring the humanities to communities across the country for more than 40 years. Most recently, NEH awarded ALA with a grant for The Great Stories Club, a reading and discussion program for at-risk and underserved teens. *March: Book One* is part of the NEH-funded Great Stories Club. For more information, see the [press release](#).

### ***Membership***

At the end of February 2016, total ALA membership was 59,659. This is 3,888 greater than February 2015. Seven divisions: AASL, ALSC, ASCLA, LLAMA, PLA, United for Libraries, and YALSA; and eight round tables: EMIERT, GAMERT, GLBTRT, LRRT, MAGIRT, RMRT, SRRT, and SUSTAINRT had increased membership compared to February 2015. Notable membership items include an increase of 536 personal members, an increase in small, medium, and large library (organizational) memberships, and an increase in Life members.

### ***PLA in Denver***

The [PLA 2016 conference](#) in Denver April 5-9 was very successful by any measure. Social media and preliminary online evaluation results indicate that preconferences and programs were deemed extraordinary, as were the [general sessions](#). A theme of creating connections and building relationships that would address divisions in America ran through each “[Big Idea](#)” speaker presentation and all three big idea keynoters pointed to public libraries as the ideal places to hold those conversations and strengthen communities. Conference registration figures are not final but as of this writing, it is estimated that 8,000 attended the conference in Denver. This compares to a total of 7,662 in 2014 in Indianapolis.

### ***ALA JobLIST Wins a 2016 User's Choice Award***

ALA JobLIST (<http://joblist.ala.org>), the online career center for job seekers and employers in library and information science and technology, has been voted a 2016 User's Choice Award winner in WEDDLE's Media Group's annual survey of job seekers, recruiters, and employers. WEDDLE's Media Group, whose guides have been described by the American Staffing Association as the “Zagat” of job boards, hosts this survey to determine the top 25 sites for job seekers and recruiters. The competition is open to any online employment services site worldwide, including more than 150,000 such sites in the U.S. alone, with voting conducted all year long on [weddles.com](#). This year, over 3,800 ballots were cast to select the winners. ALA JobLIST is a joint project of the American Library Association's (ALA) American Libraries magazine, the Association of College and Research Libraries' (ACRL) C&RL News magazine and ALA's Office for Human Resource Development and Recruitment (HRDR).

### ***First Grassroots Push for FY2017 Federal Library Funding Nets Near Record Response***

Each year, ALA relies upon grassroots efforts to secure ongoing federal funding for the Institute of Museum and Library Services, which awards and administers all Library Services and Technology Act (LSTA) grants, and for the much smaller but significant Innovative Approaches to Literacy (IAL) program. March typically marks the first such need and opportunity with the circulation of so-called “Dear Appropriator” letters by library champions in Congress to their colleagues on the House and Senate Appropriations Committees. The more Members of Congress who sign these letters, the stronger a case can be made for saving or expanding LSTA and IAL funding in the face of repeated calls by the current majority for their elimination. This year’s Office of Government Relations (OGR) campaign to generate grassroots support for the “Dear Appropriator” letters generated more than 14,000 emails from constituents to all but 6 of the 535 Members of the House and Senate. Nearly 800 Tweets also were received. Ultimately, 188 Members of Congress signed at least one of four circulating letters (one for each program in each chamber) as shown in this [Congressional Champions chart](#). The two letters supporting LSTA were signed by 34 Senators and 88 Representatives, while the pair backing IAL garnered 31 Member signatures in the Senate and 124 in the House. As [detailed in District Dispatch](#), OGR is now asking our grassroots supporters to thank those Members of Congress who took this important first step toward protecting LSTA and IAL in FY2017.

### ***Statements Regarding Religious Freedom Legislation***

PAO continues to work with ALA leadership and the GLBT Round Table to produce and distribute statements regarding ALA’s position regarding religious freedom legislation that impacts ALA and division conferences and symposiums. Statements including feedback regarding Georgia’s [House Bill 757](#) and [North Carolina’s House Bill 2](#) were posted to ALA.org and shared with library trade publications including [American Libraries](#).

### ***2014 Academic Library Trends and Statistics***

ACRL announces the publication of 2014 Academic Library Trends and Statistics, the latest in a series of annual publications that describe the collections, staffing, expenditures, and service activities of academic libraries in all Carnegie classifications. The [three-volume set](#) includes Associate of Arts institutions, Master's Colleges and Universities/Baccalaureate Colleges and Research/Doctoral-granting Institutions. The individual volumes for [Associates Colleges](#), [Masters/Baccalaureate](#), and [Doctoral-Granting](#) institutions are also available for purchase. More information is available on [ACRL Insider](#).

### ***National Library Worker’s Day – April 12***

National Library Workers Day (NLWD) will be celebrated on Tuesday, April 12, 2016. Held each year on the Tuesday of National Library Week, this event recognizes all library workers, including librarians, support staff and others who make library service possible every day. As in the past, individuals are encouraged to “submit a star” in nomination of a stellar library worker. Find suggestions for ways to celebrate on the ALA-APA NLWD ideas web page – or – if you have your own ideas, send them to us at [libraryworklife@ala.org](mailto:libraryworklife@ala.org) so that we can add them to our list. Now is the time to plan celebrations to recognize library workers everywhere. To learn more about NLWD visit the ALA-APA NLWD page. To learn more about the ALA-APA and all of its programs, visit the [ALA-APA web site](#).

## ALA OFFICES

### ***Membership Development***

#### Membership Update

See *highlights* section

### ***Office for Diversity, Literacy and Outreach Services (ODLOS)***

#### *Adult Literacy through Libraries: an Action Agenda*

With a grant from the Institute of Museum and Library Services, ALA's Office for Diversity, Literacy and Outreach Services and ProLiteracy are working with three public libraries to pilot online training and supporting resources that will better equip libraries to serve adult learners. The three pilot sites are the City of Santa Monica Public Library in Santa Monica, California, Rawlings Pueblo City-County Library in Pueblo, Colorado and Halifax County Library System in Halifax, North Carolina. With support that includes an advisory group of adult literacy leaders, the libraries will launch new initiatives by putting into practice priorities outlined in *Adult Literacy through Libraries: an Action Agenda*, a previous project of ProLiteracy, ALA and Onondaga (New York) County Public Library.

#### National Bookmobile Day

On Wednesday, April 13, libraries across the country and around the world will join in the seventh annual celebration of National Bookmobile Day. To help libraries celebrate, ODLOS has once again developed materials for them to plan their local festivities, including social media graphics, customizable posters, bookmarks, and publicity templates. We will also be holding a video celebration of #nbd2016 on YouTube, where we invite everyone to show us "Why We Love Our Bookmobile" – part of our wider social media efforts to highlight bookmobiles and the valuable services they provide in their communities. To learn more, please visit [www.ala.org/bookmobiles](http://www.ala.org/bookmobiles).

#### Advisory Group

At the Midwinter 2016 conference in Boston, the OLOS Advisory Committee proposed a name and charge change to better reflect the Office for Diversity, Literacy and Outreach Services structure and to include representation directly from affiliate organizations that formerly worked through the Diversity Council, a subcommittee of the Committee on Diversity. The proposal was approved by the Committee on Organization (COO) and the ALA Council, and this group is now the ODLOS Advisory Committee. The new structure will be in place starting after Annual 2016.

#### Committee on Diversity (COD)

In preparation for the upcoming Annual Conference in Orlando, the COD has begun developing lists of diversity events at conferences to promote across the organization. In addition, the Diversity Membership Initiative Group (MIG) has requested that the COD interns become the chairs of the Diversity Member Interest Group and have been working on promoting the MIG.

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

#### [ALA President Invokes Madison, Carnegie, FDR . . . and Oprah Winfrey in 2016 Madison Award Presentation](#)

In mid-March, ALA President [Sari Feldman keynoted](#) a well-attended [Freedom of Information Day ceremony and symposium](#) at Washington's Newseum that featured presentation of the 2016 [James Madison Award](#) to Seamus Kraft, Executive Director and Co-founder of the [OpenGov Foundation](#). The award is presented annually "to honor individuals or groups who have championed, protected and promoted public access to government information and the public's right to know at the national level." Kraft, a communicator and civic activist, was acknowledged by ALA generally for building new means for successful democracy in the digital age, and specifically for founding and growing the OpenGov Foundation into a dedicated six-person team producing cutting-edge civic software used by elected officials and citizens in governments across the nation.

#### [First Grassroots Push for FY2017 Federal Library Funding Nets Near Record Response](#)

See *highlights* section

#### [ALA Active in Coalition Commentary to Copyright Office and Marrakesh Treaty Advocacy](#)

While comprehensive legislative copyright reform remains essentially on hold (and unlikely) in this Congress, the Copyright Office (CO) itself has been a hotbed of formal administrative action in recent months. Recently, ALA in coalition with others has filed Comments (linked below) with the CO in three separate dockets, arguing that: 1) Section 1201 of the Digital Millennium Copyright Act should be modified to permit "technological protection measures" applied to copyrighted works to be "circumvented" for the purpose of lawfully using the otherwise "locked" material, and that the "triennial rulemaking" used to permit parties to request exemptions from the circumvention prohibition be dramatically liberalized to favor the award of exemptions and make them easier to retain; 2) Section 512 of the Copyright Act – current law that shields third-party providers of access to the internet, like libraries, from liability for any copyright infringement a user of the third-party's system might commit – does not need to be and should not be overhauled, but that penalties for its misuse by copyright holders should be increased; and 3) the First Sale Doctrine must be fully protected as Congress and other policymakers continue to assess whether and how copyright law can and should control the transfer of software "embedded" in tangible objects (everything from toasters and refrigerators to tractors and cars), an issue rising in importance with the explosion of the "internet of things." Comments in the first two dockets above were submitted as part of the [Library Copyright Alliance](#): (ALA, ACRL and ARL supported by expert outside counsel Jon Band. Comments in the "embedded software" docket were also prepared by Jon Band and submitted by the [Owners Rights Initiative](#), a public and private sector group. ALA also joined with 15 other public and private sector groups to produce and broadly promulgate in Congress a [Joint Statement in Support of Rapid Ratification of the Marrakesh Treaty](#) for the print disabled, which was finally [submitted to Congress](#) for consideration by the Obama Administration in mid-February.

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

#### [Accepting Career Counseling Appointments for Annual Conference in Orlando](#)

The American Library Association's JobLIST Placement and Career Development Center will provide

complimentary career counseling sessions on Saturday and Sunday, June 25 - 26, 2016 during the ALA Annual Conference in Orlando. The sessions will be held in the JobLIST Placement and Career Development Center which will be located in the Orange County Convention Center, Level 2. [Sign up now.](#)

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

#### **The FCC Adopts Major Revision of the Lifeline Program**

On March 31, the Federal Communications Commission (FCC) voted to update the Lifeline Program to include broadband. Previously, the Program provided discounts to low-income households only for telephone service. ALA has been engaged in advocacy on multiple fronts, filing [comments](#) with the FCC and actively participating in two coalitions. President Sari Feldman [commented](#) on the achievement.

#### **Libraries Celebrate Fair Use Week**

ALA staff and members boosted the signal on [Fair Use Week](#) with the Association of Research Libraries from February 22 to 26. Daily blog posts highlighted the important role fair use plays in achieving the Constitutional purpose of intellectual property rights in the US: to promote the progress of science and the useful arts. The flexible nature of the fair use doctrine has permitted copyright to adapt to new technologies and changes. More than 135 organizations participated this year—double that in 2015. Check out the District Dispatch to see [posts](#) from Carrie Russell, Tom Lipinski, Tammy Ravas, Eric Harbeson and more.

#### **South by Southwest (SxSW)**

Charlie Wapner [presented](#) with Benetech at [South by Southwest](#) EDU regarding how 3D printers can be leveraged in libraries, museums and schools to create new learning opportunities for students with disabilities. OITP Deputy Director Larra Clark also participated in South by Southwest Interactive as part of a library outreach contingent and met with Texas State Libraries and Archives and Texas library leaders.

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

#### **March 7, Online Learning Initiative “Finding Intellectual Freedom Friends”**

On March 7, the Office for Intellectual Freedom's online learning initiative presented "[Finding Intellectual Freedom Friends](#)," a webinar featuring Charles Brownstein of the Comic Book Legal Defense Fund and Emily Brock, a publicist at Dutton/Penguin Random House. The speakers discussed how librarians can collaborate with other organizations outside the library community in order to garner support and amplify their intellectual freedom advocacy.

#### **OIF at South by Southwest**

OIF Assistant Director Kristin Pekoll travelled to Austin, Texas with other ALA staff to promote libraries in the world of technology and innovation at South by Southwest. ALA sponsored a booth with other librarians from across the country and participated in programs, meet ups, and dialogues.

### Free Planning and Programming Webinar for Choose Privacy Week 2016

On March 24, 2016, the Office for Intellectual Freedom and the IFC Privacy Subcommittee co-sponsored a [free planning and programming webinar](#) for Choose Privacy Week 2016. The webinar featured Erin Berman of the San Jose Public Library, who discussed SJPL's new Virtual Privacy Lab; Michael Zimmer of the University of Wisconsin-Milwaukee, who talked about using popular films and books to increase privacy awareness; and OIF Director Jamie LaRue, who discussed the importance of Choose Privacy Week and the pressing privacy challenges facing libraries today. The webinar also offered tips on finding free privacy programming resources and introduced a new student privacy guide available on the Choose Privacy Week website. The webinar is archived online at <http://ala.adobeconnect.com/p695kh38t2v/>

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

#### Libraries Transform

See *highlights* section

#### Libraries Transform Monthly Analytics Report: March 2016

- Libraries Transform Website
  - Pageviews: 11,046; +172% over the previous period
  - Unique pageviews: 7,719; +167.74% over the previous period
  - Average time on page is 1:33; +more than 7% over previous period
  - Toolkit page: 3,634 pageviews; +19% over the previous period
  - Home page: 11,046 pageviews +172% over the previous period
  - Tool Downloads: 4581; + more than 100% over the previous period
  - Traffic to home page from Facebook 256;+433% over previous period
  - Traffic to home page from Twitter 31;+72% over previous period
  - Traffic to landing page “Doctors agree” from Facebook: 270 pageviews
  - Traffic to landing page “Doctors agree” from Twitter: 84 pageviews
- Twitter
  - #LibrariesTransform was used 2,654 times on Twitter
- Facebook
  - Post reach (ALA and I Love Libraries Facebook): 322,386
  - Comments: 399
  - Likes: 14,309
  - Shares: 3456

#### OLA and the ALA Crisis Team Assisted the Following Libraries in March:

- Cleveland Metropolitan School District (Ohio): An open letter from ALA and AASL presidents to the Board of Education ran in *The Plain Dealer*. As a result, four community members spoke at the Board meeting against the proposals. The CEO of the district has requested a meeting with the librarians and has indicated that he will review the research about school libraries prior to that meeting. The head of the statewide teachers union has asked for information about librarians and the Every Student Succeeds Act (ESSA).

- South Orange/Maplewood (New Jersey): After a letter to the Board from ALA and AASL presidents appeared in "The Village Green," the Board president offered the New Jersey Association of School Librarians (NJASL), " an unprecedented opportunity to work with a BOE [Board of Education] and see what if anything we can do for the future of SLMS [School Library Media Specialists] in New Jersey," wrote Janet Clark, NJASL president.
- Houston Independent School District: An op-ed penned by ALA and AASL presidents supporting a proposition to include school librarians in all schools was published on March 5.
- Arkansas: OLA has begun conversations with the Arkansas Library Association (ArLA) on short and long-term strategies to combat proposed budget cuts.
- OLA worked with AASL to launch a new "[Library Snapshot](#)" tool for school librarians, which aligns provisions of ESSA with an infographic "snapshot." It launched on April 1, the start of School Library Month

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

#### **Membership, Personal Finance Surveys Launched in March**

ORS launched two surveys in March. The annual Member Satisfaction Survey measures member views about the services, programs and conferences that ALA provides. Kelsey Henke worked with Ron Jankowski and his team to prepare the survey. The ALA FINRA Personal Finance Survey will provide information about the financial literacy programs and services available in public libraries across the country. This survey is funded by the FINRA Educational Foundation.

#### **ORS on the Road in April**

ORS will be on the road in April. Kathy Rosa will participate in the AASL 2nd CLASS Research Summit in Washington, D.C. Over 50 school library researchers will come together to discuss approaches to research related to the role of school libraries in student learning. Rosa will present a program about user needs and eBooks at the Tennessee Library Association Annual Conference.

#### **Contributions to Publications in the Field**

ORS recently contributed to publications in the field. Kathy Rosa and Tom Storey, OCLC, co-edited an article about American libraries for the IFLA Journal. The issue will be out in June so that it is available to international visitors who will be attending the IFLA conference in Columbus, Ohio this August. Look for a new research-related article in the May-June issue of *American Libraries*. Rosa summarizes ten notable dissertations from 2015. The article then discusses how the results of dissertation research can inform library practice. A great team effort has readied this year's *State of America's Libraries Report* for publication. Rosa served as editor for the second year in a row.

### ***Public Awareness Office (PAO)***

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The following is a snapshot of Public Awareness Office (PAO) publicity activities that took place from March 1 - 31. During this timeframe more than 2,110 articles mentioning the American Library Association (ALA) were captured by ALA's monitoring service Meltwater News resulting in a circulation rate of more than 3.7 billion.

### National Library Week

See *highlights* section

### School Library Cuts

PAO worked closely with ALA's Office for Library Advocacy to respond to school library budget and staff reductions in Cleveland, Ohio; Houston, Texas; and Maplewood/South Orange, New Jersey. Letters to the editor and op eds appeared in the [\*Houston Chronicle\*](#), [\*Cleveland Plain Dealer\*](#), and [\*The Village Green\*](#). AASL President Leslie Preddy also participated in interviews regarding the value of school librarians with the [\*Tampa Bay Times\*](#); [\*NEA Today\*](#), and the *Star Tribune*.

### PLA 2016

PAO worked closely with Public Library Association (PLA) staff to secure media attendance and coverage of PLA 2016. More than 11 press members registered for media credentials including the *Associated Press*, *American Libraries*, *Library Journal* and *Publishers Weekly*. Currently coverage includes multiple articles from [\*American Libraries\*](#); a preview story from *Publishers Weekly* entitled "[\*The 2016 Public Library Association Conference Preview\*](#);" as well as an article in *Library Journal* "[\*Rising Higher | PLA Preview 2016\*](#)" PLA leadership participated in interviews prior to and onsite with the *Denver Post* and *Associated Press*. A full report on PLA media coverage will be available soon.

### Statements Regarding Religious Freedom Legislation

See *highlights* section

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

#### PPO Awarded \$322,000 for NASA @ my library Project

PPO has been granted \$322,583 over a five-year period for NASA @ my library, a national earth and space science initiative to connect NASA, public libraries and their communities. Led by the Space Science Institute/National Center for Interactive Learning with funding from NASA's Science Mission Directorate, the project will be implemented in collaboration with four partner organizations and will involve a series of outreach activities to public libraries, including dissemination of a STEM Kit, regional workshops, a webinar series and more. In May, two PPO staff members will travel to Boulder for an orientation workshop with the other project partners.

#### Thinking Money Awardees Selected, to be Announced in April

Fifty public libraries have been selected to host [\*Thinking Money\*](#), a traveling exhibition created in partnership with the Financial Industry Regulatory Authority (FINRA) Investor Education Foundation. The selected sites — chosen through a peer-reviewed application process — have been notified, and their names will be made public in mid-April (pending signed agreements from the awardees). *Thinking Money* will offer libraries a fun, interactive way to engage tweens, teens and their families about financial literacy topics. Selected sites will receive the traveling exhibition for a five-to-six-week loan period, a \$1,000 cash allowance, and technical and programming support.

#### Sharing New PPO Reports

PPO has created two reports that share highlights and outcomes from recent PPO projects. The [2015 PPO Annual Report](#) highlights several examples of how PPO programs — including Libraries

Transforming Communities, *StoryCorps @ your library*, and *Latino Americans: 500 Years of History* — have impacted libraries and their communities. The 46-page [Bridging Cultures: Muslim Journeys Final Report](#) shares the impact of a large, two-phased, NEH-funded project that brought powerful humanities content about Muslim history, art and culture to nearly 1,000 libraries nationwide.

#### Explore Earth, Explore Space, Explore Tech Exhibits on the Road

Three STEM traveling exhibitions — *Explore Earth: Our Changing Planet*, *Explore Space: A Cosmic Journey*, and *Explore Tech: Engineers Make a World of Difference* — will kick off their tours in May. Requiring just 200 square feet of display space, *Explore* was designed to fit the needs of small and rural libraries; the first tour sites will be Denton (Texas) Public Library (Earth), Mendocino County (California) County Library (Space), and Crossett (Arkansas) Public Library (Tech). In total, 42 libraries will host the three traveling exhibitions over the next two years. For a list of selected sites, visit [ala.org/programming/STARNet-Explore](http://ala.org/programming/STARNet-Explore). The *Explore* exhibits are offered in partnership with the National Center for Interactive Learning at the Space Science Institute, the Lunar & Planetary Institute, and the Afterschool Alliance.

### **ALA DIVISIONS**

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

##### James Patterson Recognized with AASL Crystal Apple

Best-selling author James Patterson has been selected by AASL President Leslie Preddy as the 2016 Crystal Apple recipient. The honor is awarded to an individual or group that has made a significant impact on school library programs and students. A staunch school library advocate, Patterson has dedicated both time and funds to promote the ways school libraries transform a child's educational career.

##### Newbery Award Winner Avi to Headline AASL President's Program

Award winning author Avi will headline the AASL President's Program taking place at 11:30 a.m. on Saturday, June 25, as part of the 2016 ALA Annual Conference in Orlando, Florida. During his presentation, Avi will speak of his work and his connection to readers and librarians.

##### Megan McDonald Speaks for School Libraries in New PSA

A new [public service announcement](#) (PSA) featuring Megan McDonald, author of the beloved Judy Moody and Stink books and spokesperson for the AASL 2016 celebration of School Library Month, is now available. In the PSA, McDonald speaks to how school librarians transform learning by inspiring and feeding the curiosity of their students. View the [PSA and instructions](#) on how to embed the video on school library websites.

##### New SLR Articles Explore School Library Advocacy and Research Methods

Two new articles covering the topics of school library advocacy and comparable research measurements are now available in AASL's peer-reviewed online journal, [School Library Research](#) (SLR). SLR promotes and publishes high quality original research concerning the management, implementation and evaluation of school library programs. Articles can be accessed at [www.ala.org/aasl/slrb](http://www.ala.org/aasl/slrb).

### AASL Bridges Dues for Student Members

AASL student members can now apply for a scholarship to “bridge” the increase between student and regular membership dues. [Applications](#) for this competitive program, co-sponsored by the ALA Membership Development Office, are due May 2, 2016, and will cover renewals based on recipient’s current membership cycle.

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

#### 2016 ACRL Award Winners

Congratulations to the following recipients of 2016 ACRL awards. Complete information on the ACRL awards program is available on the [ACRL website](#).

- College Libraries Section (CLS) Innovation in College Librarianship Award – Barbara Merolli
- Community and Junior College Libraries Section (CJCLS) EBSCO Community College Learning Resources Leadership Award – Pearl Ly
- Community and Junior College Libraries Section (CJCLS) EBSCO Community College Learning Resources Award – Austin Community College Library Services
- Hugh C. Atkinson Memorial Award – James L. Mullins
- Instruction Section (IS) Ilene F. Rockman Publication of the Year Award – Heather Jagman and Troy A. Swanson
- Instruction Section (IS) Innovation Award – Heather Collins, Sara Kearns and Joelle Pitts
- Instruction Section (IS) Miriam Dudley Instruction Librarian Award – Wendy Holliday
- Law and Political Science Section (LPSS) Marta Lange/SAGE-CQ Press Award – Chad Kahl
- Routledge Distance Learning Librarianship Conference Sponsorship Award – Elizabeth Brumfield
- University Libraries Sections (ULS) Outstanding Professional Development Award – Nicole Pagowsky
- Western European Studies Section (WEss) De Gruyter European Librarianship Study Grant – Patricia Figueroa
- Women and Gender Studies Section (WGSS) Career Achievement Award – Kayo Denda

#### Mentors Needed for Spectrum Scholars

Are you interested in directly contributing to the development of the next generation of academic librarians and ensuring a diverse workforce? Then consider mentoring an ALA Spectrum Scholar through the ACRL [Dr. E.J. Josey Spectrum Scholar Mentor Program](#). The program links participating library school students and new librarians who are of American Indian/Alaska Native, Asian, Black/African American, Hispanic/Latino or Native Hawaiian/Other Pacific Islander descent, with established academic librarians who provide mentoring and professional guidance. While applications are accepted on an ongoing basis, the committee will be matching a new cohort of mentors and mentees beginning in April, so please apply today to be an ACRL Spectrum Scholar Mentor. Complete details, including program details and application information, are available on [ACRL Insider](#).

### ACRL Receives Travel Portland Twin Spire Award

The Travel Portland Board of Directors and Travel Portland staff have chosen ACRL to be a recipient of a 2016 Twin Spires Award for the ACRL 2015 Conference. The Twin Spires Award recognizes individuals, businesses or organizations for significant contribution to the promotion of convention business in Portland during the current fiscal year. ACRL will receive the award at Travel Portland's Annual Tourism and Hospitality Industry Awards Celebration on Thursday, May 5. [Travel Portland](#) works to maintain the vibrancy of the region by promoting the Portland metropolitan area as a preferred destination for meetings, conventions, and leisure travel. The [ACRL 2017 Conference](#) will be held March 22-25, 2017, in Baltimore.

### 57th Annual RBMS Conference Registration Open

Registration is now open for the [57th Annual ACRL Rare Books and Manuscripts Section \(RBMS\) Conference](#). Themed Opening Doors to Collaboration, Outreach and Diversity, the conference will be held June 21 – 24, 2016, in Coral Gables, Florida. Opening Doors to Collaboration, Outreach and Diversity seeks to explore and demonstrate the myriad ways special collections and archives can engage and interact with multiple constituencies. The boundaries of special collections and archives are fluid; they not only document our shared cultural heritage, they are integrally shaped by the cultural circumstances in which they exist. Join the conference as it opens doors and minds to find ways to continually engage in productive conversation. Conference is limited to 400 registrants. Register by May 20, 2016, and save \$50.

### Apply Now for Immersion Teaching with Technology Track

Apply now for the ACRL Immersion [Teaching with Technology](#) track; applications are due June 30, 2016. As teaching librarians develop instructional tools and experiences in increasingly tech-enhanced academic environments, there is a growing need in the profession to cultivate design-minded and outcomes-oriented pedagogies. The Immersion Teaching with Technology (TwT) program will provide a practical framework for evaluating learning technologies in order to integrate them more effectively into face-to-face and/or online teaching. Teaching with Technology takes a blended approach that consists of an initial two-day face-to-face workshop immediately prior to the ACRL 2017 Conference in Baltimore, Maryland, followed by four weeks in an active online learning environment. Acceptance to the Immersion Teaching with Technology track is competitive to ensure an environment that fosters group interaction and active participation. Complete program and application details are available on the [ACRL website](#). The application deadline is June 30, 2016, and notifications will be issued in early September 2016.

### New Intersections of Scholarly Communication and Information Literacy Professional Development

ACRL recently announced two new professional development offerings focusing on the Intersections of Scholarly Communication and Information Literacy. Developed by curriculum designers Maryam Fakouri, Intellectual Property Librarian at Columbia College in Chicago, and John Watts, Undergraduate Learning Librarian at the University of Nevada-Las Vegas, these programs will help build librarians' capacity as leaders on issues and projects of campus-wide interest that involve scholarly communication, information literacy, and their connections (e.g., data literacy, intellectual property, open access, etc.). The webcast "Teaching at the Intersections: Aligning Scholarly Communication and Information Literacy in the One-Shot Library Instruction Session" was held on April 7, 2016 and "Building a Curriculum on the Intersections of Scholarly Communications and

Information Literacy" will be held as an ACRL Preconference at the 2016 ALA Annual Conference on June 24, 2016. More information is available on [ACRL Insider](#).

#### Managing Creativity: The Innovative Research Library

ACRL published *Managing Creativity: The Innovative Research Library* this March. Written by Ron Jantz, *Managing Creativity* is number 70 in the ACRL Publications in Librarianship monographic series. How do groups of people come together to produce something not only truly useful but also a breakthrough that propels users to another level of creativity and productivity? Is an innovative library culture essential for the future of the research library and, if so, how is this culture to be realized? In addressing these questions, *Managing Creativity* presents a rich and rigorous analysis of the environmental, organizational, and individual characteristics that promote innovation in the library. *Managing Creativity: The Innovative Research 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.

#### The Craft of Librarian Instruction

This February, ACRL published *The Craft of Librarian Instruction: Using Acting Techniques to Create Your Teaching Presence* by Julie Artman, Jeff Sundquist, and Douglas R. Dechow. Library instruction is like a theatre performance. You play a role as the instruction librarian. There is a live audience. You may receive reviews or evaluations. Or maybe the teaching experience feels more like an audition—a bit unnerving. In *The Craft of Librarian Instruction*, join Artman, Sundquist, and Dechow for a fun and creative approach to library instruction as they demonstrate how acting techniques can hone your presentation skills, your teaching style, and your performance to create an invigorating (and stress-free) learning experience for your students. *The Craft of Librarian Instruction: Using Acting Techniques to Create Your Teaching Presence* 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.

#### 2014 Academic Library Trends and Statistics

ACRL announces the publication of 2014 Academic Library Trends and Statistics, the latest in a series of annual publications that describe the collections, staffing, expenditures, and service activities of academic libraries in all Carnegie classifications. The [three-volume set](#) includes Associate of Arts institutions, Master's Colleges and Universities/Baccalaureate Colleges and Research/Doctoral-granting Institutions. The individual volumes for [Associates Colleges](#), [Masters/Baccalaureate](#), and [Doctoral-Granting](#) institutions are also available for purchase. More information is available on [ACRL Insider](#).

#### Keeping Up With... Systematic Literature Reviews

The latest edition of Keeping Up With..., ACRL's online current awareness publication featuring concise briefs on trends in academic librarianship and higher education, is now available. The March issue features a discussion of [Research Information Management Systems](#) by Marlee Givens.

### Spring 2016 ACRL – Choice Webinars

ACRL-Choice webinars connect academic and research librarians with content and service providers, publishers, authors, and other experts. Since the launch of the program in 2013, thousands of participants have attended these free interactive webinars, with topics ranging from using social media to build library communities and the latest reference databases to open access. This spring, ACRL-Choice webinars will present a cornucopia of subjects, including government documents, affordable textbooks, trends in reference publishing, and reimagining the academic library. Be sure to also check out the complete library of ACRL-Choice webinars to date—with more added each month—on the [Choice YouTube Channel](#). For more information on ACRL-Choice webinars, please visit the [Choice website](#).

### e-Learning Update

ACRL's e-Learning program offered two live webcasts and two online courses during this report period. 121 individuals and 43 groups participated in the e-Learning events focusing on library analytics, digital humanities, fair use, and the library workplace in the 21st century. Upcoming online seminars and webcast topics include research guides, the intersections of information literacy and scholarly communication, mentoring, and accessibility. Full details and registration information are available on the [ACRL website](#).

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

#### ALCTS Virtual Preconference Coming in June

"We can do it, you can too! Metadata Automation for Everyone" is the topic of the two-day [ALCTS virtual preconference](#), June 7-8, 2016. As the pressure mounts to "digitize all the things!," the need to upload new digital material quickly, efficiently, and accurately while maintaining established standards for discovery and interoperability becomes essential. Methods for meeting these expectations include leveraging existing archival data, batch processing, vocabulary reconciliation, and other techniques. Session 1 of the Preconference includes: Automating Descriptive Metadata Creation: Tools and Workflows; Session 2 includes: Automating Legacy Data Cleanup Projects.

#### Preservation Week Booth at ALA Annual

Recognizing the critical role libraries play in preservation, ALCTS sponsors Preservation Week each April. This year, Preservation Week honorary chair and NY Times bestselling author Brad Meltzer will be signing his books at the Preservation Week booth (#1781) on Sunday, June 26 at the ALA Annual Conference in Orlando. Visit the booth to meet Brad and to gather Preservation Week programming ideas. The [Preservation Week](#) website connects librarians with resources for those in need of preservation tips and tools.

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

#### ALSC National Institute

ALSC has worked closely with ALA GLBTRT on a course of action since the passing of North Carolina's Public Facilities Privacy & Security Act ([House Bill 2](#)), including a letter to Governor Pat McCrory requesting he urge repeal of the legislation. The 2016 ALSC Institute is scheduled in Charlotte in September, and the new law conflicts with ALA/ALSC's core values, purpose and undermines our

commitment to diversity and inclusion. ALSC leadership has proactively solicited member and attendee feedback to determine our next steps. Cancellation of the Institute remains a real possibility. Leadership will continue to monitor and assess the situation daily. The NC General Assembly is due back in session on April 25, and ALSC remains hopeful that a swift repeal will occur as pressure mounts.

#### Día Turns Twenty!

ALSC has awarded the second of two rounds of mini-grants sponsored by the Dollar General Literacy Foundation. [The twenty Día Turns 20 mini-grants](#) of \$2,000 each will enable the selected ALSC members to supplement their libraries' collections and programming in celebration of the 20th anniversary of Día. ALSC is also finalizing plans for a high-profile Capitol Hill event to celebrate Día's 20th anniversary and to broaden public awareness of the importance of books that embrace diversity. April's ALSC Chat will discuss this topic in collaboration with our Official Día Supporter, First Book.

#### 2016 Bookapalooza Winners Announced

The Association for Library Services to Children (ALSC) has awarded the [2016 Bookapalooza Program](#) to three libraries: Bezhigoogahbow Library, Cass Lake, Minnesota; David A. Howe Public Library, Wellsville, New York; and Nora Sparks Warren Library, Pauls Valley, Oklahoma. The award includes a variety of materials from books to DVDs and audiobooks. These materials have been received at the ALSC office from publishers for selection committees to evaluate for awards and notables consideration. To make room for the next year's publications, Bookapalooza was created to infuse three collections with new materials for children, age birth through age 14.

#### Tickets Available for 2016 Arbuthnot Lecture Featuring Pat Mora

The 2016 May Hill Arbuthnot lecture, titled " Bookjoy!¡Alegria en los libros!," will be held at 7:00 p.m. on Friday, April 15, 2016 at Santa Barbara City College's Garvin theater. Required tickets are free for the lecture and must be obtained through the Santa Barbara Public Library System. To learn more about acquiring tickets and event details, please visit the [2016 May Hill Arbuthnot Honor Lecture website](#).

#### Host Site Application Open for 2017 Arbuthnot Lecture

The 2017 Arbuthnot Honor Lecture Committee is now [accepting applications](#) to host the 48th May Hill Arbuthnot Honor Lecture featuring National Book Award recipient and four-time Newbery medal honoree Jacqueline Woodson. Host site applications are due May 15, 2016.

#### 2018 Arbuthnot Lecture Committee Accepting Suggestions

ALSC Members have until June 20, 2016 to suggest who they'd like to deliver the 2018 May Hill Arbuthnot lecture. The May Hill Arbuthnot Lecture is an annual event featuring an author, critic, librarian, historian or teacher of children's literature, of any country, who shall prepare a paper considered to be a significant contribution to the field of children's literature.

#### Spring Online Courses

ALSC's Spring online courses begin April 4. Students had the choice of four different course offerings: [The Caldecott Medal: Understanding Distinguished Art in Picture Books](#); [It's Mutual: School and Public](#)

[Library Collaboration, Science, Technology, Engineering and Math \(STEM\) Programs Made Easy](#); or [Storytelling with Puppets](#). STEM Programs Made Easy and Storytelling with Puppets are eligible for CEU credits.

### Webinars

ALSC is currently offering a four-part webinar around Managing Children's Services. Parts 1-3 took place earlier this year, and the series will conclude with Part 4 ([Supervising the Youth Services Department](#)) on April 19. ALSC is also offering a webinar titled [Making Readers: How the Maker Movement Can Impact Literacy](#) that will take place on May 5.

### Continuing Education Proposals

The ALSC Education Committee is always considering new courses and webinars to add to ALSC's growing online education offerings. Members interested in teaching need to fill out an [online application](#) and provide a copy of their resume, teaching references, and a course syllabus (not needed for webinars). The Education Committee will be selecting proposals on a rolling basis to allow for courses to be added multiple times throughout the year.

### 2016 Annual Conference Activities

- During the ALSC [Charlemae Rollins President's Program](#), "Libraries: The Space to Be," on Monday, June 27, 2016, we'll hear from the Center for Childhood Creativity; Skidmore, Owings & Merrill LLP; Richland Library; and Clemson University on how child development, architecture, and stories all work together to create spaces that are vital to children and the communities that support them. The program will also feature an interactive show-and-tell of inspiring libraries from across the globe, and all are invited to share their own spaces – of which they're proud – by tweeting pictures using #ALSC prez.
- 20th Anniversary of the Pura Belpré Award Celebración, will take place on Sunday, June 26, 2016 from 1:00 – 3:00 p.m. Please join our family of winning authors and illustrators in an unforgettable event, una fiesta maravillosa, where we will honor the 2016 Medal winners and honorees. Enjoy a keynote by author and storyteller Carmen Agra Deedy, a silent auction of original art by Belpré Award illustrators, and a book signing by the winning authors and illustrators.
- The ALSC Awards Presentation will take place on Monday from 8:30 – 10:00 a.m. The Batchelder, Carnegie, Geisel, and Sibert Awards will be presented and the ALSC membership meeting will follow from 10:30 – 11:30 a.m.

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

#### Strategic Plan

ASCLA has an updated [strategic plan](#), thanks to ASCLA President-Elect, Michael Golrick, and his team of member volunteers.

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

### **LLAMA Continues Webinar Successes**

- On February 17, LLAMA presented “Keeping it Green: Strategies for leading online teams.” This webinar featured speakers Carrie Moran, University of Central Florida; John Jackson, Loyola Marymount University; Heidi Steiner Burkhardt, University of Michigan; and Beth Filar Williams, Oregon State University.
- On March 16, LLAMA’s free “Library Thought Leaders Series” continued with Steve Teeri, Library Technician in the IT department at Ann Arbor District Library, Ann Arbor, Michigan. 122 people registered. This series features thought leaders from a wide variety of libraries.
- On March 23, Katherine Makens presented "Outcome Based Budgeting for Beginners" to more than 80 participants. Makens is Resources and Finance Officer, at Durham County Library, Durham, North Carolina.

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

### **PLA in Denver**

See *highlights* section

### **ALSC, PLA Provide Access to Articles on ECRR Survey Results**

ALSC and PLA are pleased to announce preliminary findings from their three-year Institute of Museum and Library Services (IMLS) National Leadership Project grant, “Bringing Home Early Literacy: Determining the Impact of Library Programming on Parent Behavior.” The research project, in its third year, led by Dr. Susan B. Neuman, professor and chair of the Teaching and Learning Department, Steinhardt School of Culture, Education and Human Development, New York University, and Donna C. Celano, assistant professor, communication, La Salle University, Pennsylvania, is examining how PLA/ALSC’s [Every Child Ready to Read® @ your library® Second Edition \(ECRR2\)](#) early literacy programming offered by public libraries affects parent behavior and engagement during their children’s most formative years. Data collection and analysis are being conducted onsite in libraries over a period of three years. As part of the study, Neuman and Celano recently published two articles related to the research and its preliminary findings, which point to ECRR2’s positive impact on the ongoing literacy behaviors of adults including librarians themselves. [Read the complete release...](#)

### **PLA Awards Recognize 13 Individuals and Public Libraries Representing Excellence**

PLA has announced thirteen 2016 award winners honoring the best in public library service, innovation and outreach. PLA President Vailey Oehlke, along with the award sponsors and PLA members will recognize all of the award winners as part of the PLA Member Welcome Breakfast on Saturday, June 25, 2016, at the 2016 ALA Annual Conference in Orlando, FL. [View the winners and read the complete release...](#)

### **PLA hosts 2016 Virtual Conference**

On April 7-8, 2016, PLA will share a condensed, live and online [PLA Conference](#) with public librarians and public library workers who can’t make the trip to Denver. The PLA 2016 Virtual Conference will consist of live programming, including five hour-long programs each day, plus opportunities for

networking and author interviews with Lindy West and Jim Obergefell. Programs are chosen from among the highest rated in PLA's session preference survey. [Read the complete release...](#)

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

#### **2016 Achievement Award Winners Announced**

RUSA has selected the winners of the 2016 achievement awards which provide recognition of the nation's most exceptional librarians, libraries and projects involving reference services today, and include research and travel grants.

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

#### **"Short Takes for Trustees" for Libraries in Idaho**

The State Library of Idaho purchased "Short Takes for Trustees" for all libraries in the state.

"Short Takes for Trustees" is a series of very short webcasts that directors can share with their boards during their meetings to stimulate discussion on such topics as ethics, passing policies, holding effective meetings, understanding the different roles of the director versus the board, director evaluation, and board self-evaluation.

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

#### **Top 10 Summer Learning Programs**

From April 1 – May 1, submit your summer learning program idea through YALSA's Teen Programming HQ for the chance to win \$200 in books and other prizes. [Learn more](#)

#### **2016 Teen Read Week™ Resources**

The 2016 [Teen Read Week](#)™ (TRW) site will launch during National Library Week, the week of April 11, 2016. This year TRW is being celebrated October 9 – 15 with a multilingual “Read for the Fun of it Theme.” Beginning April 11, access free planning resources, a mini grant application, and sign up for a free webinar at [www.ala.org/teenread](http://www.ala.org/teenread).

#### **Summer Titles for Teens**

The 2016 Teens' Top Ten (TTT) nominees will be announced the week of April 11 for National Library Week. Libraries can encourage teens to read these titles from April throughout the summer, and then vote for their favorites online beginning in August. Download a free [Teens' Top Ten Toolkit](#) and apply to receive a collection of the TTT books.

#### **Video Contest: Showcase Teen Services**

Between now and May 1, YALSA is encouraging library staff and the teens they serve to make a video of up to one minute in length that illustrates one or more of the ways that teens use libraries to succeed in school and prepare for college, careers and life. Three winners will each receive a box of new books worth at least \$200. [details](#)

### Registration & Travel Grant Open for YA Services Symposium

Now through June 1, apply for up to \$1,000 to attend the [YA Services Symposium](#) this November 4 – 6 in Pittsburgh, Pennsylvania. The overall theme is “Empowering Teens to Increase Your Library’s Impact.” Registration opened April 4. Anyone interested in attending is welcome to come to this event

### Upcoming YALSA Activities & Events

- April 21, webinar, “Serving Immigrant & Refugee Teens,” [www.ala.org/yalsa/webinars](http://www.ala.org/yalsa/webinars)
- May 1, [Committee Volunteer Form](#) opens for individuals interested in serving on Printz, Edwards, and Nonfiction Award Committees that begin work February 1, 2017,
- May 1, deadline to enter [video contest](#)
- May 1, deadline to enter [summer learning programs contest](#)
- May 3, [Virtual Library Legislative Day](#)
- May 9, noon to 1 p.m. (Eastern), Twitter Town Hall with YALSA’s President via #yalsachat
- May 19, webinar, “Collecting & Vetting Digital Content” [www.ala.org/yalsa/webinars](http://www.ala.org/yalsa/webinars)
- June 1, deadline to [apply for funds](#) to present a paper at the 2017 Midwinter Meeting in Atlanta
- June 1, deadline to apply for travel funds for symposium, [www.ala.org/yalsa/yasymposium](http://www.ala.org/yalsa/yasymposium)
- June 16, webinar on content creation tools, [www.ala.org/yalsa/webinars](http://www.ala.org/yalsa/webinars)

For more events and information, visit [YALSA’s Calendar of Events](#).

## **ALA PUBLISHING**

### ***ALA Editions***

#### New Books from ALA Editions and Neal-Schuman

The new Spring/Summer 2016 catalog began arriving in people's mailboxes in late-March, featuring [dozens of newly announced titles](#). Some of the new professional development books published include [Visual Literacy for Libraries: A Practical, Standards-Based Guide](#), by Nicole E. Brown, Kaila Bussert, Denise Hattwig, and Ann Medaille (ALA Editions); the second edition of [Metadata](#), by Marcia Lei Zeng and Jian Qin (ALA Neal-Schuman); and the fifth edition of [The Neal-Schuman Library Technology Companion: A Basic Guide for Library Staff](#), by John J. Burke (ALA Neal-Schuman). For a full listing of titles including books, online workshops, and e-Courses, visit the [ALA Store](#).  
[www.alastore.ala.org](http://www.alastore.ala.org)

### ***American Libraries***

#### Features in the March/April issue

*American Libraries* magazine featured several stories about the new Libraries Transform public awareness and advocacy campaign on its March/April issue cover. The issue also featured an update on trends from the Center for the Future of Libraries.

### New Feature with Excerpted ALA Editions Authors

[AmericanLibrariesMagazine.org](#) launched a new feature in which we follow up with excerpted ALA Editions authors about their work. [The inaugural Q&A](#) was with Elisabeth Doucett, author of New Routes to Library Success.

### Top Three Links in March

The top three AL Direct links in March were:

- Snark, sarcasm, and your friendly neighborhood librarians (1,577)  
<http://publiclibrariesonline.org/2016/03/snark-sarcasm-and-your-friendly-neighborhood-librarians/>
- Five ways to use Google Cardboard in your library (1,384)  
<http://litablog.org/2016/02/google-cardboard/>
- J. K. Rowling settles Scottish library feud (1,227)  
<http://mashable.com/2016/03/07/j-k-rowling-orkney-library-feud/>

### Facebook Goal Met

On social media, *American Libraries* Facebook page has reached its goal for 2016—9,000 followers—in March.

### ***Booklist Publications***

#### *Booklist* at the PLA Conference

*Booklist* staff were thrilled to have the 2016 Andrew Carnegie Medal for Excellence Fiction winner, Viet Thanh Nguyen, and 2016 Andrew Carnegie Medal for Excellence Nonfiction finalist, Helen Macdonald, for a joint-interview with Adult Books Editor Donna Seaman in the Booklist booth at the PLA Conference in Denver.

#### *Booklist's* blog, *The Booklist Reader*

*Booklist's* blog, *The Booklist Reader*, has seen enormous success this year with traffic up 320% since its launch in Fall 2014. Content is being widely shared on social media, and a post on the [growing length of middle grade novels](#) by *Booklist* editorial assistant Briana Shemroske was cited as research by *The Guardian* in its article, “[Has Harry Potter made the trend for longer children's books fly?](#)”

#### Congratulations and Farewell

In some exciting staffing news, Keir Graff has been promoted to Executive Editor of Booklist Publications. As Executive Editor, Keir will collaborate with Editor & Publisher Bill Ott on strategic planning and new product development, as well as oversee Booklist Online and *The Booklist Reader*. Keir has been with *Booklist* for 15 years where he started as editorial assistant. And we say farewell to *Booklist's* Marketing Director, Katharine Uhrich, who's swapping a career in books for a career in beer. She'll be working as the Director of Communications for Forbidden Root Brewery in Chicago. She started at the ALA eight years ago as an administrative assistant for ALA Editions and ALA Graphics. [booklistonline.com](http://booklistonline.com)

## **Digital Reference**

### **RDA Toolkit**

As of February, RDA Toolkit has 3% more users than through February, FY15. The [March release](#) was made available March 8, 2016. This release included the Italian language translation of RDA. The new translation is accessible to all with a subscription to RDA Toolkit. The release does NOT include Fast Track changes to RDA or any changes to the other translations or the policy statements.

[www.rdatoolkit.org](http://www.rdatoolkit.org)

### **Guide to Reference**

ALA Publishing, in collaboration with the *Guide to Reference* Editorial Review Board, is discontinuing the *Guide to Reference* online. As of April 1, 2016 the archived Guide to Reference will be available on Archive-It, through The University of Illinois Urbana-Champaign. Please [click here](#) to access the site. The print editions remain valuable for in-depth reference work that requires older sources. <https://archive-it.org/collections/6087>

## **ALA-APA**

### **National Library Worker's Day – April 12**

See *highlights* section

### **Make Plans Now for Equal Pay Day – April 12**

This year, Equal Pay Day will be observed on Tuesday, April 12, 2016. It is the day that symbolizes how far into the year women must work to earn what men earned in the previous year. The National Committee on Pay Equity (NCPE) offers suggestions for businesses as well as individuals. In addition, the American Association of University Women (AAUW) has developed a list of 6 Easy Ideas for Marking Equal Pay Day 2016. Review the April 2015 issue of Library Worklife for more resources.

### **Salary and Leadership: Bridging the Gendered Gap in Libraries Webinar**

Learn how library professionals can confront and overcome the impact gender can have on compensation and leadership opportunities. Join the ALA-APA Salaries and Status of Library Workers committee on Wednesday, April 27, 2016 at 1:00 p.m. (Eastern) for a lively discussion on this topic. We will offer practical advice on how to bridge those gaps at your library. Space is limited. Register early.