

Report to Council and Executive Board

May 16, 2016

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Executive Director

2016 Election Results

James G. (Jim) Neal, university librarian emeritus at Columbia University, New York, was elected president-elect of the American Library Association in the 2016 ALA elections. Susan H. Hildreth, executive director of the Califa Group, Pacific Library Partnership, Peninsula Library System and administrator of the NorthNet Library System in San Mateo, California, was elected ALA treasurer for 2016-18. A total of 10,493 members cast votes in the election from 54,494 eligible members - a 19.26% participation rate. These and other election results, including the Council election and division and round table elections, can be found on the [ALA election page](#).

Virtual Membership Meeting

The annual [Virtual Membership Meeting \(VMM16\)](#) will take place on June 2, at 1:30 p.m. (Central). The Committee on Membership Meetings (COMM) has oversight of this program and complete VMM16 information is available on the ALA website at www.ala.org/membership/vmm. To [register](#) go to bit.ly/VMM16register.

Libraries Transform Campaign

As of May 4, 2016, more than 2,700 libraries have signed on to the Libraries Transform campaign. ALA created and sent approximately 5,000 packages to libraries as part of the Libraries Transform National Library Week promotion. These packages included Libraries Transform logo window clings, bookmarks, and other campaign materials. The first Libraries Transform monthly e-newsletter was sent to all campaign participants. The newsletter featured a story about Ohio Library Council's efforts to incorporate Libraries Transform in their legislative day activities. More than 140 libraries are from outside the United States. Many are from Canada and Australia, but there are libraries from all parts of the globe: United Arab Emirates, Singapore, Zambia, Pakistan, Norway, Nigeria, Nicaragua, New Zealand, Namibia, Mexico, Kuwait, Japan, Italy, Israel, Iran, India, Hong Kong, China, Germany, Georgia, France, Finland, Ethiopia, and Denmark.

National and Virtual Library Legislative Day Participants Blanket Capitol Hill

ALA's 42nd annual National Library Legislative Day (NLLD) kicked off in Washington, DC, on May 1. First-time participants came to "Newbie Training", and with so many registrants, two sessions were needed to accommodate everyone. In a full day of briefings on Monday, over 400 registrants from 47 states learned about multiple aspects of library advocacy and what makes it most effective, including: keynote speaker and long-time library champion former Congressman Rush Holt (D-NJ); former senior Google policy advisor and current consultant Jenny Backus;

library leaders Sari Feldman, Jan Sanders and Christian Zabriskie; and ALA Office of Government Relations (OGR) staff on a [range of current issues](#), the most pressing of which were printed on the back of every attendee's name tag. These key "Badge Asks" were: rapid confirmation of Dr. Carla Hayden as Librarian of Congress; support for \$186.6 million in LSTA and \$27 million in IAL funding for FY17; Senate passage of the Email Privacy Act, which – in a significant victory for ALA and its coalition partners – had passed the House by a vote of 419 – 0, just days before NLLD; and Senate approval of the Marrakesh Treaty for the print disabled and related legislation.

Dr. Hayden Has Happy Hill Hearing; Confirmation Anticipated by (or During) Annual 2016

Dr. Carla Hayden, by all public accounts, very successfully appeared before the Senate Rules Committee on April 20 in conjunction with her nomination by President Obama to serve as the nation's 14th Librarian of Congress. The session, which lasted about 90 minutes, was attended by roughly a third of the Committee's 17 Members (a good showing), including Chairman Roy Blunt (R-MO) and Ranking Member Chuck Schumer (D-NY). As [detailed in District Dispatch](#), Dr. Hayden was uniformly well received. OGR supported Dr. Hayden's nomination in multiple ways: providing an advance briefing for the Chairman's staff on past, potentially controversial legislative issues germane to the hearing; orchestrating a [letter of support](#) delivered to all Members of the Committee, ultimately endorsed by more than 140 national groups, educational institutions, academic libraries, and every ALA division and chapter; and encouraging additional private sector entities to also signal their support of Dr. Hayden's nomination.

PLA 2016 Draws More than 8,000 to Denver for Nation's Largest Public Library Conference

More than 8,000 public library professionals, exhibitors, speakers and supporters gathered in Denver and online from April 5 – 9 for the [Public Library Association \(PLA\) 2016 Conference](#). As the nation's largest public library conference, PLA 2016 explored the evolving role of libraries in support of their communities and provided attendees with tools and best practices they need to help people thrive in the digital age. The conference offered more than 100 educational programs; special events showcasing bestselling authors and innovators; and more than 600 exhibitors that featured the latest technology and services vital to today's public libraries, librarians and their users. [Read the complete release...](#)

AiA Report Documents Library Contributions to Student Learning and Success

A new report issued by ACRL, "Documented Library Contributions to Student Learning and Success: Building Evidence with Team-Based Assessment in Action Campus Projects," shows compelling evidence for library contributions to student learning and success. The report focuses on dozens of projects conducted as part of the program Assessment in Action: Academic Libraries and Student Success (AiA) by teams that participated in the second year of the program, from April 2014 to June 2015. Synthesizing more than 60 individual project reports (fully searchable online) and using past findings from projects completed during the first year of the AiA program as context, the report identifies strong evidence of the positive contributions of academic libraries to student learning and success. More information is available on [ACRL Insider](#).

2015 Top Ten Most Challenged Books

On April 11, the Office for Intellectual Freedom announced the 2015 Top Ten Most Challenged Books, kicked off by a video featuring ALA President Sari Feldman and OIF staff. There was strong media interest in the list, which generated quite a few articles and media blogs, a radio interview with KABC's Doug McIntyre Show – Radio AM790 in Los Angeles, and even a mention on Fox's *O'Reilly Factor*. On April 20, OIF Director Jamie LaRue was interviewed by *CBS Saturday Morning* host Vinita Nair at the Brooklyn Public Library about the list. The segment is scheduled to run on the morning of May 14.

Dewey Decibel Podcast

American Libraries launched its Dewey Decibel podcast on April 24, hosted by associate editor Phil Morehart, for National Preservation Week. The first show's guests were Brad Meltzer, chair of National Preservation Week, Michèle Cloonan, author of *Preserving our Heritage: Perspectives from Antiquity to the Digital Age* (ALA/Neal-Schuman, 2015); and Michael Witmore, director of the Folger Shakespeare Library in Washington, D.C. Next month's podcast will feature library security. [Listen to the April 24 podcast.](#)

Día Turns 20 in D.C.

On April 27, ALSC celebrated the [20th anniversary of El día de los niños/ El día de los libros/Children's day, Book Day](#) with its founder, children's author Pat Mora. Second graders from Payne Elementary School and children from CentroNia's bilingual early learning program enjoyed stories read to them by United States Congressmen at Capitol Hill in Washington, D.C. U.S. Senator Jack Reed of Rhode Island, U.S. Representative Donald Payne, Jr. of New Jersey and U.S. Representative Mark Takano of California read *Drum Dream Girl*, *Last Stop on Market Street* and *Book Fiesta!*, and the children received two of those books to add to their home libraries, thanks to grant support from the Dollar General Literacy Foundation and a generous donation of books from HarperCollins Publishers. Like many of the over 550 Día programs taking place across the nation to celebrate the 20th anniversary, ALSC shared photos and updates of the event using the hashtag #díaturns20.

ALSC National Institute

ALSC's Board of Directors voted to cancel its 2016 National Institute scheduled for September in Charlotte, North Carolina. The cancellation is a response to the passage last month of North Carolina's Public Facilities Privacy and Security Act (House Bill 2), which repealed all GLBT-inclusive nondiscrimination ordinances across the state. The law contradicts the core values, purpose and diversity work of ALSC and undermines civil rights and the fundamental principles upon which libraries are founded. All those registered for the ALSC National Institute received a full refund of the registration fees without penalty. ALSC is working on educational offerings in online and face-to-face format to take the place of the Charlotte Institute. Additionally, as a show of support for ALSC's core values, particularly those of inclusiveness and respect, ALSC's Quicklists Committee has compiled [Transgender/Inclusion Advocacy & Information](#), a list of resources that the Committee feels will be useful to all.

ALA OFFICES

Membership Development

Membership

At the end of March 2016, total ALA membership was 60,301. This is 642 members greater than the previous month, and 3,320 members greater than the same time last year. The ALA membership count increased by 443 personal members, including increases in regular and in student members; a rise in small, medium, and large library (organizational) memberships; and growth in Life members. Six divisions: AASL, ALSC, ASCLA, LLAMA, PLA, and United for Libraries; and seven round tables: EMIERT, GAMERT, GLBTRT, LRRT, RMRT, SRRT, and SUSTAINRT increased membership compared to the same time last year. MAGIRT membership remained the same.

Virtual Membership Meeting

(See highlights section)

"Members say it best"

As part of the ongoing "Engage with ALA" initiative, a new member testimonial webpage, '[Members Say it Best](http://ala.org/membership/memconnections)' (ala.org/membership/memconnections) was launched. It uses professional photography and meaningful member quotations and is supported with promotional highlight slides on the ALA website home page and on the ALA website membership pages.

Office for Diversity, Literacy and Outreach Services (ODLOS)

White Privilege Conference

All ODLOS staff participated in the 17th Annual [White Privilege Conference](#) (WPC) in Philadelphia from April 14-17. This social justice conference hosts approximately 2,000 participants from teachers, youth, counselors, healthcare workers, social workers, activists and people from both non-profit and for profit organizations. The focus is on understanding and dismantling privilege. This conference was part of targeted professional development for staff of the Office for Diversity, Literacy and Outreach Services to gain strategies for addressing issues of privilege and oppression and advancing social justice within the profession.

COABE

The Commission on Adult Basic Education (COABE) held its national conference from April 10-13 in Dallas. Kristin Lahurd (Literacy Office) and Zina Clark (American Dream Program Coordinator) presented and exhibited at this conference. The first presentation, "Adult Literacy

and Libraries: Fostering Community Partnerships for Student Success,” was facilitated by Lahurd and Clark, who participated along with invited panelists from the American Dream Starts @ Your Library grant. The second presentation was delivered by Lahurd and Alicia Suskin from ProLiteracy. It was titled, “Adult Literacy Through Libraries: Building a National Movement.” This session provided an overview of the progress of this joint project of ALA and ProLiteracy funded by a grant from IMLS. The project, Adult Literacy through Libraries Action Agenda, offers [downloadable material](#). In addition, Clark and Lahurd exhibited for the American Dream Starts @ Your Library. throughout the conference.

ODLOS at PLA

Jody Gray (Director) and John Amundsen (Program Officer, Outreach and Communications) attended the Public Library Association Conference in Denver. They met with leadership from the Association of Bookmobile and Outreach Services (ABOS) an affiliate of ALA, and members of PLA. Spectrum Scholars were also in attendance.

2016 Diversity Research Grant Recipients Announced

The Diversity Research Grant (DRG) Advisory Committee, subcommittee of the Committee on Diversity (COD), invites you to join in congratulating the recipients of the 2016 Diversity Research Grant: Brett D. Currier and Tessa White, *Creating a Model Policy for Trans-inclusiveness in the Libraries*; Kelly Von Zee and Elizabeth Lynch, *The Bilingual Family: Reaching the Next Generation of Immigrants and Their Families Through Public Library Services*; and Frans Albarillo, *Information Needs of Undocumented Students*.

Achievement in Library Diversity Research Honoree Announced

The Diversity Research Grant (DRG) Advisory Committee, subcommittee of the Committee on Diversity (COD), named Dr. Jamie Campbell Naidoo the 2016 Achievement in Library Diversity Research Honoree. Dr. Naidoo will be recognized as the Achievement in Library Diversity Research Honoree at the 2016 ALA Annual meeting in Orlando. He will receive the honor at the beginning of the program, “Let the Circle be Unbroken: Meditation on a Successful Mentoring Circle in 2014” from 3 – 4p.m. on Saturday, June 25 in the Orange County Convention Center, room W102A.

National Bookmobile Day

On Wednesday, April 13, libraries across the country and around the world celebrated the seventh annual celebration of National Bookmobile Day. To facilitate these celebrations, ODLOS developed materials for libraries to plan their local festivities, including social media graphics, customizable posters, bookmarks, and publicity templates. ODLOS worked with the Public Awareness Office (PAO), which assisted in media relations and incorporated news about the event in National Library Week press materials. Notable results of these efforts include [a feature piece in the Daily Herald](#) highlighting celebrations in Arlington Heights, Illinois. ODLOS and PAO staff had the opportunity to visit and film the Aurora (Illinois) Public Library Bookmobile as it made a stop at a local elementary school; [highlights of the visit are viewable on ILoveLibraries.org](#). Social media interaction with National Bookmobile Day continued to grow, as ODLOS leveraged its existing Facebook account. The National Bookmobile Day page on

Facebook grew from 1,481 in 2015 to 1,624 in 2016. ALA's main Facebook and Twitter pages were also utilized to disseminate information about the event, expanding the reach to almost 150,000 people.

Office for Government Relations (OGR)

National and Virtual Library Legislative Day Participants Blanket Capitol Hill

(See highlights section)

Additional Happenings on "Leg Day"

"Leg Day" participants also: received training in press and media relations "101;" were the first audience to preview the inaugural installment of "Spark," a new advocacy video series co-produced by ALA with the Harry Potter Alliance (HPA) and underwritten by Google (which also funded first-ever live streaming of NLLD's morning's sessions); and were updated by OITP leaders Alan Inouye and Larra Clark on the ongoing Policy Revolution! project. The day culminated with a reception in the Hart Senate Office Building at which United for Libraries presented its annual Public Service Award to House Minority Leader Nancy Pelosi. It was accepted by her senior policy staffer, Patricia Ross, who read a personal note from Leader Pelosi affirming her appreciation of and ongoing commitment to libraries. Virtual Library Legislative Day also kicked off on May 2 and continued through the week. More than 1400 advance commitments to take action by contacting Congress during NLLD were secured from online advocates in roughly equal measure by HPA and OGR.

Dr. Hayden Has Happy Hill Hearing; Confirmation Anticipated by (or During) Annual 2016

(See highlights section)

Dr. Hayden's Official Hearing Record Left Open

OGR has learned that at least one Member of the Committee took advantage of the Chairman's decision, as is customary, to leave the official record open for a period of time to permit members to submit additional written questions for the nominee. At this writing it is not clear how much time Dr. Hayden will require to respond to the Senator's inquiries (and possibly others') and, thus, whether the Committee will have time to vote on whether or not to recommend her confirmation to the Senate at large before the upcoming Memorial Day recess. In any event, Committee sources indicate that – barring unforeseen scheduling challenges – they anticipate a vote on the nomination in both the Committee and full Senate before Congress recesses for Independence Day.

ALA Opposes Congressional Moves to Block LoC Change to "Illegal Aliens," Other Subject Headings

[District Dispatch details two forms of adverse Congressional reaction](#) to the Library of Congress' recent proposal to replace the subject heading classification "Aliens" with "Noncitizens," and

“Illegal aliens” with two headings: “Noncitizens” and/or “Unauthorized immigration.” First, the proposed changes would be barred by statute in the highly unlikely event that [H.R. 4926](#), the “Stopping Partisan Policy at the Library of Congress Act,” were to become law as a stand-alone bill (a virtual impossibility given that the President would be certain to veto it and an override would be very unlikely). Second, recognizing that the bill likely would be a mere symbolic gesture, proponents (including the Federation for American Immigration Reform) successfully sought to insert non-statutory “report” language in the House’s Legislative Branch appropriations bill to produce the same policy-nullifying effect as that bill moved through subcommittee on April 17. The legislation, including the undesirable report text, now moves to the full House Appropriations Committee where it will be considered and voted upon on as early as May 17. OGR [briefed all NLLD attendees](#) on this issue and Leg Day attendees also delivered to all 51 Members of the House Appropriations Committee an [April 28th joint letter](#) by ALA president Sari Feldman and ALCTS president Norm Madeiros detailing why the Library’s actions were entirely non-political, completely justified by solid library science, and supported by past precedent.

ALA Holds First-Ever National Policy Convening

ALA held a [National Policy Convening](#) in Washington, D.C., April 12–13, to highlight the contributions of libraries to national policy priorities and raise the profile of libraries and ALA within the policy community. Chaired by ALA president Sari Feldman, the convening included a broad range of speakers that included a U.S. Senator and representatives from the National League of Cities, U.S. Small Business Administration, Aspen Institute, Harvard University Library, Google, Consumer Technology Association, and more. The convening represents one part of the plan and strategy to position libraries in the next Presidential Administration.

Office for Information Technology Policy (OITP)

ALA Issues New Report on the Practical Aspects of 3D Printing

Co-authored by 3DPrint360 CEO Zach Lichaa and OITP’s Charlie Wapner, “[Progress in the Making](#): Librarians’ Practical 3D Printing Questions Answered” poses and answers sixteen practical questions related to establishing 3D printing as a library service. All of the questions were fielded from library professionals interested in 3D printing technology. As a by-product of OITP’s policy advocacy on 3D printers and libraries, we are able to provide this practical information to assist library professionals.

OITP Named as Collaborators on Three IMLS Grants

OITP was a named [collaborator](#) on three of the new IMLS awards for the National Leadership Grants for Libraries Program and the Laura Bush 21st Century Librarian Program. Such cooperative efforts are key to OITP policy work. By working with talented and effective partners, OITP expands its reach and impact considerably. The projects are:

- Post-master’s certificate in youth experience design, University of Maryland (YALSA is also a named collaborator on this project)

- Evaluation of hotspot lending programs for rural libraries, University of Texas
- Digital library design guidelines on accessibility, usability, and utility for blind and visually impaired users, University of Wisconsin—Milwaukee

Application Window for E-rate Extended

The Schools and Libraries Division of the Universal Service Administrative Company (USAC), which administers the E-rate program, [announced](#) on April 15 that it will extend the current form 471 filing window through May 26. For libraries and consortia, a second window will open to extend the filing window for those two groups until July 21. ALA advocated for this extension and submitted a [formal request](#) for such on April 4.

Nick Gross Appointed as Google Policy Fellow

Nick Gross, a Ph.D. candidate in media law and policy at the University of North Carolina, Chapel Hill, was named as ALA's 2016 Google Policy Fellow. He will work on a variety of technology and internet policy issues this summer while in residence at the Washington Office. Previously, Nick completed a J.D. at the University of Miami School of Law and worked as a staff attorney for the U.S. Court of Appeals for the Eleventh Circuit. He is a member of the California bar.

Office for Intellectual Freedom (OIF)

2015 Top Ten Most Challenged Books

(See highlights section)

OIF at PLA

OIF Director Jamie LaRue and OIF Deputy Director Deborah Caldwell-Stone both presented at the Public Library Association in Denver in early April. Jamie led the session "Think, Do, Show: Practical Techniques for Analyzing, Using, and Visualizing Data to Improve Practice and Demonstrate Impact" and participated as a panelist for "Beyond Bad Covers, Poor Copyediting and Questionable Content: How to Deal with the Self-Publishing Onslaught." Deborah presented "The Changing Landscape of Library Privacy" with IFC Privacy Subcommittee chair Michael Robinson.

The First Chicago Teen Lit Fest

OIF Assistant Director, Kristin Pekoll spoke at the first Chicago Teen Lit Fest, presenting "It's Good To Be Bad: Banned Books and Why We Love Them" with a Chicago Public Library YouMedia librarian and a Chicago Public School teacher who was instrumental in the protest to the challenge of *Persepolis*.

OIF on the road

On April 17, OIF Director Jamie LaRue spoke to the Association of Jesuit Colleges and University Deans on the topic of current issues in intellectual freedom. On April 22, he presented the keynote speech at the Connecticut Library Association's Annual Conference, where he spoke on "One Pill Makes You Larger: Six Transformative Trends in Librarianship." LaRue also met with Kate Marek of the Dominican University's library school on April 15 to discuss IF curricula and internship possibilities with the OIF. On April 27, LaRue met with Terry Weech and other GSLIS faculty and staff at UIUC, and spoke to the ALA student chapter on the topic of Intellectual freedom.

OIF Webinar "Dear Representative"

On April 22, the Office for Intellectual Freedom presented its webinar "[Dear Representative](#)" with the help of the Washington Office, United for Libraries, YALSA, and Office for Library Advocacy. The speakers were Lisa Lindle, Grassroots Communications Specialist of the Office of Government Relations and OIF Deputy Director Deborah Caldwell Stone. The speakers discussed National Library Legislative Day, state legislation, navigating government offices and advocating for intellectual freedom and privacy. The next planned webinar will be "[Intellectual Freedom and Minors](#)" on May 26, presented with the Freedom to Read Foundation.

April Challenge Report

Books challenged in April included *The Bluest Eye* by Toni Morrison in Northville, Michigan; *Looking for Alaska* by John Green in Lebanon, Kentucky; *This One Summer* by Mariko and Jillian Tamaki in Henning, Minnesota; and sexual education resources in Rainier, Oregon.

Library Privacy Guidelines for Students in K-12 Schools

On May 2, 2016, the American Library Association's Intellectual Freedom Committee approved a new document, "[Library Privacy Guidelines for Students in K-12 Schools](#)." The document provides guidance for school libraries and educational institutions seeking to protect students' privacy. It was developed by the IFC Privacy Subcommittee, with input from additional ALA committees, interest groups, and roundtables with an interest in privacy. The release of the document was timed to coincide with Choose Privacy Week 2016, which focused on the importance of defending students' and minors' privacy.

Online Forum on Students' and Minors' Privacy for Choose Privacy Week 2016

During the week of May 1, the Office for Intellectual Freedom and the IFC Privacy Subcommittee sponsored an online forum addressing students' and minors' privacy for Choose Privacy Week 2016. Writers addressed a number of topics, including the privacy of educational records, management of student data, student data legislation, privacy rights and respect for the individual, and engaging students and teens in discussions about privacy and protecting one's privacy. The compiled articles are online at chooseprivacyweek.org.

Office for Library Advocacy (OLA)

Crisis Situations Affecting Libraries—State and Local

The Office for Library Advocacy facilitates efforts among ALA offices and divisions to monitor and coordinate response to library closures, catastrophic library fiscal crises situations, censorship and intellectual freedom issues, and other crisis situations affecting libraries at the state and local level. Activity during the month of April included:

- Arkansas: OLA and the Chapter Relations Office (CRO) assisted the Arkansas Library Association (ArLA) in its efforts to restore state funding, which had been cut by \$1 million dollars in the prior fiscal year. ArLA used Engage software to initiate a statewide effort to reach legislators. On May 2, the Arkansas legislature restored \$1 million to public libraries for FY 2017.
- California: OLA, CRO, and AASL are taking initial steps to assist the California School Library Association, as CA Senator Tony Mendoza has called for an audit of library services in California school districts.
- Iowa: AASL and OLA worked with Iowa Association of School Librarians on advocacy efforts as the Cedar Rapids School District proposed to eliminate two high school librarian positions, leaving only one comprehensive high school with a professionally-staffed library. The outcome has not yet been decided.
- Mississippi: OLA, CRO, and GLBRT worked to oppose HB1523, a “religious freedom” bill, which had been signed by Governor Phil Bryant. A letter authored by ALA President Sari Feldman and GLBRT Committee Chair Peter Coyl was submitted to the governor requesting repeal of bill.
- New Jersey: OLA continues to work with NJLA and the New Jersey School Library Association on development of an advocacy plan for school libraries.
- Tennessee: OLA, OIF, and CRO assisted the Tennessee Library Association on efforts to thwart SB 1108, which names the Bible as the state book of Tennessee. The bill was sent to Governor Bill Haslam for signature. ALA wrote a letter to the Governor opposing the bill. The Governor vetoed the bill, and although an override was expected, the veto was sustained.

Office for Research and Statistics (ORS)

ORS Conducts Research in Partnership with Other Agencies, ALA Staff and Member Groups

- The ALA FINRA Personal Finance Survey closes in May. The survey, sent to a random sample of public libraries, is stratified by rural, town, suburban and city libraries, as defined by the IMLS PLS locale codes. The survey will provide information about the financial literacy programs and services available in public libraries across the country. The FINRA Educational Foundation funds this survey.
- The annual Member Satisfaction Survey also closes in May. The results will be analyzed and a report written to be available before the Annual Conference in June. The survey

measures member views about the services, programs and conferences that ALA provides.

- ORS made recommendations to the Task Force on Equity, Diversity and Inclusion on presenting survey results in their final report.
- ORS assisted in fielding and analyzing the three surveys during the past year.
- ORS is now working with the Conference Accessibility Task Force to develop a research strategy in support of the Task Force mission.

ORS Engages with Members and Related Organizations through Presentations and Webinars.

- Kathy Rosa will give a presentation at the 8th International Conference on Qualitative and Quantitative Methods in Libraries, during the last week in May. The presentation includes a quantitative analysis of librarian and faculty responses about current digital humanities projects and services. Results include a discussion of resources needed to support future digital humanities scholarship.
- The Committee on Research and Statistics is offering a free webinar on Monday, May 23, 2:00 - 3:00 (Eastern)/11:00 - 12:00 (Pacific). The webinar is titled "Search Results are the New Black: How Students Make Decisions". Deirdre Costello, Principal UX Researcher on EBSCO's User Research team, will talk about how user expectations are formed on the open web, how students make decisions about library resources, and why we all need to think about search results as one of the most important experiences for our users.

ORS Recent Publications

ORS recent publications include articles in *American Libraries* and the IFLA journal. The May-June issue of *American Libraries* includes the article "Notable Dissertations." In the article, Kathy Rosa discusses how the results of dissertation research can inform library practice. The June issue of the *IFLA Journal* will include an article titled "American libraries in 2016: Creating their future by connecting, collaborating and building community." The article, co-edited by Kathy Rosa and Tom Storey, OCLC, serves as the customary analysis of library issues and trends in the country hosting the IFLA World Library and Information Congress. The meeting will be in Columbus, Ohio, August 13–19.

Public Awareness Office (PAO)

Libraries Transform Campaign

(See highlights section)

Libraries Transform Monthly Analytics Report: April 2016

- Libraries Transform Website
Pageviews: 45,769
Unique pageviews: 33,834
Average time on page is 1:32

- Twitter
#LibrariesTransform was used 14,039 times on Twitter (2654 in March)
Impressions on ALA and ILL Twitter accounts 742,139
Retweets on ALA and ILL accounts 2456
- Post reach on ALA and ILL Facebook: 3,156,872 (322,386 in March)
Comments on ALA and ILL Facebook: 4150 (399 in March)
Likes on ALA and ILL Facebook: 91,192 (14,309 in March)
Shares on ALA and ILL Facebook:17,795 (3456 in March)
- National Library Week
The “Because _____ #LibrariesTransform” Promotion had 1,359 entries. See a selection of Instagram entries in this [Storify slideshow](#).
- Instagram Challenge
The Instagram photo challenge post received 409 likes, a 286% increase over the average for previous Instagram challenges for ALA. See the participation for Day One in this [Storify slideshow](#).
- Videos
Gene Yang National Library Week video: 24,700 views on Facebook; 291 views on YouTube
Top Ten Most Challenged Books video: 30,400 views on Facebook
Libraries Transform Entrepreneurship video: 21,500 organic views on Facebook; 545 views on YouTube
- Twibbon
2,570 participants
- Thunderclap
661 participants – Reach on social media 719,233
It's National Library Week! Visit your public, academic, or school library to celebrate!
#LibrariesTransform #NLW16

April Media relations activity

From April 1 – 30, more than 5,000 articles mentioning the American Library Association were captured by ALA’s monitoring service Meltwater News resulting in a circulation rate of more than 5.7 billion.

- PAO led National Library Week publicity efforts and secured more than 2,127 print placements/mentions resulting in a circulation rate of more than 1.1 billion. Media coverage focused on the transformation of libraries and library service; the [2016 State of America’s Libraries Report](#); the 2015 Top Ten List of Most Challenged Books; National Library Worker’s Day, National Bookmobile Day; and National Library Week activities. Coverage highlights include the [Associated Press](#), [MediaShift](#), [USA Today](#), [Huffington Post](#), and [Los Angeles Times](#).
- New to this year’s efforts, PAO worked with ALA’s Office for Intellectual Freedom (OIF) to film a [Top Ten List video](#) announcement, which has received more than 5,268 views on ALA’s YouTube Channel. Several news groups posted the video to their websites including the [Washington Post](#) (29 million unique visitors per month), [NPR](#) (10 million unique visitors per month) and [McClatchy](#) (45 million unique visitors per month). Coverage highlights include [TIME](#), [The Guardian](#), [USA Today](#), [CNN](#), [Minnesota Public](#)

[Radio](#), [Fox News](#), [Smithsonian](#), and The CBS Network's *CBS Saturday Morning* (air date May 14).

- PAO secured a national placement with the [Associated Press](#), which featured an interview with PLA President Vailey Oehlke. Coverage highlights included stories in [The Denver Post](#) and [Publishers Weekly](#), which also incorporated interviews with PLA leadership.
- PAO worked with the ALA Washington Office to assist with the distribution and posting of a letter of support for ALA Past-President Carla Hayden to serve as the next Librarian of Congress. PAO secured placements with national press including the [New York Times](#) and [Washington Post](#)
- PAO worked with ALA Chapter Relations to develop a [Web Press kit](#), calendar notice and event press release. Notable articles include [USA Today](#) and [Chicago Tribune](#).
- PAO crafted tweets for Preservation Week Honorary Chair Brad Meltzer and updated [Preservation Week PSAs](#). Meltzer also participated in an interview with *American Libraries* first-ever [Dewey Decibel](#) podcast. Other noteworthy support included [Preservation Week member publicity tools](#); [Web press kit](#); and work on a variety of media materials including a calendar notice and press release. Preservation Week coverage highlights include [BigFierceData.com](#), [School Library Journal](#), [Smithsonian Blog](#), [ancestry.com](#), [WISH TV](#) and [Deseret News](#). Publicity outreach efforts resulted in a circulation rate of more than 10 million.
- PAO worked closely with ALSC to secure coverage of El día de los niños/El día de los libros, also known as Día. PAO provided member [publicity tools](#), bilingual [Web Press Kit](#), calendar notice, talking points and event press release. Día received coverage within [English](#) and [Spanish](#) media. Overall efforts resulted in more than 167 media placements and a circulation rate of more than 11 million. Coverage highlights include [NBC News Latino](#); [El Paso Times](#); [Macaroni Kid](#); [Hispanic Network](#); and [Publishers Weekly](#).

Public Programs Office (PPO)

50 Public Libraries Selected for *Thinking Money*

PPO has announced the 50 public libraries selected to host [Thinking Money](#), a traveling exhibition created in partnership with the FINRA Foundation. [View a full list of grantees](#). Through an adventure-themed storyline, interactive iPad content and other fun activities, *Thinking Money* explores themes like wants vs. needs, preparing for a rainy/sunny day and imagining your future self. The exhibition is for tweens, teens and the adults in their lives. The grantees will gather in Orlando for an orientation workshop during ALA's 2016 Annual Conference.

PPO Invited to Submit \$250,000 IMLS Proposal on Community Engagement Models

IMLS has invited PPO to submit a full proposal to fund Libraries Transform: Community Engagement Models for Change. This \$250,000 proposal would support community engagement training for library professionals through webinars, in-person workshops and curation of free community engagement resources. Partners for the project may include the National Coalition on Dialogue and Deliberation (NCDD), Everyday Democracy, the National Issues Forum and World Café. A preliminary two-page proposal was submitted to IMLS in April, and the full proposal is due June 1, with decisions expected in the fall.

ALA DIVISIONS

American Association of School Librarians (AASL)

ALA and AASL Introduce School Library Snapshot Tool

The Office for Library Advocacy (OLA), in collaboration with AASL, has introduced a new School Library Snapshot tool. This tailored infographic allows school librarians to create a visual representation of how their library aligns with provisions in the Every Student Succeeds Act (ESSA), from providing information literacy instruction to working with teachers and hosting enrichment activities.

AASL Seeks Volunteer Co-Editor for Online Research Journal

AASL seeks a volunteer co-editor for its peer-reviewed online research journal, [School Library Research](#) (SLR). The responsibilities of the co-editor include setting the scope and tone of the journal, managing editorial activities and the refereeing process, and soliciting high-quality articles. Obtain [additional information](#) on responsibilities, qualifications and the application process.

Association of College and Research Libraries (ACRL)

Request for Proposals: Action-Oriented Research Agenda on Library Contributions to Student Learning and Success

ACRL is seeking proposals for the design, development, and delivery of a new ACRL “Action-Oriented Research Agenda on Library Contributions to Student Learning and Success.” With oversight from the ACRL Value of Academic Libraries Committee and input from appropriate ACRL staff, the selected researcher(s) will investigate and write a research agenda that provides an update on progress since the publication of *Value of Academic Libraries: A Comprehensive Research Review and Report* and will examine important questions where

more research is needed in areas critical to the higher education sector. The focus of the research agenda will be on institutional priorities for improved student learning and success (i.e., retention, persistence, degree completion). Proposals are due by June 2, and complete details are available on [ACRL Insider](#).

ACRL Sets 2016 Legislative Agenda

Each year, the ACRL Government Relations Committee, in consultation with the ACRL Board of Directors and staff, formulates an ACRL Legislative Agenda. Drafted with input from key ACRL committees, ACRL leaders, and the ALA Washington Office, the ACRL Legislative Agenda is prioritized and focuses on issues at the national level affecting the welfare of academic and research libraries. The 2016 Legislative Agenda focuses on two issues that the U.S. Congress has recently taken – or will most likely take – action on in the year ahead: access to federally funded research and curbing government surveillance. The agenda also includes a watch list of policy issues of great concern to academic librarians. Legislation on these issues is not likely to arise and, moreover, ACRL does not believe that any legislation about these issues is necessary. Issues on the watch list are: net neutrality, copyright reform, fair use, “making available” right, preservation and reproduction exceptions, orphan works, and the Digital Millennium Copyright Act. ACRL will continue tracking these issues and advocate for the best interests of academic and research libraries, if necessary. Read the [complete legislative agenda](#) for more details.

ACRL Becomes Key Dissemination Partner for NMC Horizon Report > Library Edition

ACRL has joined the network of partners behind the New Media Consortium (NMC) Horizon Report > Library Edition. Since the inaugural report in 2014, the academic and research library-focused edition of the NMC Horizon Report series has been a collaboration between the NMC, the University of Applied Sciences (HTW) Chur, the German National Library of Science and Technology (TIB) Hannover, and ETH-Bibliothek Zürich. In its new role as key dissemination partner, ACRL will help produce and distribute the NMC Horizon Report > 2017 Library Edition. The release is scheduled for the ACRL 2017 Conference, to be held March 22-25, 2017, in Baltimore, Maryland. More details are available on [ACRL Insider](#).

The Discover Tool Cookbook: Recipes for Successful Lesson Plans

ACRL announced the publication of *The Discovery Tool Cookbook: Recipes for Successful Lesson Plans*, edited by Nancy Fawley and Nikki Krysak, this April. *The Discovery Tool Cookbook* showcases tested lessons by librarians and practitioners for teaching information literacy using a discovery tool. The third volume in the successful ACRL Cookbook series features “recipes” sorted by lesson type and level of student preparedness, including all the information needed to replicate (or customize) each dish. The ACRL Framework for Information Literacy for Higher Education is infused in each of the 49 lessons, which suit a mix of abilities, learning outcomes, and patron types, including K-12 and ELL students. *The Discovery Tool Cookbook: Recipes for Successful Lesson Plans* is available for purchase in print through the [ALA Online Store](#) and [Amazon.com](#); and by telephone order at (866) 746-7252 in the U.S. or (770) 442-8633 for international customers.

Keeping Up With... Andragogy

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 [Andragogy](#) by Joi Jackson.

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 us as we open our doors and our minds to find ways to continually engage in productive conversation. Conference is limited to 400 registrants; register by May 20, 2016, and save \$50.

ACRL Preconferences @ 2016 ALA Annual Conference

ACRL is offering three preconferences in conjunction with the 2016 ALA Annual Conference in Orlando on Friday, June 24, 2016. The preconferences are:

- Building a Curriculum on the Intersections of Scholarly Communications and Information Literacy,
- Crossing the Threshold with Threshold Concepts: Redesigning a Library Instruction Lesson Plan, and
- Teaching Data Information Literacy: A Hands-on Introduction.

Complete details, including descriptions, learning outcomes, and registration materials, are on the [ACRL website](#).

ACRL Program Proposals for 2017 ALA Annual Conference

ACRL invites its committees, sections, interest groups and individual members to consider submitting program proposals for the 2017 ALA Annual Conference in Chicago. ACRL held a virtual meeting on April 28, 2016, for ACRL units and members interested in submitting proposals for a 2017 ALA Annual Conference program. 2017 ALA Annual Conference program proposals are due September 1, 2016. More details about the Annual Conference program process are on the [ACRL website](#).

e-Learning Update

ACRL's e-Learning program offered four live webcasts during this report period. 152 individuals and 82 groups participated in the e-Learning events focusing on learning analytics, the intersections of information literacy and scholarly communications, and mentoring. Upcoming online seminars and webcast topics include research guides, designing curriculum for

information literacy courses, and accessibility. Full details and registration information are available on the [ACRL website](#).

Association for Library Collections & Technical Services (ALCTS)

ALCTS and ALA Submit Letter to Committee on Appropriations

ALA and ALCTS have [issued a letter the U.S. House of Representatives Committee on Appropriations](#) with a request to remove the “Library of Congress Classification” amendment from the FY 2017 Legislative Branch Appropriations legislation. In March, the Library of Congress (LC) [posted its decision](#) to replace the terms “Aliens” with “Noncitizens,” and “Illegal aliens” with two headings: “Noncitizens” and/or “Unauthorized immigration.” ALA and ALCTS ask that the Appropriations Committee [strike language in legislation just adopted by its Legislative Branch Subcommittee](#) that would bar LC from implementing an appropriate and thoroughly researched change in its subject heading classifications. The Committee on Appropriations will be meeting later in May for a markup meeting regarding the proposed appropriations legislation with this amendment. The language of the bill with the amended text has not yet been released to the public. ALCTS will notify members when the markup meeting is scheduled.

ALCTS Slogan Contest Underway

ALCTS needs a slogan that says who we are and who we want to be—a slogan that can inspire current members and catch the interest of potential new members. ALCTS invited ALA members to submit slogan ideas through May 6. At the end of the submission period, ALCTS members will vote to decide the winning slogan. [Watch this space](#) for when voting begins on May 16. The contest will lead up to the celebration of the 60th Anniversary of ALCTS in 2017, and is being run by the ALCTS Advocacy and Policy Committee in conjunction with the ALCTS Office.

Learn with ALCTS at an Online or In-Person Preconference

ALCTS is offering three in-person preconferences on Friday, June 24, at the ALA Annual Conference in Orlando, and a virtual two-day preconference on June 7-8. Please join ALCTS for one of the following events:

- [We can do it, you can too! Metadata Automation for Everyone](#) – online preconference
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.
- [Preservation in Action](#) – sold out
Participants will take part in day-long preservation project at the Orange County Historical Society. The project, which will be led by preservation experts, will focus on

motion picture film and may include activities such as cleaning collections or housing them in archival enclosures.

- [Metadata Madness!!: An Unconference On Anything You Want To Learn](#)
Metadata Madness is an "unconference," where session topics are proposed at the beginning of the conference and voted on by participants. Those attending can propose a session related to metadata, such as tools, schemas, controlled vocabularies, ethics, or anything they can think of! They can volunteer to lead a session or just participate.
- [The Quest for Reproducible Science: Issues in Research Transparency and Integrity](#)
The credibility of scientific findings is under attack. While this crisis has several causes, none is more common or correctable than the inability to replicate experimental and computational research. This preconference will feature scholars, librarians, and technologists who are attacking this problem through tools and techniques to manage data, enable research transparency, and promote reproducible science.

See the [ALCTS conference page](#) for full session descriptions and to register.

2016 Preservation Week Wrap-Up

Preservation Week was celebrated April 24-30 with honorary chair Brad Meltzer. Reports indicate another successful year, with many libraries from around the country offering special events during the week. Participants are encouraged to [share their Preservation Week experiences](#). Over 800 members of the public and libraries viewed this year's webinars on reformatting audiotape and preserving your digital life. Twitter, Facebook, and Tumblr were active with posts using the hashtag #preswk. Preservation Week will have an outreach booth (#1781) at the ALA Annual Conference in Orlando, with a special book signing by Brad Meltzer on Sunday, June 26. Preservation Week for 2017 will be held April 23-29.

Association for Library Service to Children (ALSC)

Next ALSC Mentoring Forum on June 1

ALSC is hosting the [Spring 2016 Mentoring Forum: Get the Match You Deserve](#). This event takes place on Wednesday, June 1, and is open to anyone interested in mentoring. Two former participants in the program will discuss working with a match, communicating and managing expectations, and addressing challenges.

ALSC Holds Happy Hour at PLA 2016

Members and prospective member of ALSC came together at Euclid Hall Bar & Kitchen in Denver on Thursday, April 7, 2016. Attendees included ALSC President Andrew Medlar, Vice President/President-Elect Betsy Orsburn, and Past-President Starr LaTronica.

ALSC Blog Hosts Top Ten Contest

The ALSC Blog is holding a contest to find out which members [have the best lists](#). Members were invited to submit lists before Friday, May 13, to be eligible to win prizes including tickets to the Newbery-Caldecott-Wilder Banquet.

Host Site Application for 2017 Arbuthnot Lecture—Deadline Extended!

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 June 10, 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 lecturer. 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.

Día Turns 20 in D.C.

(See highlights section)

National Library Legislative Day (NLLD)

ALSC had a successful Legislative Day. With the help of our Advocacy and Legislative Committee and the Everyday Advocacy Initiative, we were able to mobilize librarian members and non-member allies to advocate on behalf of libraries both in-person and virtually. Our leadership met with several national organizations and the staffers of legislators who are interested in affecting aspects of our work. These include diversity, summer learning, child nutrition, media mentorship and STEAM learning.

ALSC Reading Lists

The Quicklists Consulting Committee has successfully completed two new book lists for the year. They supplied the titles for the joint ALA-Children's Book Council Committee's selections for the 2016 Building a Home Library Booklist. The increasingly popular Summer Reading Lists for 2016 are also ready to make their way into hundreds of libraries via free download from the [ALSC booklists site](#).

Summer Online Courses

Summer courses begin July 11. ALSC will be offering *The Newbery Medal: Past, Present and Future*, taught by KT Horning, and a new course, *Engaging Readers and Writers with Interactive Fiction*, taught by Christian Sheehy. Additional Course descriptions and registration are available on the [ALSC website](#).

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.

Call for Program Proposals

ALSC is now accepting proposals for innovative programs for the 2017 ALA Annual Conference. To submit a program proposal, members are encouraged to fill out the [online program proposal form](#) on the ALSC website. All proposals must be submitted by Thursday, June 2, 2016. The ALSC Program Planning Committee is looking for a wide range of themes and topics such as advocacy, technology, multiculturalism, administration and management, early literacy, research, partnerships, best practices, programming, and outreach.

ALSC National Institute

(See *highlights section*)

2016 Annual Conference Activities

- Charlemae Rollins President's Program: *Libraries: The Space to Be*
The ALSC [Charlemae Rollins President's Program](#), "Libraries: The Space to Be," will take place on Monday, June 27, and will feature Marty Sklar, former president of Walt Disney Imagineering, and the man behind the creative development of EPCOT and design supervisor for Tokyo Disneyland and Disneyland Paris, among many other magical spaces. Following his inspiration 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 everyone is invited to share their own spaces of which they're proud by tweeting pictures using #ALSCprez.
- 20th Anniversary of the Pura Belpré Award Celebración, will take place on Sunday, June 26, from 1:00 – 3:00 p.m. Please join the family of winning authors and illustrators in an unforgettable event, *una fiesta maravillosa*, where the 2016 Medal winners and honorees will be honored. 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, June 27, 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.
- Local Arrangements Orlando Travel Information – ALSC's Local Arrangements committee has put together valuable information for attendees of the 2016 Annual Conference, including tips for local travel and transportation, restaurant

recommendations, and must-see sights. More information is available on [ALSC's website](#).

Association of Specialized and Cooperative Library Agencies (ASCLA)

Awards Ceremony

Join ASCLA at our awards ceremony; this year ASCLA is co-sponsoring this event with both Chief Officers of State Library Agencies (COSLA) and Federal Armed Forces Libraries Round Table (FAFLRT). FAFLRT awards will also be announced. Bring a friend and hang out – all are welcome! The ceremony takes place Saturday, June 25, 5:45 - 7:15 p.m., Hyatt Regency Orlando, Room Plaza BR D.

ASCLA President's Program

Don't Get Sued: What Librarians are Doing to Address the Physical, Programmatic and Web-based Accessibility Barriers for People with Disabilities has been chosen as the sponsored [President's Program](#) this year. Librarians who implement accessibility policies in academic and public libraries will offer insights about how to make physical, programmatic, and online presences more accessible to people with disabilities; will share real-world experiences about the needs of patrons with disabilities in the library; and will discuss how one might respond to an audit from the U.S. Department of Justice about accessibility of web pages and online resources. This program takes place Sunday, June 26, 4:30 - 5:30 p.m. Orange County Convention Center, Room W105B. More information on ASCLA programs and events in Orlando, can be found on the [ASCLA website](#).

ASCLA 101

Come meet ASCLA members and hear what they have to say about ASCLA and its diverse Interest Groups and volunteer opportunities. Lily Sacharow, ASCLA board member (Designated Director, Special Populations) and member of the ASCLA membership committee will be speaking. The meeting takes place: Saturday, June 25, 10:30 - 11:30 a.m., Rosen Centre, Salon 01/02.

Freelance Preconference

Freelance Success: Building a Business as a Library Trainer, Educator, Writer, Researcher, or Consultant, an ASCLA preconference, will help participants learn what it takes – from testing the market to negotiating with customers, from pricing your services to finding time to keep learning, and why great skills, education, and experience are not enough. Pat Wagner, Pattern Research, Inc. and Melissa Powell, BiblioEase, will host this session, which takes place Friday, June 24, 8 a.m. – 12 p.m., Orange County Convention Center, Room W103A. Cost: Members \$235, Non-Members \$275. If you are a member of ASCLA, use special code ASCLA2016 to receive the price of \$169.

Library and Information Technology Association (LITA)

2016 LITA Forum

This year's [LITA Forum](#) will be on November 17-20 in Fort Worth, Texas, a city rich with tradition, design, technology, and industry. It features a stellar lineup of keynote speakers – [Cecily Walker](#), [Waldo Jaquith](#), and [Tara Robertson](#) – along with more than 50 inspiring programs. Forum is the conference where technology meets the practicality of daily information operations in archives, libraries, and other information services, and is one of the most cost-effective and practical events for those who work with library technology. Registration opens in late May.

Two-Part Webinar Series

LITA is offering a new two-part webinar series on "[Mindful Tech: Establishing a Healthier and More Effective Relationship with Our Digital Devices and Apps](#)." These sessions will introduce participants to some of the central insights of the work [Professor David Levy](#) has been doing on this topic for more than 10 years. Levy has been exploring via research and teaching how we can establish a more balanced relationship with our digital devices and apps. He has given many lectures and workshops on this topic, and in January 2016, published a book on the subject, "Mindful Tech: How to Bring Balance to Our Digital Lives" (Yale).

Congratulations to Two New LITA Award Winners

Tanya Johnson has been selected as the winner of the 2016 [Student Writing Award](#), sponsored by [Ex Libris Group](#) and LITA, for her paper titled, "Let's Get Virtual: An Examination of Best Practices to Provide Public Access to Digital Versions of Three-Dimensional Objects." Johnson is an MLIS candidate at the Rutgers School of Communication and Information. Dr. June Abbas, Professor of Library and Information Studies at the University of Oklahoma, has been selected as the recipient of the 2016 [Frederick G. Kilgour Award for Research in Library and Information Technology](#), sponsored by [OCLC](#) and LITA.

The Latest LITA Guide

"[Digitizing Flat Media: Principles and Practices](#)" by Joy M. Perrin, is now available. People can be lured into thinking that all it takes to digitize something is a scanner and some metadata. This guide illustrates the practical aspects of digitization; with a seasoned digitization professional guiding readers and helping them figure out exactly what needs to be done.

New Biweekly Video Series

New on [LITA Blog](#) is a biweekly video series called "[Begin Transmission](#)" that features short interviews with guests talking about libraries, tech, the state of the profession, and their thoughts on LITA.

Library Leadership and Management Association (LLAMA)

LLAMA Webinars

On April 6, LLAMA presented “Engaging Employees in the Workplace: Keep the Energy Going!” This webinar featured presenter Julie Evener, Director of Library Services, University of St. Augustine for Health Sciences, St. Augustine, Florida. 100 individuals participated. On April 13, LLAMA presented “The Value Dilemma: Key Components Used to Express Worth to Leadership,” featuring library consultant Constance Ard, founder of Answer Maven, in Louisville, Kentucky. 50 individuals participated.

Public Library Association (PLA)

PLA 2016 Draws More than 8,000 to Denver for Nation’s Largest Public Library Conference

(See highlights section)

Project Outcome Hits Milestone of 10,000 Patron Surveys

[Project Outcome](#) has aggregated approximately 11,000 patron surveys within its online system. This milestone comes before the one-year anniversary of Project Outcome’s official launch on June 26, 2015. Project Outcome will continue providing even more ways for libraries to collect patron outcomes by launching its new follow-up surveys during a [preconference workshop](#), June 24, 2016, at ALA Annual in Orlando. Project Outcome is a free, online service managed by the Public Library Association and is dedicated to helping public libraries understand and share the true impact of essential library services and programs. [Read the complete release...](#)

PLA’s Project Outcome Launches New Performance Measures at ALA Annual

Join PLA for the launch of the newest set of performance measures during [Project Outcome’s preconference workshop](#), Friday, June 24, at the 2016 ALA Annual Conference in Orlando. PLA will convene public library representatives and introduce them to Project Outcome and how it helps libraries measure the impact of their services. Library leaders from [PLA’s Performance Measurement Task Force](#) will kick off the session by describing their experiences testing the outcome measures in seven core service areas. Attendees will learn how to deploy outcome measures in their libraries, collect and use resulting data, and leverage the project’s support network to ensure successful adoption. [Read the complete release...](#)

Reference and User Services Association (RUSA)

Andrew Carnegie Medals of Excellence for Fiction and Nonfiction Author Reception

The winning titles for the Carnegie Medals were announced at RUSA's Book & Media Awards reception at the 2016 Midwinter Meeting in Boston: Fiction – *The Sympathizer* by Viet Thanh Nguyen and Nonfiction – *Hold Still: A Memoir with Photographs* by Sally Mann. Nguyen – who is also winner of the 2016 Pulitzer Prize in Fiction—and Mann will be the featured speakers at the author reception held in Orlando. [Purchase tickets here](#). The event will be held: Saturday, June 25, 8:00 – 10:00 p.m., Hilton Orlando, Florida Ballroom 1-4.

Literary Tastes

The Literary Tastes Breakfast, co-sponsored by RUSA and CODES in Orlando, welcomes authors Naomi Novik, Jim Shepard, James Hannaham, Joy Harjo, and Karin Slaughter as the speakers. This free event takes place Sunday, June 26, 8:00 – 10 :00 a.m., Rosen Centre, Grand A.

RUSA President's Program

RUSA's President's Program features speaker Dave Cobb, Vice President for Creative Development of the Thinkwell Group. Dave is an expert on designing immersive educational experiences for museums and theme parks. Join us to discuss how to create an effective "guest experience" in your library. This event takes place Saturday, June 25, 4 - 5:30 p.m., Orange County Convention Center, OCCC-110B. For more information on the Orlando programs and events sponsored by RUSA, see the [RUSA Annual Conference website](#).

RUSA 101

For new RUSA members or longtime members looking for an opportunity to connect with other members and ways to get involved, or those thinking about joining RUSA, this event is a must for your calendar. It takes place: Friday, June 24, 3 - 4 p.m., Hilton Orlando, Florida Ballroom 1-2.

RUSA Achievement Awards

Join RUSA to celebrate the 2016 winners of RUSA's achievement awards and grants. These awards recognize the profession's most exceptional librarians, libraries and projects involving reference services today. This event takes place Sunday, June 26, 5 - 6:30 p.m., Rosen Centre, Grand A.

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

Focus Groups at the PLA Conference Reveal Misconceptions

In conjunction with United for Libraries' Branding efforts, focus groups were held at the Public Library Association conference in Denver earlier this year with the following major themes:

- Since FOLUSA went away, there doesn't seem to be a lot of great help or information about Friends groups. You must pay to be a member of ALA, which for many friends is a pretty large barrier to overcome with small budgets and volunteers. Is there a way for us to serve these groups that has fewer barriers?
- Could United for Libraries (UFL) engage the state associations and do more programs like Nuts and Bolts at the state level so that more friends' members could attend if it is closer to home?
- The aging of the volunteer base is challenging, and how do you move them along and at the same time attract younger folks? There needs to be a balance in order to move forward.
- Statewide memberships were discussed, and those that were there and members through their state libraries hailed the benefits of the program. More promotion of this program was encouraged and maybe even having one for friends?
- Definitely heard about the name change – and please don't change it again – but still not sure what it means and what we do as an organization. It is associated with ALA, and can anyone join ALA or do you need to be a librarian?

Many of the above are misperceptions (which is what we wanted to know so we can do a better job of communicating with the library audience). United for Libraries plans to complete the Branding plan at Midwinter 2017 and to launch it shortly thereafter.

Young Adult Library Services Association (YALSA)

Rethinking Summer Programs

Read YALSA's latest position paper "[Adopting a Summer Learning Approach for Increased Impact](#)" for a rationale for why libraries need to rethink their traditional summer reading programming in order to better meet the serious needs and diverse interests of today's youth, especially underserved audiences. The paper also includes recommended strategies libraries can take to transform their summer programming, as well as a list of selected resources.

College and Career Prep in Small, Rural & Tribal Libraries

YALSA was awarded \$305,000 by IMLS to implement a [three-year project](#) to work with staff at small, rural and tribal libraries to plan and implement college and career readiness services for the middle schoolers in their communities. YALSA will partner with the Association of Rural and Small libraries to provide continuing education and other support to library staff.

2016 Teen Read Week™ (TRW) Resources

The 2016 TRW site launched during National Library Week, and has everything needed to plan a great literacies event. This year TRW is being celebrated October 9 – 15 with a multilingual “Read for the Fun of it Theme.” Access the free planning resources, sign up for a free webinar, and order official TRW products at www.ala.org/teenread.

Summer Titles for Teens

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

Registration and 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.. 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

- May 19, webinar, “Collecting & Vetting Digital Content,” 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](#)
- June 16, [webinar](#) on content creation tools
- June 24 – 27, [ALA Annual Conference](#)
- July 1 – October 1, [Committee Volunteer form](#) open for selection committees that start work February 1, 2017
- July 11 – August 8, e-course, [Beyond Booklists: Serving Today’s Diverse Teens](#)
- July 21, webinar on [outreach to teens](#) who aren’t regular library users
-

For more events and information, visit [YALSA’s wiki](#) or [Google calendar](#)

ALA PUBLISHING

ALA Editions

New Books from ALA Editions and ALA Neal-Schuman

Some of the new professional development books published include [Shared Collections: Collaborative Stewardship \(An ALCTS Monograph\)](#), edited by Dawn Hale, [The Librarian’s Nitty-Gritty Guide to Content Marketing](#), by Laura Solomon, and [Exploring Discovery: The Front Door to Your Library’s Licensed and Digitized Content](#), edited by Kenneth J. Varnum (ALA Editions); the second edition of [Digital Curation](#), by Gillian Oliver and Ross Harvey (ALA Neal-Schuman);

and [RDA Essentials](#), by Thomas Brenndorfer (ALA Digital Reference). For a full listing of titles including books, online workshops, and e-Courses, visit the [ALA Store](#). www.alastore.ala.org

ALA Graphics

ALA Graphics at PLA's 2016 Conference in Denver

ALA Graphics held a successful store at PLA's 2016 Conference in Denver, April 6-9. Popular items purchased included the READ Tote Bags, PLA Conference Ts, and the Libraries Transform Cling Set.

ALA Graphics Summer Catalog

The ALA Graphics summer catalog arrived in mid-April and features the new 2016 Banned Book Week materials on the cover. Additionally the catalog launched the 2016 Teen Read Week items which feature the slogan, "Read for the fun of it" translated into five world languages. For more information, see www.alastore.ala.org/alagraphics/

American Libraries

The State of America's Libraries Digital Supplement

The [State of America's Libraries](#) digital supplement on AmericanLibraries.org quickly received more than 40,000 views in the first week. Combined with the Public Awareness Office views on ala.org, the digital supplement had more than 50,000 views in one week.

Digital Reference

RDA Update

A new release of RDA Toolkit was published on April 12, 2016. The release included the annual update to RDA instructions from the RDA Steering Committee, revisions to the RDA translations and MARC/RDA bibliographic mappings in English and French, and the debut of policy statements from the National Library of Finland. A "[Master Profile](#)" feature was added to allow account administrators to set RDA Toolkit display preferences for all their staff. For more details on the April release and the many other changes, please visit the RDA [development blog](#).

Webinar on *RDA Essentials*, a Concise Guide to RDA Cataloging

[RDA Essentials](#), a concise guide to RDA cataloging, is now available and ALA Publishing is offering a free webinar to participants to get the most from this valuable resource. Author Thomas Brenndorfer will walk us through the text, highlighting some of its features and illustrating best practices for using the book in your work. The webinar will be held Thursday, May 26, 2016 1:00 p.m. (Central). www.rdatoolkit.org