Report to Council and Executive Board

September 6, 2016

Keith Michael Fiels
Executive Director

<u>2016 ALA Annual Conference & Exhibition—Libraries Transform, and We Stand With Orlando</u>

With an emphasis on the future of libraries, on diversity, equity, and inclusion, and on library transformation driven by community aspirations, 16,597 librarians, library workers and library supporters (including 4,995 exhibitors) attended the <u>2016 ALA Annual Conference & Exhibition</u> in Orlando, Florida, June 23 – 28. The conference marked ALA's 140th anniversary. A memorial event for the Pulse nightclub shooting victims was joined by Congressman John Lewis, one of the many speakers who moved and inspired conference attendees. From the more than 2,500 planned continuing education programs, workshops, and preconferences to peer-to-peer sessions and chance encounters in intentionally informal meeting spaces—such as the Networking Uncommons and ALA Lounge—attendees exchanged and discussed ideas, updates, and innovations. In-depth coverage of specific events, speakers, awards, and other highlights can be found in <u>American Libraries</u> and the show daily <u>Cognotes</u>. Summary videos are on the <u>ALA YouTube channel</u>. Registration for the 2017 Midwinter Meeting, which includes a new symposium on the future of libraries, opens at noon (Central) on September 7 at alamidwinter.org.

<u>Library Card Sign-up Month (September)</u>

The Public Awareness Office (PAO) is working closely with Peanuts to develop multiple promotions centered around Snoopy as the honorary spokesdog for the Library Card Sign-up Month, including a Facebook profile frame that will be debuted in September to drive traffic and awareness for the month of events. Additional efforts include a potential partnership with Overdrive that will feature downloadable lists of ebooks to correspond with events happening in September, including Hispanic Heritage Month and Banned Books Week. PAO is currently working on Library Card Sign-up Month publicity efforts as well. Deliverables include a <u>web press kit</u>, audio <u>PSAs</u> and press releases in both <u>English</u> and <u>Spanish</u>. Efforts to secure placements with mainstream and library trade media are in full swing. Thus far PAO has secured PSA placements with WESB News Radio 1490 AM, Bradford, Pennsylvania; and WCPT 820 AM & 92.5 FM, serving Chicago, Illinois. PAO also has reached out to Westwood One and more than 40 regional news talk radio networks to secure PSAs. PAO secured a Spanish Language Library Card Sign-up Month interview with <u>El Sol 103.9 FM y 980</u> in Charleston, South Carolina. PAO provided graphics and talking points to Charleston County Public Library, and their team provided a Spanish speaking spokesperson to participate in the interview.

Libraries Transform

As of August 19, more than 3,500 libraries and supporters have joined ALA's Libraries Transform campaign. At ALA's Annual Conference in Orlando, the campaign was front and center, represented in the opening session, *Cognotes*, as well as through signage and collateral throughout the convention center. New *Because* statements, developed by Little Jacket, to support President Todaro's initiative were unveiled at the conference and are available online at librariestransform.org. PAO Director Jeff Julian and Office for Library Advocacy (OLA) Director Marci Merola presented a session at the conference, *Libraries Transform: Tools and Training*, which featured a panel of representatives from libraries using the campaign successfully. Additional presentations on the campaign were given at the Chapter Relations Committee meeting as well as at the Public Awareness Committee meeting. In July, PAO Director Jeff Julian presented on the Libraries Transform campaign at a conference hosted by SWAN, (System Wide Automated Network), a membership organization for libraries in the Chicago area. (Additional information on the campaign is provided in the PAO Libraries Transform report below.)

Libraries Transform Expert Badge Revealed at Annual Conference

ALA Graphics revealed the Libraries Transform Expert Badge at the Annual Conference, which supports Julie Todaro's presidential initiative. It now appears in the catalog alongside other Libraries Transform campaign products. In partnership with EMIERT, ALA Graphics helped produce new CSK Book Awards products, including the CSK Book Awards T-shirt which launched at the Annual Conference and a bookmark which is featured in the fall catalog. www.alastore.ala.org/alagraphics/

New Librarian of Congress

The Senate approved the nomination of Dr. Carla Hayden to serve as the nation's 14th Librarian of Congress. Dr. Hayden is a past president of the American Library Association and director of the Enoch Pratt Free Library in Baltimore, Maryland. She is the first female and the first African American to lead the Library of Congress. She also is the first professional librarian to be confirmed in more than 60 years. The PAO worked with ALA President Julie Todaro to craft a statement that highlighted Dr. Hayden's professional competencies and visionary leadership. The statement was distributed to library trade, book, education, feature and political editors and was picked up by *American Libraries*, *Publishers Weekly*, *USA Today*, *Roll Call*, *Smithsonian*, *Washington Post* . *USA Today* coverage was distributed over its national wire and picked up by more than 800 news websites. The ALA also was mentioned in *The Atlantic*, *TIME* , *ESSANCE*, *Slate* coverage.

AASL Defines 'effective school library program' for ESSA Implementation

As the national association for the school library profession, AASL has defined the term "effective school library program" to assist with the implementation of the Every Student Succeeds Act (ESSA) at the state and district level: "An effective school library program has a certified school librarian at the helm, provides personalized learning environments, and offers equitable access to resources to ensure a well-rounded education for every student." The complete position statement can be found on the AASL website.

Statement for Communicating Library Value to Academic Leaders

ACRL recently released a statement on the value of academic libraries to be used by library leaders as a communication tool with academic leaders on their campuses such as provosts and presidents. The statement was developed by ACRL's Value of Academic Libraries Committee and approved by the ACRL Board of Directors at the 2016 ALA Annual Conference in Orlando. Visit ACRL Insider for more details.

2016 ALSC Virtual and Mini Institute

Planning is well underway for the ALSC Virtual Institute which will be held September 15-16, 2016. This virtual event will present many of the programs that were originally designated for the Institute in Charlotte, North Carolina that was cancelled due to the state's discriminatory legislation. More information about the Virtual Institute, including registration, agenda, and programs, is available on the ALSC website.

New ALCTS Slogan Focuses on Conserving the Past, Building the Future

On Saturday, June 25, the Association for Library Collections and Technical Services (ALCTS) announced the winner of the ALCTS Slogan Contest at the 2016 ALCTS Membership Meeting and Awards Ceremony at the ALA Annual Conference and Exhibition in Orlando, Florida. Honoring the work of ALCTS in sustaining the past and establishing a solid foundation for the future of technical services, collection management, and preservation, the new slogan, *Creating the Future, Preserving the Past*, will be used to promote the association and its mission and goals. Part of the celebration of the 60th Anniversary of ALCTS in 2017, the ALCTS Slogan Contest ran from April 25-May 6, 2016. More than 50 entries were submitted and ALCTS members were invited to participate in two rounds of voting. The ALCTS Office and the ALCTS Advocacy and Policy Committee thank all who took part in this exciting contest.

LITA Forum Registration Open

Registration is open for the 2016 LITA Forum on November 17-20 in Fort Worth, Texas. The full program is available at litaforum.org and includes keynotes by Cecily Walker, Waldo Jaquith, and Tara Robertson. Early bird rates end on September 30.

PLA to Host First-Ever Dynamic Planning Institute in Washington, D.C.

PLA's new Dynamic Planning Institute, with content developed and delivered by trainer Stephanie Gerding, will blend intensive in-person training with three months of personalized online learning. The in-person training will take place October 5-7, 2016 in Washington, D.C. In addition to covering best practices in strategic planning and project management, this program will be unique in its focus on simple, low-cost planning. Participants will learn how to create a dynamic strategic plan in a timely manner, which will serve as a living document and create actionable pathways for decision making, community involvement, and funding priorities.

It's Not Too Late to Plan a Great Teen Read Week™

YALSA has everything libraries need to plan great Teen Read Week™ (TRW) activities on the Teen Read Week website. This year's multi-lingual theme features "Read for the Fun of It" in five different languages. YALSA encourages libraries to reach out to the 22% of youth who speak a language other than English at home and engage them in literacies' activities. Teen Read Week runs October 9-15.

ALA OFFICES

Membership Development

Membership Statistics

At the end of July 2016, total ALA membership was 57,265. This is 2,800 greater than July of 2015. Four divisions: ALSC, ASCLA, PLA, and United for Libraries had membership growth. Seven round tables: EMIERT, GAMERT, GLBTRT, LearnRT, RMRT, SRRT, and SustainRT had increased membership compared to last year. Small and very small library organizational memberships have re-bounded, and there is growth in the medium and large library categories. The combined total of corporate/champion members has increased to 178 compared to 172 in 2015.

Office for Intellectual Freedom
(OIF)

Office for Intellectual Freedom's New Program Officer.

On August 1, Eleanor (Ellie) Diaz joined the Office for Intellectual Freedom as its new program officer. Ellie describes herself as a "creative journalist specializing in literary and nonprofit beats." She has been a communications intern for ALA since Fall of 2015, and a copy editor and columnist before that. Ellie graduated magna cum laude from Loyola University, where she studied English and Journalism. She has a passion for social justice, and is eager to be working, as did Nanette Perez before her, on Banned Books Week, as well as committee support and social media.

"Our Voices" Initiative

Shumeca Pickett has left the Office for Intellectual Freedom, but continues to head up OIF's Chicago-focused "Our Voices" advisory committee as an independent contractor. Jamie LaRue will be presenting more details about the "Our Voices" initiative at future Unit Manager meetings. The initiative is designed to respond to factors such as the preponderance of diverse authors and books with diverse content on the most-challenged book lists and the dominance of non-diverse decision makers and content within mainstream publishing.

<u>2016 IFLA Conference Presentations</u>

OIF Director Jamie LaRue presented twice at the 2016 IFLA conference in Columbus, Ohio. The first presentation was on creating a library privacy policy, and the second on OIF's Banned Books Week program. Both sessions were very well received.

<u>Release of Four New Library Privacy Guidelines</u>

On August 1, the Office for Intellectual Freedom publicized the release of four new library privacy guidelines approved by the Intellectual Freedom Committee at ALA's Annual Conference in Orlando, Florida. The guidelines, which outline strategies and best practices for protecting patron privacy in the digital environment, were developed by the IFC's Privacy Subcommittee. They include:

- Library Privacy Guidelines for Public Access Computers and Networks: http://www.ala.org/advocacy/library-privacy-guidelines-public-access-computers-and-networks
- Library Privacy Guidelines for Library Websites, OPACs, and Discovery Services: http://www.ala.org/advocacy/library-privacy-guidelines-library-websites-opacs-and-discovery-services
- Library Privacy Guidelines for Library Management Systems: http://www.ala.org/advocacy/library-privacy-guidelines-library-management-systems
- Library Privacy Guidelines for Data Exchange Between Networked Devices and Services: http://www.ala.org/advocacy/library-privacy-guidelines-data-exchange-between-networked-devices-and-services

Public Awareness Office (PAO)

<u>Public Awareness Office (PAO)</u>

The following is a snapshot of Public Awareness Office (PAO) publicity activities that took place from June 1 – August 25, 2016. During this timeframe more than 5,600 articles mentioning the American Library Association (ALA) were captured by ALA's monitoring service Meltwater News resulting in a circulation rate of more than 7.3 billion. (Please note that circulation rate is calculated using the number of articles/mentions multiplied by the monthly unique visitors for each media outlet's website.)

<u>Libraries Transform</u>

See highlights section

<u>Libraries Transform Analytics Report: June 10-August 19</u>

- <u>Libraries Transform website</u>
  Pageviews: 31,899
  Unique pageviews: 23,629

Average time on page is: 1:27
Tool downloads: 1,805

- Twitter
#LibrariesTransform used 4,461 times on Twitter
Impressions on Libraries Transform posts (ALA, I Love Libraries, and Annual Conference) Twitter accounts: 371,664
Retweets on Libraries Transform posts (ALA, I Love Libraries, and Annual Conference): 812; Likes: 911

- Facebook
Reach for Libraries Transform posts on ALA and I Love Libraries Facebook: 208,137
Comments: 401; Likes: 9671; Shares: 1,682

- Video views
Engagement video shared from PLA post: 2,147 views on Facebook; 148 views on YouTube
How Does Your Library Transform? (short videos with librarians at Annual): 9,021 views on Facebook; 65 views on YouTube

- Sample posts
July 28 Twitter post:
77% of #libraries offer online health resources. http://bit.ly/libtr-12 #LibrariesTransform

- June 23 Facebook share (Engagement video)
Public libraries offer 3.75 million public programs per year. Many are now engaging in creative partnerships with local nonprofits to help meet the needs of people in their communities. Learn more on the Libraries Transform website #LibrariesTransform

- August 4 Facebook post:
At the 2016 Annual Conference in Orlando, librarians were asked to talk about transformation at their libraries. Here's what Erica Dean Glenn had to say and learn more about how libraries are transforming on the Libraries Transform website #LibrariesTransform

- June 20 Twitter Post
98% of public libraries offer free public #WiFi for people on the move. Happy #WorldWiFiDay #librariestransform

- June 27 Twitter post
How #LibrariesTransform from Library Champion @SirsiDynix staff at #alaac16.

Twitter
Impressions on all posts (ALA, I Love Libraries, and Annual Conference) Twitter accounts: 2,398,626

Retweets on Libraries Transform posts (ALA, I Love Libraries, and Annual Conference): 5,669

Facebook
Reach for Libraries Transform posts on ALA and I Love Libraries Facebook: 3,201,128
Comments: 3,750; Likes: 75,812; Shares: 13,993

ALA Annual Conference & Exhibition (June 23 – 28)

The Public Awareness Office (PAO) worked closely with ALA leadership, divisions and offices to secure media coverage of the 2016 ALA Annual Conference and Exhibition in Orlando. The PAO developed a media press kit, local press lists, event remarks and statements regarding the conference memorial and diversity activities. More than 60 mainstream and trade press members registered for media credentials. Attending media included CNN.com, WKMG (Orlando CBS Affiliate), *Orlando Sentinel*, *Orlando Weekly*, Orlando Business TV and online radio station Latino 247. In addition, PAO developed and distributed press materials to more than 200 library trade and Orlando media targets. Media groups were interested in securing sources to discuss the transforming role of libraries, community engagement, diversity, advocacy, ebooks, privacy and other conference-related issues. Multiple media interviews with ALA leadership took place during the Annual Conference. For example, Orlando news talk radio station WDBO spoke with President Sari Feldman about the ALA memorial for the Pulse nightclub shooting victims and other conference topics. Local NPR affiliate WMFE interviewed Feldman for a story about library programs that support STEM education for young people and other educational and technology opportunities available through libraries. Coverage highlights of the ALA Annual Conference & Exhibition include articles from *American Libraries*, *Christian Science Monitor*, *Publishers Weekly*, *Library Journal*, Newsarama, and a mention from Closing Session Keynote Speaker Jamie Lee Curtis within a *Huffington Post* blog post. PAO also assisted BCALA with coverage of its Reading is Grand initiative within the event's onsite daily *Cognotes*. Additionally, PAO partnered with the Public Awareness Committee to present the PR Forum, which featured speaker Debra Fine, author of *The Fine Art of Small Talk*, who addressed a packed room with a presentation on building relationships at the library.

New Librarian of Congress

See highlights section

Social Media Advocacy for Dr. Carla Hayden Appointment to LOC

Twitter
#Hayden4LOC used 2,236 times on Twitter
Impressions on Carla Hayden advocacy posts (ALA, I Love Libraries, and Annual Conference)
Twitter accounts: 541,851
Retweets on Carla Hayden advocacy posts (ALA, I Love Libraries, and Annual Conference): 1,636; Likes: 1,964

Facebook
Reach for Carla Hayden advocacy posts on ALA and I Love Libraries Facebook: 287,166
Comments: 407; Likes: 10,543; Shares: 1624

<u>Library Card Sign-up Month (September)</u>

See highlights section

<u>Other Noteworthy Media Placements</u>

ALA President Julie Todaro talked with [NPR's Marketplace](#) to discuss how authors can work with libraries to market new titles. The interview with NPR's Andy Uhler aired on July 25, and its web component included infographics produced with stats provided by PAO. *New York Times* reporter Winnie Hu interviewed ALA Past President Sari Feldman to discuss the changing role of libraries. Hu's article "[Adding Classes and Content, Resurgent Libraries Turn a Whisper Into a Roar](#)," was published on the 4th of July and reached more than 2.7 million subscribers.

<u>Future Publicity Efforts</u>

PAO is currently working on publicity efforts to support the following initiatives within mainstream and library trade media:
- Library Card Sign-up Month (September 2016)
- Banned Books Week (September 25 – October 1, 2016)
- I Love My Librarian Award (November 2016)
- ALA Midwinter Meeting (January 20 – 24, 2017)
- ALA Youth Media Awards (January 23, 2017)

Public Programs Office (PPO)

<u>Thinking Money Exhibition Tour Begins</u>

Thinking Money, a traveling exhibition exploring financial literacy topics in a way that is not only understandable, but fun, begins its national tour in late August. The first libraries to receive the exhibition will be Bridgeport (Connecticut Public Library, Knox County (Idiana) Public Library, Poughkeepsie (New York) Public Library District and Salem (Oregon) Public Library. In total, 50 public libraries will participate over the next two years. 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. For more information and to view the full list of selected sites, visit the [Thinking Money website](#). *Thinking Money* was created in partnership with the Financial Industry Regulatory Authority (FINRA) Investor Education Foundation.

<u>Announcing Upcoming PPO Webinars</u>

The Public Programs Office has several upcoming webinars planned for the coming months. Each is free and will be archived in the [Programming Librarian learning library.](#) Register early to ensure a space.

- ["ALA's Excellence in Library Programming Award Presents: Creating a Civic Engagement Series about Race"](#); September 6, 1 p.m. (Central).

- [“Pokémon! How Two Libraries Scored Major Points with a Game Craze”](#); September 14, 1 p.m. (Central).
- [“Not Just for Kids: STEM Programs Your Adult Patrons Will Love”](#); November 2, 1 p.m. (Central).

ALA DIVISIONS

American Association of School Librarians (AASL)

AASL Defines 'effective school library program' for ESSA Implementation

See highlights section

AASL Conducts State Level Workshops on ESSA Implementation

AASL, in collaboration with the ALA Office for Library Advocacy and the ALA Washington Office, is offering a complimentary, comprehensive workshop on the Every Student Succeeds Act (ESSA) to each AASL-affiliated state association. The workshops build off of two well-received sessions presented by AASL during the 2016 ALA Annual Conference and are part of the newly adopted "AASL Vision Plan for Implementing ESSA." More information, including participating states and workshop dates, is available on the [AASL website](#).

AASL Submits Recommendations to USED: Include School Librarians in State ESSA Planning

In its continuing efforts to highlight the importance of school librarian participation in the implementation of the Every Student Succeeds Act (ESSA), AASL has submitted recommendations to the U.S. Department of Education (USED) in response to a Notice of Proposed Rulemaking on ESSA accountability and state plans. The recommendations, cosigned by the ALA Washington Office, focus on school librarian participation in state plan development and on the school librarian's role in teaching digital literacy skills. The full letter to the U.S. Department of Education can be read on the [AASL website](#).

AASL Announces Recipients of Inspire Grants

At the 2016 ALA Annual Conference in Orlando, AASL [announced the inaugural recipients](#) of two new grants made possible by the generosity of AASL member Marina "Marney" Welmers. The additions to the organization's prestigious awards program provide funds for public middle or high school libraries to update their existing collections or plan a special event in order to enhance student learning.

AASL Announces 2016 Best Apps and Best Websites for Teaching & Learning

AASL announced its 2016 list of Best Apps for Teaching & Learning and Best Websites for Teaching & Learning at the American Library Association Annual Conference in Orlando. The lists of 25 tools provide technology resources for school librarians and their teacher collaborators.

AASL Welcomes New Knowledge Quest Bloggers

AASL is proud to welcome an additional cast of bloggers for its *Knowledge Quest website*. *Knowledge Quest* offers breaking news, inspired blogs and encourages conversations to inspire insightful professionals and stronger communities. It is the ultimate vehicle to empower school librarians as they transform learning for their students.

Melissa Johnston Named School Library Research Co-Editor

Melissa Johnston, assistant professor at the University of West Georgia, has been appointed as co-editor of AASL's peer-reviewed, online journal *School Library Research.* Johnston joins continuing co-editor Mega Subramaniam.

New Research Articles Examine Audiobooks, Effective Learners and Digital Learning

Three new articles are now available in AASL's peer-reviewed online journal, *School Library Research.* SLR promotes and publishes high quality original research concerning the management, implementation and evaluation of school library programs. Articles can be accessed on the AASL website.

Association of College and Research Libraries
(ACRL)

ACRL 2017 Keynote Speakers Announced

ACRL announced its celebrated lineup of keynote speakers for the ACRL 2017 Conference, "At the Helm: Leading Transformation," to be held March 22 - 25, in Baltimore. Be challenged and inspired by ACRL's three distinguished speakers, who also double as information designers, journalists, authors, social commentators, comic writers, and the 14th Librarian of Congress. British data-journalist, author, and information designer David McCandless will deliver the opening keynote on March 22, 2017. The middle keynote on March 23, features Roxane Gay, an author and cultural critic whose writing is widely revered for its reflective, no-holds-barred exploration of feminism and social criticism. Closing the conference on March 25 will be Carla Hayden, the new Librarian of Congress. Complete details on ACRL 2017 keynote speakers are available on the conference website. Registration and housing for ACRL 2017 are now open.

ACRL Teams with OCLC Research for Research Agenda

ACRL has selected a team from OCLC Research to design, develop, and deliver a new ACRL "Action-Oriented Research Agenda on Library Contributions to Student Learning and Success." The team was selected after an open and competitive request for proposals to investigate and write a research agenda that provides an update on progress since the publication of ACRL's *2010 Value of Academic Libraries: A Comprehensive Research Review and Report* and examines 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 (e.g., retention, persistence, degree completion). Complete details are available on ACRL Insider.

Framework for Information Literacy Sandbox Update

ACRL has selected the Cherry Hill Company to develop the Framework Sandbox. The Sandbox will be an open access database for librarians and other academic partners to share, organize, and archive educational resources related to the use of the Framework for Information Literacy for Higher Education in practice and professional development. With the Drupal open source web content management system as a foundation, the Sandbox will feature a flexible search and browse interface where users can search for resources tailored to their needs, contribute content, and participate in dynamic sharing through user comments and opportunities to invite adaptations of submissions. Visit ACRL Insider for complete details.

Policy Statement on Open Access to Scholarship by Academic Librarians

The ACRL Board of Directors approved a new Policy Statement on Open Access to Scholarship by Academic Librarians at the ALA Annual Conference in Orlando. The policy statement was developed by ACRL's research and scholarly environment committee with feedback from members and the broader community, then vetted by the ACRL Standards Committee. Find the statement with ACRL's other statements, guidelines, standards and frameworks on the association website.

Statement for Communicating Library Value to Academic Leaders

See highlights section

New Presenters for Intersections Workshop

The ACRL Student Learning and Information Literacy Committee is pleased to announce the selection of Emma Molls, Joelle Pitts, and Michelle Reed as the newest presenters for the one-day licensed workshop, "Building a Curriculum on the Intersections of Scholarly Communication and Information Literacy." Molls, Pitts, and Reed join the team of Maryam Fakouri and John Watts as partners in shaping the curriculum and presenting the workshop. Molls is the Publishing Services Librarian at the University of Minnesota; Pitts is the Instructional Design Librarian/Associate Professor, Kansas State University; and Reed is the Undergraduate Learning Specialist, University of Kansas. Complete details are available on ACRL Insider.

New RDM Workshop Presenters

The ACRL Research and Scholarly Environment Committee has announced the selection of Kristin Briney, Christina Chan-Park, Laura Palumbo, and Sarah Wright as the newest presenters for the one-day licensed workshop, "Building Your Research Data Management Toolkit: Integrating RDM into Your Liaison Work." Kristin, Christina, Laura, and Sarah join the team of Abigail Goben and Megan Sapp Nelson as partners in shaping the curriculum and presenting the workshop. More details are on ACRL Insider.

Databrarianship: The Academic Data Librarian in Theory and Practice

ACRL published *Databrarianship: The Academic Data Librarian in Theory and Practice* this June. Edited by Lynda Kellam and Kristi Thompson, the work provides advice and insight on data services for all types of academic libraries and library educators. Drawing on the expertise of a diverse community of practitioners, this nearly 400-page collection of case studies, original research, survey chapters, and theoretical explorations presents a wide-ranging look at the field of academic data librarianship. *Databrarianship: The Academic Data Librarian in Theory and Practice* is available for purchase through the ALA Online Store; Amazon.com; and by telephone order at (866) 746-7252 in the U.S. or (770) 442-8633 for international customers.

The Small and Rural Academic Library: Leveraging Resources and Overcoming Limitations

ACRL recently published *The Small and Rural Academic Library: Leveraging Resources and Overcoming Limitations*. Edited by Kaetrena Davis Kendrick and Deborah Tritt, the work provides practical tips and techniques for this unique subset of librarians. Through the use of case studies, research, and practical interviews, *The Small and Rural Academic Library* explores how academic librarians in such environments can keep pace with, create, and improve modern library practices and services, network with colleagues, and access continuing education and professional development opportunities. Additionally, this book acts as a resource on matters of human resources and management concerns that are unique to LIS professionals and paraprofessionals who serve at small campuses and in rural communities. *The Small and Rural Academic Library: Leveraging Resources and Overcoming Limitations* is available for purchase in print and as an ebook through the ALA Online Store; in print through Amazon.com; and by telephone order at (866) 746-7252 in the U.S. or (770) 442-8633 for international customers.

Choice and The Charleston Company Announce Collaboration on Online Review Resource

Choice and The Charleston Company have announced plans to collaborate on a new reference product, an online review source for academic databases and digital resources, with the working name of CC Advisor. CC Advisor will be published on the database platform recently launched at Choice. The goal is to unveil a working prototype at the Charleston Conference in November and to launch in time for the ACRL 2017 conference to be held March 22-25, 2017, in Baltimore. Complete details on the project are available on ACRL Insider.

New Look for Choice Magazine Debuts with September Issue

With the September 2016 issue, Choice will unveil a new cover and interior design, the first such change at the magazine in almost a decade. The premier source for reviews of academic books, digital media, and Internet resources in higher education for over 50 years, Choice is a publication of ACRL. The new cover design of Choice reflects an overall rebranding effort begun earlier this year, which includes a new logo and tagline for the Choice publishing unit. For more on Choice magazine, Choice Reviews, or Choice's other products and services, please visit the Choice website.

e-Learning Update

ACRL's e-Learning program offered two live webcasts and one multi-week course during this report period. Fifty-four individuals and 19 groups participated in the e-Learning events focusing on research guides, designing curriculum for information literacy courses, and research data management. Upcoming webcast topics include library instruction, data-driven library budgeting, service learning, and visual design in libraries. Full details and registration information are available on the ACRL website.

Association for Library Collections & Technical Services (ALCTS)

New ALCTS Slogan Focuses on Conserving the Past, Building the Future

See highlights section

New ALCTS Monograph Examines Linked Data for Cultural Heritage

With its roots in computer science, linked data is unfamiliar territory for many library catalogers. But since the origins of MARC nearly 50 years ago, the value of machine-readable library records has only grown. Today linked data is essential for sharing library collections on the open web, especially the digital cultural heritage in the collections of libraries, archives, and museums. In "Linked Data for Cultural Heritage" published by ALA Editions, the Association of Library Collections and Technical Services (ALCTS) and editors Ed Jones and Michele Seikel gather a stellar list of contributors to help readers understand linked data concepts by examining practice and projects based in familiar concepts like authority control. Topped by an insider's perspective on OCLC's experiments with Schema.org and the Library of Congress's BIBFRAME project, the book addresses many topics relevant to today's linked data projects.

ALCTS Fall Continuing Education Calendar

ALCTS fall continuing education offerings are available for registration. They cover a variety of topics from Library of Congress Classification and BIBFRAME to collection development and publishing. As always, LIS students and faculty who wish to use the webinar in their classrooms can register for free. Visit the ALCTS online learning page for more information and to register.

Association for Library Service to Children (ALSC)

May Hill Arbuthnot Honor Lecture Location

The host of the 2017 Arbuthnot Lecture will be the South Carolina State Library. The 2017 May Hill Honor Lecture will feature National Book Award winner, Jacqueline Woodson. Tickets will be available via the Arbuthnot website in early spring 2017.

Children & Libraries Wins Apex Award

ALSC's journal, *Children and Libraries*, received a 2016 Apex Award for Excellence in Writing. The award is sponsored by the editors of *Writer's Web Watch*, published by Communications Concepts, Inc., and is based on excellence in editorial content.

2016 ALSC Virtual and Mini Institute

See highlights section

Mini Institute, a Workshop Immediately Prior to ALA's Midwinter Meeting

In addition to the virtual event, the remainder of the programming slated for Charlotte will be presented at the Mini Institute, a one-day, face-to-face workshop immediately prior to ALA's Midwinter Meeting on Friday, January 20, 2017 in Atlanta, Georgia. More information about the Mini Institute including registration prices, agenda, and programs is available on the ALSC website.

Fall Online Education Courses

ALSC is pleased to announce that five courses are available for the fall season. Fall Online Courses will begin on September 26, 2016 and include the newest course, *Demonstrating ALSC Competencies*. Other fall courses include *Engaging Readers and Writers with Interactive Fiction*, *STEM Programs Made Easy*, *The Sibert Medal: Evaluating Books of Information*, and *Storytelling with Puppets*.

Upcoming ALSC Webinars

ALSC is offering a four-part webinar series from the Early Childhood Programs and Services Committee, with focus on Ages and Stages in Early Literacy Programming, Early Literacy Library Spaces, Early Literacy Outside the Library Walls, and Early Literacy and STEAM. Registration is now open for all four webinars and is free for both members and non-members to attend. ALSC's archived webinars are now free for all ALSC members and are offered at a small price for non-ALSC members.

Media Mentorship Webinar

ALSC collaborated with Erikson Institute's TEC Center to offer members a webinar on media mentorship in the early years. The webinar, *Media Mentorship and Family Engagement in the*

Digital Age, was attended by 115 participants and featured ALSC member Claudia Haines from Homer Public Library in Alaska along with Chip Donohue and Tamara Kaldor from the TEC Center.

<u>Curiosity Creates Video Compilation</u>

ALSC conducted site visits throughout the year to document the innovative programming that librarians implemented using the Curiosity Creates grants. A <u>video compilation</u> of these interviews can be viewed on YouTube.

<u>Fall 2016 Applications Open for ALSC Mentoring Program</u>

The ALSC Mentoring Program opened applications for its fall cohort. <u>Applications are now open</u> for both mentors and mentees. The application process ends on Friday, September 9, 2016.

<u>What Does That ALSC Committee Do?</u>

This summer, the ALSC Organization & Bylaws Committee launched a new resource called <u>What Does That ALSC Committee Do?</u> This site is the result of a survey of ALSC committee chairs on the duties, skills, and communication necessary for the individual work of the committee. Results are also available in PDF form.

<u>ALSC Professional Award Applications</u>

ALSC is now taking applications and nominations for the Professional Awards and Grants. Each year ALSC gives away over $100k in awards, grants, and scholarships to its members. Applications and nominations are open for <u>The Penguin Young Readers Group Award</u>, <u>ALSC Distinguished Service Award</u>, <u>The Maureen Hayes Author/Illustrator Award,</u> <u>ALSC Baker & Taylor Summer Reading Grant</u>, and the <u>Louise Seaman Bechtel Fellowship</u>.

<u>Continuing Education Proposals</u>

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 <u>online application</u> 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.

Association of Specialized and Cooperative Library Agencies (ASCLA)

<u>ASCLA Webinar</u>

ASCLA offered a webinar this summer on serving library users who are autistic: *Serving Library Patrons with Autism Spectrum Disorder (ASD)*. Attendees learned to better understand the characteristics and behaviors of a person with ASD in the library; make adjustments and recommendations to their own institutions on how to be more inclusive and welcoming; and to

provide ASD patrons opportunities for engagement in the library. More information can be found on the ASCLA blog.

Public Hearing in Orlando for the Revision of *Standards for Libraries Serving People who are Blind or Handicapped, 2011*

ASCLA is revising the standards for libraries serving people who are blind or handicapped, which were last revised in 2011. A public hearing was held in Orlando at the annual conference. The final revision is expected to come out in October 2017. More information can be found on the ASCLA blog.

Library and Information Technology Association (LITA)

LITA Forum Registration Open

See highlights section

Fall Courses and Webinars

Registration is also open for Fall courses and webinars:

- How to Talk about User Experience (webinar) presented by Michael Schofield, September 7
- Social Media For My Institution; from "Mine" to "Ours" (course) presented by Plamen Miltenoff, September 21 - October 12
- Online Productivity Tools: Smart Shortcuts and Clever Tricks (webinar) presented by Jaclyn McKewan, September 20
- Beyond Usage Statistics: How to Use Google Analytics to Improve Your Repository (webinar) presented by Hui Zhang, October 11
- Additional learning opportunities are still being added to the calendar.

New Interest Groups

Two new Interest Groups are ramping up activity, with a third expanding to include more services.

- The LITA New Member Interest Group will help those new to LITA get involved. The NMIG held a #LITAchat on Twitter in August to kick off its efforts. Learn more and subscribe
- Our new Women in Information Technology Interest Group will focus on mentoring, leadership development, and related topics. Learn more and subscribe
- The LITA group formerly known as the 3D Printing IG has changed its name to the Maker Technology Interest Group and broadened its scope to include laser cutters, computational textiles, light boxes, recording studies, video equipment, and more. Learn more and subscribe
- Learn about all of LITA's interest groups at http://www.ala.org/lita/about/igs.

<u>Virtual Board Meetings</u>

The Board is holding virtual meetings on September 7 and October 5, both from 1:00 – 3:00 p.m. (Central), at https://ala.adobeconnect.com/litaboard. Guests are welcome to join. The main topic at the September meeting will be adopting a draft strategic plan for 2016-2018, which the Board has been working on for the past five months, along with a Tactical Plan to guide implementation.

<u>The LITA Blog, a Source for Technologies and Trends in All Types of Libraries</u>

A sampling of recent items from the LITA Blog, your source for information and ideas about technologies and trends in all types of libraries:

- [Librarians in the Wild: Selling Librarian Skills Outside of Libraries](#) by Leo Stezano
- [Are You For Real? Exploring Virtual Reality Within The Academic Setting](#) by Cinthya Ippoliti
- [Digital Displays on a Budget: Hardware](#) by Mario Hernandez
- [Wearable Technology Resources](#) by Leanne Mobley

Library Leadership and Management Association (LLAMA)

<u>LLAMA Webinars</u>

- August 10 – "Communicating Effectively with Design Professionals-Shaping the Outcome of your Library," featuring Karen Watson, Principal Partner, PLAN22 Archibrarians, Newburgh, New York; and Robert Hubsher, Executive Director, Ramapo Catskill Library System, New York
- August 24 – "Work Smart: Applying Project Management Techniques to Library Projects," featuring Michael Perry, Collection Services Project Manager, Northwestern University Libraries, Evanston, Illinois
- September 7 – "Using Google Sheets + Google Sites to Create a Library Data Dashboard," featuring Emily Guhde, Assessment Librarian, Georgetown University Library, Washington, DC

<u>*Free Thought Leader* Webinar Series</u>

LLAMA presented "Everyday Leadership in Libraries: getting personal,**"** on August 3, with speakers Tara Radniecki and Tod Colegrove from the University of Nevada, Reno. It is part of an ongoing series of free webinars featuring thought leaders from a wide variety of libraries.

**Public Library Association
(PLA)**

PLA and Harvard Family Research Project Release New Report on Family Engagement in Public Libraries

A new report, *Public Libraries: A Vital Space for Family Engagement,* released by PLA and Harvard Family Research Project issues a call to action for libraries to strengthen their efforts to engage families in children's learning. Harvard Family Research Project surveyed public library leaders from around the country about their family engagement practices, convened a learning community of librarians, conducted interviews with librarians and reviewed research to closely study family engagement practices in public libraries. This report highlights five promising ways that libraries engage families in children's learning from early childhood and throughout the school years. Read the complete release…

PLA Receives ASAE Power of A Summit and Gold Awards for Every Child Ready to Read Literacy Program

PLA has earned 2016 American Society of Association Executives (ASAE) Power of A Summit and Gold Awards for its co-creation and implementation of Every Child Ready to Read (ECRR), a research-based program that employs public libraries to teach parents how to help develop literacy skills in their children, as well as advance the training of public library staff. ASAE honored PLA, which worked with the Association for Library Service to Children and the National Institute of Child Health and Human Development to develop toolkit materials and training to impact parent behavior. It is estimated that 30 to 40 percent of the country's 16,700 individual public library buildings have used ECRR in some capacity. Read the complete release…

PLA's Project Outcome Creates Webinar Partnership with Edge and Impact Survey to Support Library Assessment Needs

In an effort to better support a library's assessment needs, the PLA's Project Outcome has partnered with the Urban Libraries Council's (ULC) Edge Initiative and the University of Washington's Impact Survey to host a webinar, *Measurement Matters: Using Edge, Project Outcome, and the Impact Survey to Assess and Improve Community Outcomes*, on September 8, 2016, 1:00 – 2:00 p.m. (Central). This webinar is free and will demonstrate how all three tools can help libraries implement a comprehensive assessment strategy to better their data and share their community impact. Read the complete release…

PLA Accepting Proposals for 2017 ALA Annual Conference

PLA is now accepting program proposals showcasing public library practices and innovations for the 2017 ALA Annual Conference, to be held June 22–27, 2017, in Chicago. Proposals will be accepted online through 11:59 p.m. (Central) on September 14, 2016. Program topics should showcase emerging trends and examples of risk-taking in the areas of community engagement, managing space, marketing and advocacy, digital content, technology, programming, leadership, funding, staffing, collections, outcome measures, and more. Read the complete release…

PLA Accepting Applications for 2017 Leadership Academy in Portland, Oregon

PLA is now accepting applications for the PLA Leadership Academy: Navigating Change · Building Community, March 20-24, 2017, in Portland, OR. This special event will offer intensive, empowering leadership education for public librarians who want to increase their capacity to lead not only within the library, but also in the community. Developed in collaboration with the International City and County Managers Association (ICMA), and supported by a grant from the Institute of Museum and Library Services (IMLS), the PLA Leadership Academy offers a groundbreaking focus on developing the skills needed to work with municipal officials and other community stakeholders to enhance the position of the library within the community and improve the overall effectiveness of library services and programs. Read the complete release…

PLA to Host First-Ever Dynamic Planning Institute in Washington, D.C.

See highlights section

Reference and User Services Association (RUSA)

Upcoming Online Course

RUSA's online course, *Introduction to Instructional Design for Librarians*, will be offered starting September 12, 2016 through October 23, 2016. This six-week course will help participants learn to use the Instructional Design Process utilizing the Morrison, Ross, and KEMP Instructional Design Model. Students will learn to apply it effectively to library instruction which includes: identifying instructional problems, learner analysis, task analysis, defining instructional objectives, sequencing content, identifying instructional strategies, message design, instructional delivery, and evaluation instruments.

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

Trustee Academy and New Webcasts

United for Libraries has completely revised and streamlined its popular Trustee Academy and will be creating new webcasts in September. To date, fifteen states have subscribed to Short Takes for Trustees and/or the Trustee Academy for all or some of their libraries.

New Book for Working with Friends Groups

Sally Gardner Reed, on behalf of United for Libraries, has finished a book for directors working with Friends groups titled, "The Good, the Great, and the Unfriendly: a Librarian's Guide to Working with Friends Groups" for American Libraries Editions. It will be available in January 2017.

Webinar Available Soon on Merging Foundations and Friends Groups.

United for Libraries is working with Libraries Strategies' Peter Pearson and Sue Hall to develop a webinar for Foundations and library administrators on how to merge Foundations and Friends groups. The webinar will be available in September 2016.

Young Adult Library Services Association (YALSA)

YA Services Symposium Early Bird Registration Ends September 15

Registration is open for 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.

It's Not Too Late to Plan a Great Teen Read Week™

See highlights section
Encourage Teens to Vote for Their Favorite Books

The 2016 Teens' Top Ten nominated titles have been posted online since April. Beginning August 15 and running through Teen Read Week™, please help YALSA by encouraging the teens in your state to go online and vote for their favorite books. The link to the voting site will be accessible from the Teens' Top Ten website.

Save the Date for Teen Tech Week™ 2017

Teen Tech Week™ will be celebrated March 5-11 with the theme "Be the Source of Change." Libraries can leverage this theme to encourage teens to learn about and utilize all the great digital resources and services the library provides to help them make a positive impact in their life and community. Planning and promotion resources will be available beginning November 1, 2016.

Upcoming YALSA Activities & Events

- August 1 – September 5, District Days
- August 15 – October 15, Teens' Top Ten voting opens
- September 15, webinar on school/public library partnerships
- September 15, early bird registration ends for the YA Services Symposium,
- October 9 – 15, Teen Read Week™
- October 20, webinar on libraries and coding
- October 24 – November 20, e-course, Building Reflective Collections...Always Teens First
- November 1, Teen Tech Week™ site goes live
- November 4 – 6, YA Services Symposium in Pittsburgh
- November 16, Virtual Member Town Hall with YALSA President Sarah Hill
- November 17, webinar on Transitioning from Summer Reading to Summer Learning

- December 1, deadline to apply for most of YALSA's member grants & awards
- December – February 1, Committee Volunteer form open for committees that start work 7/1/17
- January 20 – 23, ALA Midwinter Meeting in Atlanta,

 For more events and information, visit the YALSA 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 *The Librarian's Guide to Book Programs and Author Events*, by Brad Hooper; *Linked Data for Cultural Heritage*, Ed Jones and Michele Seikel, editors; *40+ New Revenue Sources for Libraries and Nonprofits*, by Edmund A. Rossman III (ALA Editions); *Digital Library Programs for Libraries and Archives: Developing, Managing, and Sustaining Unique Digital Collections*, by Aaron D. Purcell, *Managing Metadata in Web-scale Discovery Systems*, edited by Louise F. Spiteri; and *Managing Digital Cultural Objects: Analysis, Discovery and Retrieval,* edited by Allen Foster and Pauline Rafferty (ALA Neal-Schuman). For a full listing of titles including books, online workshops, and eCourses, visit the ALA Store.

Meet the Author Events at the ALA Store at the 2016 ALA Annual Conference & Exhibits

Several Meet the Author events took place at the ALA Store at the 2016 ALA Annual Conference & Exhibits. Additionally, ALA Editions sponsored a program led by ALA authors: "Supercharged Storytimes." The ALA Editions/Neal-Schuman Fall/Winter 2017 catalog was published and in homes starting August 25.   www.alastore.ala.org

ALA Graphics

ALA Graphics Fall 2016 Catalog

ALA Graphics Fall 2016 catalog began arriving in mailboxes in early August with a new DC Super Hero Girls poster on the cover. DC Super Hero Girls appeals to a younger audience and complements our current line of super hero offerings. The cover also featured a new infant/kids t-shirt promoting early literacy. The Baby Bear Read to Me T-shirt features art by Eric Carle. Eric Carle's work is also featured on a new Brown Bear poster and bookmark celebrating the 50th anniversary of *Brown Bear, Brown Bear What Do You See?*

New Products Introduced in the Fall Catalog

The catalog introduced other new products featuring popular characters including: Curious George; Coding is a Hoot products to encourage building vital computer skills; Roller Girl

products which feature original art by 2016 Newbery Honor-winner Victoria Jamieson; and Buffy the Vampire Slayer products to appeal to teens.

Libraries Transform Expert Badge Revealed at Annual Conference

See highlights section

American Libraries

IFLA World Congress in August

American Libraries took advantage of the nearby Columbus, Ohio, IFLA World Congress in August, sending a photographer and three editors, resulting in multiple daily blog posts on AmericanLibraries.org and listings in AL Direct of the event, as well as additional photos for other ALA units.

Fifth Dewey Decibel Podcast

The fifth Dewey Decibel podcast became available on Monday, August 29, focusing on library design. This coordinates with the American Libraries September/October issue, which also features its annual Library Design Showcase. The issue, which is set to arrive in member's mailboxes by September 1, also includes a feature on ALA Award winners.