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American Library Association 2009-2010 Annual Report

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Letter to the Membership

Faced with a “perfect storm” of growing demand for library services and shrinking resources to meet that demand, libraries in 2009–2010 worked to provide critically needed materials and services such as technology training, online resources for employment, continuing education, and government resources.

Across the country, library supporters lobbied decision-makers—often turning to social media to spread messages—in an effort to keep doors open and stave off cuts. In North Carolina, an online grassroots fundraising and awareness campaign through Facebook and Twitter helped convince trustees of the Charlotte Mecklenburg Library to rescind a vote that would have closed 12 branches and laid off more than 140 library employees. The experience inspired CML Learning and Development Coordinator Lori Reed to create SaveLibraries.org, a clearinghouse of news and tools to fight library budget cuts and closings.

In June, more than 2,000 turned out for Library Advocacy Day in Washington, D.C. Nearly five times larger than any National Library Legislative Day in the past, the event included a rally on Capitol Hill, meetings with elected officials, and a virtual component that drew another 1,000-plus participants to advocate for libraries by e-mailing members of Congress.

Social media grew in importance as a way to improve member engagement, as more and more division, round table, committee, and interest group members joined ALA Connect, the association’s social networking site and shared work space. ALA also introduced an Online Learning website, a one-stop shop for information about different units’ podcasts, webinars, e-courses, and more.

2008–2009 ALA President Camila Aire centered her presidential initiative, “Libraries: The Heart of All Communities,” on frontline advocacy and family literacy. Aire, a professor at Simmons College in Boston and adjunct professor at San Jose University in California, focused on getting frontline librarians and other library staff engaged and empowered to articulate the value of their libraries. Advocacy toolkits were created for each type of library—academic, public, school, and special—and workshops were held around the country to train library staff and supporters to speak effectively about the value of their libraries.

As part of Aire’s Family Literacy Initiative, ALA’s five ethnic affiliates—the American Indian Library Association, the Asian Pacific American Librarians Association, the Black Caucus of the American Library Association, the Chinese

American Library Association, and REFORMA (the National Association to Promote Library and Information Services to Latinos and the Spanish Speaking)—developed and implemented family literacy activities that would engage families in their respective communities to read, learn, and play together.

In the coming year, key initiatives will address advocacy and fundraising. “Our Authors, Our Advocates” builds a cadre of nationally known writers who will speak out on behalf of libraries through interviews, posters, podcasts, publications, and other media; it will also serve as a model for creating advocates for libraries at the community level. “Frontline Fundraising” will provide tools—including an online toolkit and webinars—that can be used by everyone, regardless of the size or type of library, to supplement the budget from their jurisdiction or institution. Finally, the “Why I Need My Library” contest invites young people to communicate why libraries are needed now more than ever through short videos made available on YouTube and the [ilovelibraries](#) and [@yourlibrary](#) websites.

We have important work to do in this critical time for libraries, librarians, library workers, library supporters, and the communities we serve. As we work to maintain essential services, we must also encourage our many supporters to speak out—to highlight the key role libraries and library staff play in the economic, social, and educational fabric of our nation.



Roberta Stevens
ALA President

A handwritten signature in black ink that reads "Roberta Stevens" in a cursive script.



Keith Michael Fiels
ALA Executive Director

A handwritten signature in black ink that reads "Keith Michael Fiels" in a cursive script.

About ALA

Founded in 1876 in Philadelphia and later chartered in the Commonwealth of Massachusetts, the American Library Association is the oldest, largest, and most influential library association in the world. The ALA has more than 61,000 members, including librarians, library trustees, and other interested people from every state and many nations. The association serves public, state, school, and academic libraries, as well as special libraries for people working in government, commerce and industry, the arts, and the armed services or in hospitals, prisons, and other institutions.

Mission

The ALA's mission is "to provide leadership for the development, promotion, and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all."

Headquartered in Chicago, the ALA is governed by an elected [Council](#), its policy-making body, and an [Executive Board](#), which acts for the Council in the administration of established policies and programs. Within this context, the Executive Board is the body that manages the affairs of the Association, delegating management of the day-to-day operation to the Association's [executive director](#). The ALA also has 37 standing [committees](#), designated as committees of the Association or of the Council. The Association's operations are directed by the executive director and implemented by [staff](#) through a structure of programmatic [offices](#) and support units.

The ALA is home to 11 membership [divisions](#), each focused on a type of library or library function, and 18 [round tables](#) for members who share interests that do not fall within the scope of any of the divisions. A network of [affiliates](#), [chapters](#), and [other organizations](#) enables the ALA to reach a broad audience.

[Key action areas](#) include diversity, equitable access to information and library services, education and lifelong learning, intellectual freedom, advocacy for libraries and the profession, literacy, and organizational excellence.

The ALA is a 501(c)(3) charitable and educational organization.

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Divisions

The ALA's member divisions are:

- [American Association of School Librarians](#) (AASL)
 - [Association for Library Collections and Technical Services](#) (ALCTS)
 - [Association for Library Service to Children](#) (ALSC)
 - [Association of College and Research Libraries](#) (ACRL)
 - [Association of Library Trustees, Advocates, Friends, and Foundations](#) (ALTAFF)
 - [Association of Specialized and Cooperative Library Agencies](#) (ASCLA)
 - [Library and Information Technology Association](#) (LITA)
 - [Library Leadership and Management Association](#) (LLAMA)
 - [Public Library Association](#) (PLA)
 - [Reference and User Services Association](#) (RUSA)
 - [Young Adult Library Services Association](#) (YALSA)
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ALA Offices

These units of the Association address the broad interests and issues of concern to ALA members; they track issues and provide information, services, and products for members and the general public. Current ALA offices are:

- [Chapter Relations Office](#)
- [Development Office](#)
- [Governance Office](#)

- [International Relations Office](#)
- [Office for Accreditation](#) (OA)
- [Office for Diversity](#) (OFD)
- [Office of Government Relations](#) (OGR)*
- [Office for Human Resource Development and Recruitment](#) (HRDR)
- [Office for Information Technology Policy](#) (OITP)*
- [Office for Intellectual Freedom](#) (OIF)
- [Office for Library Advocacy](#) (OLA)
- [Office for Literacy and Outreach Services](#) (OLOS)
- [Office for Research and Statistics](#) (ORS)
- [Public Information Office](#) (PIO)
- [Public Programs Office](#) (PPO)
- [Washington Office](#)

*The OGR and the OITP are housed at the ALA's Washington Office; the others are in Chicago.

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ALA Officers

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2009–2010 Year in Review

2009–2010 ALA President Camila Alire centered her presidential initiative, “Libraries: The Heart of All Communities,” on frontline advocacy and family literacy



ALA President Camila A. Alire and Gene Shimshock, chair of the Exhibits Round Table, cut the ribbon to open the exhibits at the 2010 Midwinter Meeting, backed up by ALA President-elect Roberta A Stevens and the ALA Executive Board.

The frontline advocacy component focused on engaging and empowering librarians and other library staff to articulate the value of their respective libraries. Advocacy toolkits were created for each type of library—academic, public, school, and special—and Alire and members of her advisory committee conducted workshops around the country to train library staff and supporters to speak effectively about the value of libraries. Additionally, an online tutorial was developed for ALA’s Advocacy University website; a Frontline Library Advocacy Train-the-Trainer preconference was held at the 2010 ALA Annual Conference in Washington, D.C.; and an instructional webinar was conducted in October 2010.

The second component, family literacy, provided an opportunity for ALA’s five ethnic affiliates to plan and implement

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Washington Office

Library Copyright Alliance speaks out



The Library Copyright Alliance, including ALA, the Association of College and Research Libraries (ACRL), and the Association of Research Libraries (ARL), continued to work to present a unified voice for the library community concerning national and international copyright law and policy for the digital environment. Over the year, the

LCA filed comments on a World Intellectual Property Organization draft proposal to facilitate access to copyrighted works for people with visual impairments and other reading disabilities, issued a series of briefs relating to international copyright and libraries, and called for openness in the discussion of a proposed Anti-Counterfeiting Trade Agreement.

The group also filed *amicus curiae* briefs in cases dealing with consumers' rights and the first-sale doctrine in a battle over an Internet auction of used computer software, as well as the right of Internet service providers to not be held liable for copyright infringement by third-party users.

In July 2010, the three LCA member organizations filed an *amicus curiae* brief with the U.S. Supreme Court in *Costco v. Omega*, a case the groups believe could affect the legal provision that allows libraries to lend books.

Library associations release guide on Google Book Search agreement

ALA, the Association of Research Libraries, and the ACRL continued to play an active role in the ongoing response to the Google Book Search Settlement (GBS). In November 2009, the groups released "[A Guide for the Perplexed Part III: The Amended Settlement Agreement](#), (PDF)" which describes the major changes in the amended settlement agreement submitted by Google, the Authors Guild, and the Association of American Publishers that month, with emphasis on those changes relevant to libraries.

In addition, ALA, the ARL, and the ACRL submitted a letter to the U.S. Department of Justice's Antitrust Division, advising that the court presiding over the GBS closely supervise the implementation of the settlement, particularly the pricing of institutional subscriptions and the selection of members of the Book Rights Registry board.

The groups also submitted a supplemental filing with the U.S. District Court for the Southern District of New York overseeing the settlement; the filing was submitted as testimony for the U.S. House of Representatives Judiciary Committee's September 9 hearing on "Competition and Commerce in Digital Books."

Capitol Hill event discusses findings of broadband report



In early March, the ALA hosted an event in the Rayburn House Office Building on Capitol Hill to unveil findings of the Federal Communications Commission–Social Science Research Council study "Broadband Adoption in Low-Income Communities." The FCC had commissioned the study to further its understanding of barriers to broadband adoption and to shape the National Broadband Plan, which was released March 17.

Presenters—including John Horrigan, consumer research director at the FCC; Mark Lloyd, associate general counsel and chief diversity officer at the FCC; Dharma Dailey and Amelia Bryne, independent researchers for the SSRC; and Emily Sheketoff, executive director of the ALA Washington Office—discussed the contexts for understanding barriers to broadband adoption.

The SSRC study found that public libraries are critical anchor institutions that enable social and economic inclusion in many communities because of their role as primary providers of broadband access, training, and support for those without broadband at home. The study suggests that supporting the mission with core technology funding and specialized staff is an efficient way of mitigating the high costs of digital exclusion.

ALA, ARL document clarifies digital delivery of content to classrooms

In September, the ALA and the Association of Research Libraries released "[Performance of or Showing Films in the Classroom](#) (PDF)" to provide guidance on digital delivery of content to the "physical" classroom. The document aims to clarify one area of confusion about what is permitted under the Technology, Education and Copyright Harmonization (TEACH) Act in combination with the Digital Millennium Copyright Act (DMCA) and existing exceptions such as fair use.

OITP releases brief on benefits of fiber-optic technology

To help libraries understand the benefits of fiber-optic technology and to suggest strategies they can consider when exploring how to obtain fiber connectivity, the Office for Information Technology Policy released a policy brief titled "[Fiber to the Library: How Public Libraries Can Benefit](#) (PDF)."



Publication advances conversation on the future of libraries

In March, the OITP issued the first of several policy briefs to be published in 2010 on the revolution in information technology and its implications for the future of libraries. "[Checking Out the Future: Perspectives from the Library Community on Information Technology and 21st-Century Libraries](#) (PDF)" explores the ways in which many library professionals are driving adaptations designed to ensure that libraries remain an integral part of our society's commitment to education, equity, and access to information.

Congress passes aid package that may save school librarian jobs

In August, the U.S. Congress passed a \$26 billion state aid package intended to prevent layoffs of educators and other state and local government workers. Of this, \$10 billion will go specifically to education, and school librarians can benefit from this funding.

The package included "off-sets" rescinding funding from other sources in the federal budget; the Broadband Technology Opportunities Program was one program that received a cut of \$302 million from the money that was appropriated in last year's stimulus bill. BTOP is a package of stimulus programs originally funded at \$4.7 billion for building out broadband infrastructure and related technologies and services, including funding for public computing centers in libraries.

School librarian testifies before Senate committee

Jamie Greene, a school librarian at Hugh Cole Elementary School in Warren, Rhode Island, and president of the Rhode Island Educational Media Association, testified before the U.S. Senate Committee on Health, Education, Labor and Pensions (HELP) April 22 in a hearing titled "ESEA Reauthorization: Meeting the Needs of the Whole Student." [Greene's testimony](#) (PDF) highlighted the critical role of school libraries in the nation's educational system and the need for Congress to include them in the reauthorization of the Elementary and Secondary Education Act (ESEA). Video of the hearing is available at the committee page: <http://bit.ly/ds4p2k>.

Fred von Lohmann wins L. Ray Patterson Copyright Award



The OITP named Fred von Lohmann, a senior staff attorney specializing in intellectual property matters at the Electronic Frontier Foundation, winner of the annual L. Ray Patterson Copyright Award, which recognizes contributions of an individual or group who pursues and supports the Constitutional purpose of U.S. Copyright Law, fair use, and the public domain. The award is

 named after L. Ray Patterson, a key legal figure who explained and justified the importance of the public domain and fair use.

In his role at EFF, von Lohmann has represented programmers, technology innovators, and individuals in a range of copyright and trademark cases. He is also involved in EFF's efforts to educate policy makers regarding the proper balance between intellectual property protection and the public interest in fair use, free expression, and innovation.

Committee on Legislation releases toolkit on e-government services

In June, ALA's Committee on Legislation released an [E-Government Toolkit](#), created to help librarians address the growing public demand for help with online government services. According to ALA research, 61 percent of libraries report that providing access to government information is one of the most critical Internet services they provide. As government agencies at the local, state, and federal levels continue to shift the availability of services directly to the public by putting them online, new opportunities—as well as new challenges—emerge for the nation's libraries.

OITP brief explores effect of mobile devices on library services



[“There's an App for That! Libraries and Mobile Technology: An Introduction to Public Policy Considerations”](#) (PDF),” released in June by the OITP, looks at how the adoption of mobile technology alters the traditional relationships between libraries and their users. Author Timothy Vollmer explores the challenges to reader privacy, issues of access to information in the digital age (including content ownership and licensing), digital rights management, and accessibility.

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activities that would engage families in their respective communities to read, learn, and play together. Each of the affiliates—the American Indian Library Association, the Asian Pacific American Librarians Association, the Black Caucus of the American Library Association, the Chinese American Library Association, and REFORMA (the National Association to Promote Library and Information Services to Latinos and the Spanish Speaking)—developed family literacy projects that have been piloted across the country and can be replicated by public libraries that serve any or all minority communities.

Libraries forge ahead through perfect storm

Faced with a “perfect storm” of growing demand for library services but shrinking resources to meet that demand, libraries worked to provide critically needed materials and services, amplify advocacy efforts, and ask their users and supporters to speak out on their behalf.



More than 1,600 ALA members and advocates took part in Library Advocacy Day 2010, the largest federal advocacy event in ALA history.

In June, more than 2,000 turned out for Library Advocacy Day in Washington, D.C. Nearly five times larger than any National Library Legislative Day in the past, the event included a rally on Capitol Hill, meetings with elected officials, and a virtual component that drew another 1,053 participants to advocate for libraries by e-mailing members of Congress.

Authors and library supporters Marilyn Johnson, Paula Poundstone, Barbara Kingsolver, Lisa Scottoline, and Roy Blount Jr. were the first to join “Authors for Libraries,” an effort by the Association of Library Trustees, Advocates, Friends and Foundations to encourage authors to advocate for libraries on local, state, and national levels. The program—which grew out of a presentation at Midwinter by Johnson, author of *This Book is Overdue! How Librarians and Cybrarians Can Save Us All*—will share quotes from participating authors about the importance of libraries on the ALTAFF website and through promotional materials; it will also keep authors informed of opportunities to advocate for

libraries.

ALA continued its provision of Capwiz advocacy software to ALA chapters, which used the online tool to send nearly 200,000 messages on the value of libraries to their legislators and governors. These online campaigns helped reinstate \$20 million in state aid for libraries in Florida and millions in New Jersey and Pennsylvania.

In North Carolina, an online grassroots fundraising and awareness campaign through Facebook and Twitter helped convince trustees of the Charlotte Mecklenburg Library to rescind a vote that would have closed 12 branches and laid off more than 140 library employees. The experience inspired CML Learning and Development Coordinator Lori Reed to create SaveLibraries.org, a clearinghouse of news and tools to fight library budget and closings.



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The Association of College and Research Libraries embarked on a multi-year Value of Academic Libraries Initiative to increase recognition of the value of libraries and librarians by leaders in higher education, information technology, funding agencies, and campus decision-making. Megan Oakleaf, assistant professor for the School of Information Studies (iSchool) at Syracuse University, led a review of the literature, methodologies, and best practices already in place to demonstrate the value of academic libraries; the findings were released in September 2010 in *The Value of Academic Libraries Comprehensive Research Review and Report*. The full report is available on the ACRL website.

ALA responds to disasters in Haiti and Chile

ALA set up efforts to rebuild libraries in Haiti and Chile after the devastating earthquakes in early 2010. ALA raised an initial \$25,000 to rebuild three libraries in Haiti: the Petit Goave Public Library, the Centre Culturel Pyepoudre Community Library, and the Bibliothèque haïtienne des Pères du Saint-Esprit, which was founded in 1873 and holds resources documenting the history of Haiti, French colonization, slavery, and emancipation. In addition to seeking funding, ALA worked to have U.S. libraries adopt libraries in the southern region of Chile that were destroyed or damaged during the February 27 earthquake and aftershocks.

New Online Learning site debuts



As ALA divisions and offices continued to expand their online education offerings, shortly before the 2010 Annual Conference, ALA launched its new Online Learning website, a collaboration of all units providing e-learning through a variety of methods—podcasts, webinars, e-courses, and more. The easy-to-search site is organized into five general areas: Collection Management, Issues and Advocacy, Management Issues for Library

Leaders, School Libraries, and Service Delivery in Libraries.

Twitter donates archive to Library of Congress

In a landmark intersection between the library world and social media, the Library of Congress received social media giant Twitter's entire archive of tweets, totaling billions of 140-character posts dating back to March 2006. Highlights of the collection include the first-ever tweet from Twitter cofounder Jack Dorsey and President Obama's tweet after winning the 2008 presidential election.

ALA publishing steps up digital delivery

In addition to launching more new print books—37—in one year than ever before, the range of online publishing offered by ALA Editions was stepped up with the incorporation of ALA TechSource and its staff into the unit. Additionally, eEditions allow customers to buy ALA Editions books and ALA TechSource's *Library Technology Reports* in electronic format directly from the ALA Store, with file formats readable using a variety of software and devices, including the Amazon Kindle, Sony eReader, iPhone's Stanza eReader, Adobe Digital Editions eReader, and the MobiPocket eReader. They can also be read on desktop and laptop computers using free software. A new bundle option was introduced so that customers can download ALA Editions books and begin reading immediately, while the print version is being shipped.



In January, the new *American Libraries* website was launched with content open to all. Well received by readers, the new site is also transforming the workflow of *American Libraries* editors, who are now publishing continually on the site. Columns, features, and news are posted regularly, with links appearing weekly in the e-newsletter *AL Direct*. Other

benefits include expanded news content, web-only spotlights, HTML versions of most of the print magazine's content, comment-enabled articles (easy to share on Facebook, Twitter, ALA Connect, and through other social media), an archive of every issue of *American Libraries Direct*, and RSS feeds for new issues. *AL* has also begun to roll out archives of old issues online; eventually, the archives will date back to the very beginning of *American Libraries* in 1907, thanks to a partnership with JSTOR.

In other areas of publishing, *Booklist* Publications had another year marked by innovation in digital media—expansion of the existing blogs, e-newsletters, and social media, an iPhone App, and a new sponsored webinar program that helped the imprint overcome the notoriously challenging current magazine advertising environment—and *Library Leadership and Management* completed a three-year process to transition the journal to an online format, housed within a searchable database.

Another busy year for the Campaign for America's Libraries



The Campaign for America's Libraries continued to work with partners to generate public awareness about the value of libraries and librarians, to reach new audiences, and to amplify messages.

Campaign partner Dollar General Literacy Foundation provided funding for 75 public libraries in 24 states to receive The American Dream Starts @ your library grants to add or expand literacy services for adult English-language learners.



The Step Up to the Plate @ your library program, developed by ALA and the National Baseball Hall of Fame and Museum, concluded its fourth season with a grand-prize drawing at the Hall of Fame in Cooperstown, New York. Program spokesperson and Hall of Famer Ozzie Smith chose 11-year-old Elizabeth Ann Bishop of Chambersburg, Pennsylvania, as the winner. Step Up to the Plate encouraged fans of all ages to use the print and electronic resources at their library to answer a series of trivia questions focused on multiculturalism in baseball and baseball around the world. Season five of the program launched in April; library staff at the Hall of Fame developed trivia questions reflecting the Hall of Fame's role in preserving the history of baseball, with questions about exhibits at the museum.

For the second year in a row, Univision Radio, the nation's largest Spanish-language radio broadcaster, aired Spanish-language public service announcements (PSAs) about the value of libraries and librarians for the "en tu biblioteca" campaign, which encourages members of the Latino community to use their local libraries. A Spanish-language website for the public supports the messages of the radio PSAs and offers tools and materials for librarians looking to reach out to their Spanish-speaking audience.



Continuing a nine-year partnership with the Campaign for America's Libraries, *Woman's Day* magazine featured the four winners of its latest library initiative, which asked readers how they used the resources at their libraries to save money and access resources to cope with economic tough times. Winners included a woman who uses the resources and programs at her library to help homeschool her son, one who used interlibrary loan to check out college textbooks, another who used the library's free resources to find her place in a new community, and a reader who used books from the library to learn how to renovate her 1880s home. Also in the March issue, the magazine announced its next initiative, asking women to submit stories of why the library is important to their community. Four submissions will be featured in the March 2011 issue.

ALA's public awareness website, atyourlibrary.org, continued to expand in 2010, with an 11.5 percent increase in the number of unique visitors to the site as well as a growing number of Facebook and Twitter followers. New additions to the site included long format audio interviews with authors and promotional tie-ins with existing ALA initiatives such as

Library Card Sign-up Month.

The Campaign for the World's Libraries



The Library and Information Association of Jamaica (LIAJA) joined the Campaign for the World's Libraries in 2009. The Campaign for the World's Libraries was developed by ALA and the International Federation of Library Associations and Institutions (IFLA) to showcase the unique and vital roles played by public, school, academic and special libraries worldwide. To date, 36 countries have joined the campaign, and the @ your library brand has been translated into 29 languages.

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Program and Partners

Office for Diversity receives IMLS grant for recruitment



The Office for Diversity and Spectrum Scholarship Program was awarded a \$432,495 grant in June by the [Institute of Museum and Library Services](#) Laura Bush 21st-Century Librarian Program. The grant will fund a three-year project to recruit ethnically diverse high-school and college students to careers in libraries.

“Discovering Librarianship: The Future Is Overdue” will enlist a cohort of 35 early-career librarians from previously successful diversity initiatives, including the Spectrum scholarship program, to develop recruitment materials and serve as in-the-field recruiters to a new generation of professionals. Field recruiters will be provided with funding to participate in 70 national, regional, and local career recruitment and education events. ALA will host an institute for up to 50 college undergraduates interested in careers in librarianship, with information on preparing for graduate school admissions, selecting an LIS program, finding funding for graduate school, and making the most of graduate education in library and information science.

Beyond Words grants more than \$90,000 for school library disaster relief



Beyond Words issued grants to eight school library programs in 2009–2010, totaling more than \$90,000 for school libraries nationwide that have sustained materials losses because of a major disaster. The Beyond Words grant, sponsored by national discount retailer

Dollar General and administered by the American Association of School Librarians in collaboration with the National Education Association, provides funds that can be used for buying books, media, and/or library equipment that support learning in a school library environment.

The American Dream Starts @ your library



In April 2010, ALA chose 75 public libraries in 24 states to receive \$5,000 grants as part of “The American Dream Starts @ your library” literacy initiative. In large cities and rural



towns throughout Dollar General's market area, the American Dream libraries use grant funds to build innovative literacy services for adult English language learners and their families by expanding print and digital literacy collections, offering instruction in English as

a second language (ESL) and citizenship, holding conversation clubs, developing mobile tech labs, and reaching out to community partners. Especially notable about the 2010 round was the awarding of grants to support mobile outreach to immigrant communities, especially bookmobile service. Videos of American Dream librarians discussing their successes, challenges, and goals are available at www.olos.ala.org/americandream. Additional information about the initiative, which is funded by the Dollar General Literacy Foundation, is available at www.americandreamtoolkit.org.

We the People Bookshelf: “A More Perfect Union”

The National Endowment for the Humanities (NEH) collaborated with the Public Programs Office (PPO) for the seventh consecutive year to present [We the People Bookshelf](#), which aims to encourage young people to read and understand great literature while exploring themes in American history through library programming. The 2010 program provided sets of 17 books for young readers on the theme “A More Perfect Union,” along with bonus materials for audiences of all ages, to 4,000 school and public libraries. Since 2003, the NEH and ALA have distributed 17,000 book sets to school and public libraries.

Great Stories CLUB reaches out to troubled teens



In 2010 the PPO, in cooperation with the Young Adult Library Services Association, chose 265 libraries to receive 11 sets of three theme-related books to provide to members of a reading club through the third round of the [Great Stories CLUB](#) (Connecting Libraries, Underserved teens, and Books), a reading and discussion program designed to reach troubled teens through books that are relevant to their lives. The program encourages libraries to work with community partners such as juvenile justice facilities, alternative high schools, drug rehabilitation centers, and other not-for-profits serving teens; since 2005, nearly 28,000 books have been distributed through 856 Great Stories CLUBs. Funding was provided by Oprah's Angel Network.

Pilot program engages Chicago teens

In the summer of 2010, 512 teens met in nine Chicago Public Library branches to discuss American art, current issues, and ways to get involved in the community through a series of pilot programs titled “Engage! Teens, Art, and Civic Engagement.” Following the discussions, participants brainstormed action plans for improving their environment and undertook a variety of projects, including painting murals, planting community gardens, and installing sculpture in public spaces. Funding for the PPO pilot initiative was provided by grants from the Searle Funds at the Chicago Community

Trust and the Terra Foundation for American Art.

Prime Time Family Reading Time expands

The Louisiana Endowment for the Humanities (LEH), in cooperation with the PPO, chose four states to participate in the national expansion of [Prime Time Family Reading Time](#), the LEH's award-winning family reading and discussion program designed specifically for underserved families with children ages 6 to 10. From fall 2010 to spring 2011, a total of 16 community libraries in Michigan, Arizona, Georgia, and Florida are hosting the program, which helps parents and children in selecting books and becoming active public library users.

On tour: PPO traveling exhibitions

The PPO toured nine ongoing traveling exhibits to 110 libraries, reaching an audience of 773,000 library patrons in 2009–2010: “[Benjamin Franklin: In Search of a Better World](#),” “[Changing the Face of Medicine: Celebrating America's Women Physicians](#),” “[Forever Free: Abraham Lincoln's Journey to Emancipation](#),” “[Harry Potter's World: Renaissance Science, Magic, and Medicine](#),” “[John Adams Unbound](#),” “[Lewis & Clark and the Indian Country](#),” “[Lincoln: The Constitution and the Civil War](#),” “[Pride and Passion: The African American Baseball Experience](#),” and “[Visions of the Universe: Four Centuries of Discovery](#).”

Louisa May Alcott library outreach program

In May, the PPO announced that 30 libraries would receive grants of \$2,500 to support five reading, viewing, and discussion programs featuring the documentary “Louisa May Alcott: The Woman Behind Little Women” and the companion biography of the same name. The library outreach program is done in collaboration with the NEH and Nancy Porter and Harriet Reisen for Filmmakers Collaborative.

Picturing America program grants



In June, the PPO selected 30 libraries to receive \$3,000 programming grants from the NEH to support public programs featuring the [Picturing America](#) collection. The selected programs represented a diverse group of program formats, including discussions of local history, musical performances, a photography contest, storytelling events, author visits, hands-on art workshops, a celebration of Native American heritage, scholarly lectures, and “Let's Talk About It” reading and discussion programs.

“Día” gets new Facebook fan page



A new Facebook fan page provided daily program ideas as a countdown to April 30, the date on which [El día de los niños/El día de los libros](#) (Children’s Day/Book Day) is celebrated each year. Some 350 libraries registered for the 2010 event, receiving free brochures and gaining access to Día’s interactive, searchable database of information about events across the country as well as planning tools. Partners in 2010 included HarperCollins, which again provided a poster featuring tips for celebrating *Día*; Arte Publico Press; Charlesbridge Publishing; and Cinco Puntos Press.

ALSC promotes Read for the Record

The Association for Library Service to Children (ALSC) helped promote JumpStart’s [Read for the Record](#), an annual one-day event that encourages children across the country to read the same book on the same day, with the goal of gaining entry into the Guinness Book of World Records. The book selected for the October 8, 2009, event was *The Very Hungry Caterpillar* by Eric Carle.

ALSC shares tips through Day for Kids



ALSC members were invited to register and access online resources for the Boys and Girls Clubs [Day for Kids](#), held September 12, 2009, to celebrate America’s children through the gift of meaningful time with a positive adult. One of the resources, the “Making Memories Family Activity Calendar,” is updated annually and includes tips provided by ALSC for reading with children.

3,800 libraries sign up for Teen Read Week

More than 3,800 libraries joined in [Teen Read Week](#) 2009, celebrated October 18–24 with the theme Read Beyond Reality @ your library. The weeklong literacy initiative of the Young Adult Library Services Association (YALSA) encouraged teens to visit their school or public library and read something out of this world, just for the fun of it. Promotional partners included ALA Graphics; Evanced Solutions; Farrar, Straus & Giroux; Galaxy Press; Henry Holt; Little, Brown Books for Young Readers; Random House/Listening Library; and Walden Media.

YALSA celebrates Teen Tech Week



The Young Adult Library Services Association’s fourth annual [Teen Tech Week](#), held



March 7–13, 2010, drew more than 1,700 library registrants with the theme Learn Create Share @ your library. The weeklong initiative encourages teens to explore the non-print resources available at their libraries—including DVDs, databases, audiobooks, and electronic games—while encouraging teens to learn how to safely and properly navigate

these new technologies. Promotional partners were ALA Graphics, Evanced Solutions, Galaxy Press, Rosen Publishing, and Tutor.com. More information is available at www.ala.org/teentechweek.

Support Teen Literature Day distributes books to tribal libraries

In 2010, YALSA worked with the Readergirlz, Guys' Lit Wire, and If I Can Read, I Can Do Anything to distribute 10,000 young-adult books to libraries on native reservations and tribal lands on [Support Teen Literature Day](#), April 15. The books, donated by YA publishers, were worth roughly \$175,000. In its third year, Operation TBD (Teen Book Drop) is part of a massive effort by librarians, young adult authors, and avid readers to spur reading on a nationwide scale. Participating publishers included Abrams Books, Bloomsbury/Walker Books/Candlewick Press, Chronicle Books, Hachette Book Group, Boyds Mills Press, Houghton Mifflin Harcourt, Milkweed, Mirrorstone Books, Orca Book Publishers Scholastic, Simon & Schuster Children's Publishing, Tor/Forge/Starscape/Tor Teen/Roaring Brook Press, and Better World Books.

WrestleMania Reading Challenge

More than 1,600 libraries took up the 2010 [WrestleMania Reading Challenge](#), sponsored by YALSA and World Wrestling Entertainment. This challenge was open to youngsters in grades 5–12 through school libraries in Canada and the United States. The challenge begins Teen Read Week and encourages participating youth to read beyond Teen Read Week by offering prizes and incentives. Participants read 10 books, magazines, or graphic novels over a period of 10 weeks and then created a slogan and bookmark design that promoted reading. Twenty-one finalists in three categories won trips to WrestleMania XXVI in Phoenix, plus \$2,000 for their libraries.

Turning the Page turns last page, moves to online guide

After benefiting more than 3,500 librarians and library supporters across 32 states, the groundbreaking program Turning the Page: Building Your Library Community ended May 31. Begun in 2007 with a grant from the Bill and Melinda Gates Foundation, the program provided advocacy training for public libraries participating in the Gates Foundation Opportunity Online hardware grants program.

The Public Library Association has now released the program as a free Web-based training guide that leads participants

through the creation of an advocacy work plan. Library staff and supporters can learn how to create and tell their library's story, deliver effective presentations, develop a compelling case for support, and build and sustain partnerships along the way.

A Fresh New School Year!

ALA and the Public Library Association (PLA) teamed up with Merck and KidsHealth.org to distribute “A Fresh New School Year!” booklets to 300 libraries across the country. Aimed at parents of 11- to 14-year-olds, the brochures offered tips on keeping kids happy and healthy as they returned to school. Topics addressed included calming first-day jitters, staying safe with digital media, and important questions to ask at back-to-school physicals. ALA received a \$58,500 grant that partially covered the costs of administering this program.

The Campaign for America’s Libraries

Step Up to the Plate @ your library



The Step Up to the Plate @ your library program, developed by ALA and the National Baseball Hall of Fame and Museum, concluded its fourth season with a grand-prize drawing at the Hall of Fame in Cooperstown, New York. Program spokesperson and Hall of Famer Ozzie Smith chose 11-year-old Elizabeth Ann Bishop of Chambersburg, Pennsylvania, as the winner.

Step Up to the Plate encourages fans of all ages to use the print and electronic resources at their library to answer a series of trivia questions focused on multiculturalism in baseball and baseball around the world. The program’s fifth season launched in April. Library staff at the Hall of Fame developed trivia questions reflecting the Hall of Fame’s role in preserving the history of baseball, with questions about exhibits at the museum.

Univision Radio promotes “*En tu biblioteca*”



For the second year in a row, Univision Radio, the nation’s largest Spanish-language radio broadcaster, aired Spanish-language public service announcements (PSAs) about the value of



libraries and librarians. Launched at the September 2008 conference of REFORMA (the National Association to Promote Library & Information Services to Latinos and the Spanish Speaking), the “*en tu biblioteca*” campaign encourages members of the Latino community to use their local libraries. The campaign communicates how libraries create opportunities for Latino adults and their children by providing trusted help from librarians and free public access

to information. A [Spanish-language website](#) for the public supports the messages of the radio PSAs and offers tools and materials for librarians looking to reach out to their Spanish-speaking audience. Materials include template flyers and bookmarks.

Woman's Day publishes "How the library helped me in tough economic times"

Continuing a nine-year partnership with the Campaign for America's Libraries, Woman's Day magazine featured the four winners of its latest library initiative, which asked readers how they used the resources at their libraries to save money and access resources to cope with economic tough times. Featured were the stories of Karen Schmidt of Camano Island, Washington, who uses the resources and programs at her library to help homeschool her son; Tammy Thomas of Stuarts Draft, Virginia, who used interlibrary loan to check out college textbooks; Stefanie Schmidt of Las Vegas, who used the library's free resources to find her place in a new community; and Cassandra Robbers of Almond, New York, who used books from the library to learn how to renovate her 1880s home.

Also in the March issue, the magazine announced its next initiative, asking women to submit stories of why the library is important to their community. Four submissions will be featured in the March 2011 issue and on womansday.com.

75 libraries get American Dream Starts @ your library grants

In 2010, the Dollar General Literacy Foundation provided funding for a second round of The [American Dream Starts @ your library](#) literacy initiative, awarding 75 public libraries in 24 states \$5,000 to build innovative literacy services for adult English language learners living in their communities. The grant recipients, including libraries in large cities and rural towns throughout Dollar General's market areas, will expand their print and digital literacy collections, offer classes and conversation clubs, develop mobile tech labs, and reach out to immigrant organizations. The program is administered by the Office for Literacy and Outreach Services.

Jamaican library association joins Campaign for the World's Libraries

 The Library and Information Association of Jamaica (LIAJA) joined the [Campaign for the World's Libraries](#) in 2009. Additionally, the Library and Information Association of South Africa (LIASA), a campaign member since 2007, once again used the @ your library brand to promote libraries during South African Library Week March 15–20, 2010. LIASA tied the event in with the World Cup, creating two posters featuring the slogans "Read the game, score @ your library" and "Eat, breathe, read soccer @ your library." Along with posters, LIASA created bookmarks, reusable bags, and balloons featuring the slogan "Score @ your library."



The Campaign for the World's Libraries was developed by ALA and the International Federation of Library Associations and Institutions (IFLA) to showcase the unique and vital roles played by public, school, academic and special libraries worldwide. To date, 36 countries have joined the campaign, and the @ your library brand has been translated into 29 languages.

Smart investing @ your library encourages resource-sharing



With sections for lessons learned and downloadable tools, the redesigned website for [Smart investing @ your library](#) encourages grantees, grant applicants, or anyone interested in starting a financial literacy program to borrow and share resources and strategies. Through 2009, the program from the FINRA Investor Education Foundation and the Reference and User Services Association (RUSA) has awarded three rounds of grants totaling \$3,256,122. More than 90 percent of first-round programs have been incorporated into regular operations budgets and are continuing beyond the grant cycle. Currently, 48 grants and 43 grantees are operating projects nationwide in more than 500 library facilities with a service population of 22.9 million people.

Smart investing @ your library is administered jointly by RUSA, a division of ALA, and the FINRA Investor Education Foundation. [FINRA](#)—the Financial Industry Regulatory Authority—is a partner in the Campaign for America's Libraries.

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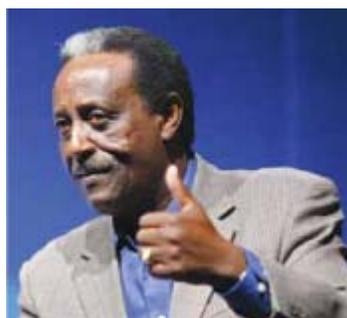
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Conferences and Workshops

2010 Midwinter Meeting



Yohannes Gebregeorgis

“Librarians are the best human beings that I have known,” said Yohannes Gebregeorgis, the featured speaker at Camila Alire’s President’s Program at the 2010 ALA Midwinter Meeting in Boston, January 15–19. Using experience gained at the San Francisco Public Library, Gebregeorgis founded Ethiopia Reads in 1998 to bring books and reading to children in Ethiopia, where he and colleagues have established 30 children’s libraries in schools in and around Addis Ababa and Awassa. Gebregeorgis told stories about the development of the libraries and the “donkey power” that propels mobile libraries, inspiring many in the audience of about 250 to become involved in the literacy work of Ethiopia Reads.

Midwinter attendees also responded strongly to a call from ALA and the Massachusetts Convention Center Authority for donations following the devastating January 12 earthquake in Haiti. The fundraising effort was set up in less than 24 hours; donations made by attendees were matched by the MCCA. Massachusetts State Rep. Linda Dorcea Forry, the second Haitian-American to be elected to state office in Massachusetts, received the \$27,084 donation on behalf of the local Haitian community, the third largest community of Haitians outside Haiti.



Al Gore delivers the Arthur Curley Memorial Lecture.

Some 3,000 attendees listened to former U.S. Vice President Al Gore discuss his new book, *Our Choice: A Plan to Solve the Climate Crisis*, at the Arthur Curley Memorial Lecture. Gore talked about the environmental threat facing the planet as a result of carbon-based fuel consumption, as well as the global public policy changes needed.

The global economic crisis—and the resulting budget cuts in libraries of all types across the country—was a consistent theme. Responding to members who had lost jobs or were threatened with job loss, the JobLIST Placement Center brought résumé reviewers and career counselors to meet with job seekers. A webinar and several standing-room-only sessions gave job-seekers tips to improve their job-search strategies, and career development consultant Caitlin Williams advised the “working worried” to hone their résumés and improve their networking skills, pointing to conferences as places to strengthen connections.

The ALA Youth Media Awards Press Conference was again webcast and tweeted live. ALA President Alire represented ALA on the *Today Show*, along with Newbery Medalist Rebecca Stead, who won for *When You Reach Me* (Wendy Lamb Books, 2009) and Caldecott Medalist Jerry Pinkney, who won for *The Lion and the Mouse* (Little, Brown Books for Young Readers, 2009).

The Sunrise Speaker Series featured Elizabeth Gilbert, author of *Eat, Pray, Love*, who noted that she wrote her first two books in the New York Public Library. Other authors included Atul Gawande (*Better: A Surgeon's Notes on Performance*) and Adrianna Trigiani (*Very Valentine*). The ALA/ERT Author Forum carried the theme “From Book to Big Screen” and featured a distinguished panel of authors—including Eric Van Lustbader, Chuck Hogan, Tracy Chevalier,

and Julie Powell—who discussed seeing their best-selling books become movies.



Elizabeth Gilbert, author of *Eat, Pray, Love*

The ever-popular Literary Tastes Breakfast from the Reference and User Services Association (RUSA) spotlighted some of the best writers of the year, including Adriana Trigiani, Dan Chaon, Laney Salisbury, David Small, and Melvin Konner.

The “Networking Uncommons”—an unstructured, wired space for impromptu meetings and presentations, where members could recharge electronic devices (and themselves)—premiered at the meeting. Among the unscheduled events were ALA’s first “Battledecks” competition, in which participants gave impromptu five-minute presentations on topics they did not know in advance, and “Set Sail for Fail,” a moderated discussion in which librarians described programs, events, and services that failed, what they learned from the experience, and how failure could be turned into success.



The second biennial “Bill Morris Seminar: Book Evaluation Training” was held to bring Association for Library Service to Children members with limited evaluation experience together with those who have served on the ALSC’s media evaluation committees. The invitational seminar provides an environment for new and emerging leaders to learn about the group process and children’s media evaluation techniques.

During the meeting, ALA member Heather Devine implemented an event tracker at <http://alamw.ala.org/2010tracker>, which will serve as an official and permanent archive of the 10,069 tweets from the event. Also for the first time, a

coordinated “Basecamp” in the Chicago office allowed ALA staff to monitor, respond to, and participate in the online conversations about Midwinter. The team was able to smoothly handle customer service issues while maintaining a steady flow of information for attendees and online participants.

Preconference activities—Among the preconference institutes, the Office for Library Advocacy (OLA) and the Massachusetts Library Association cosponsored “Surviving in a Tough Economy,” featuring ALA past president Carol A. Brey-Casiano. The Library and Information Technology Association (LITA) offered two workshops: “Creating Library Web Services: Mashups and APIs,” presented by Karen Coombs of the University of Houston, and “Writing for the Web,” presented by Brenda Reeb of the University of Rochester (N.Y.). LITA also held its Town Meeting, which focused on gathering member feedback on the issues identified during strategic planning over the last two years.

The Association of Specialized and Cooperative Library Agencies (ASCLA) held two preconference institutes: “Assembling a Consulting Toolkit: What You Need to Know to Become a Successful Library Consultant” and, in partnership with the Institute for Human-Centered Design, “Breaking Down Barriers: Best Practices in Universal Design for Libraries.”

The American Association of School Librarians (AASL) presented “Bringin’ ’Em On! 21st-Century Skills Aligning with Standards.” Led by Pam Berger, the institute guided attendees in best practices for infusing 21st-century skills into their school or district curriculum. Discussion centered on skills students will need in the future, as well how these resources empower students to address a global society.

RUSA offered a full-day workshop, “Behind the Genealogy Reference Desk: Our Capital’s Hidden Genealogy Gems,” as well as a half-day preconference, “Interlibrary Loan Statistics: What We Gather, How We Use Them, and Who We Provide Them To.”



The Young Adult Library Services Association (YALSA) offered “Libraries 3.0: Teen Edition,” a full-day institute at which speakers discussed how to use free online tools to reach today’s teens, known as digital natives. YA author Cory Doctorow appeared via Skype; other speakers included California State Librarian Stacey Aldrich and librarians Laura Pearle, Wendy Stephens, and Buffy Hamilton.

YALSA also hosted a happy hour for members, sponsored by Disney-Hyperion Books, and a Games, Gadgets & Gurus social event at which ticket-holders played video games and tried out technology such as e-readers, digital audio recorders, and video cameras while consulting tech experts on how to use them.

Total attendance at the 2010 Midwinter Meeting was 11,095, including 8,526 members and 2,569 exhibitors, beating the 2009 Midwinter Meeting total of 10,220 (7,905 members and 2,315 exhibitors) in Denver.

Annual Conference draws 20,000 to nation's capitol

Almost 20,000 librarians participated in more than 2,400 sessions, meetings, and events at the 2010 Annual Conference, held June 24–29 in Washington, D.C. The issue of advocacy dominated the conference, which culminated in a closing-day rally on Capitol Hill that drew 1,600 librarians and an additional 400 library supporters. Featured speakers included author Lauren Myracle, Rep. Vern Ehlers, Sen. Jack Reed, ALA President Alire, and ALA Executive Director Keith Michael Fiels.



Secretary of Education Arnie Duncan with AASL Executive Director Julie Walker, left, and AASL President Cassandra G. Barnett.

At a meeting with the American Association of School Librarians board and elected leaders from state school library organizations, U.S. Department of Education Secretary Arne Duncan urged school librarians to “use your loud librarian voices” and push Congress for passage of the jobs bill.

Alire’s President’s Program featured inspirational speaker Eppo van Nispen, who spoke of his vision for the future of media and libraries. In addition, Alire, Past President Jim Rettig, and President-Elect Roberta Stevens launched the Spectrum Presidential Fundraising Initiative with the goal of raising \$1 million to support the Spectrum Scholarship Program. Established in 1997, Spectrum is ALA’s national diversity and recruitment effort designed to address the underrepresentation of critically needed ethnic librarians within the profession while serving as a model for ways to bring attention to larger diversity issues in the future.



President's Program speaker Eppo van Nispen

Librarians again reached out to the local community in the day-long service effort Libraries Build Communities.

Hundreds came together for the annual Many Voices, One Nation program, which highlighted President Alire's Family Literacy Initiative. Featured authors included R. Dwayne Betts, author of the memoir *A Question of Freedom* (Avery/Penguin Books); Eugenia Kim, author of *The Calligrapher's Daughter* (Henry Holt and Co.); Marina Budhos, author of *Tell Us We're Home* (Atheneum/Simon and Schuster); cartoonist Matt Dembicki and storyteller Joseph Stands With Many, from the graphic novel *Trickster: Native American Tales: A Graphic Collection* (Fulcrum Press); Benjamin Alire Sáenz, author of *Last Night I Sang to the Monster* (Cinco Puntos Press); and Kekla Magoon, author of *The Rock and the River* (Aladdin).

More than 600 people attended the annual Coretta Scott King Book Awards Breakfast to celebrate winners Vaunda Micheaux Nelson, Coretta Scott King Author Book winner for *Bad News for Outlaws: The Remarkable Life of Bass Reeves, Deputy U.S. Marshal* (Carolrhoda Books); Charles R. Smith Jr., Coretta Scott King Illustrator Book winner for *My People* (Ginee Seo books, Atheneum Books for Young Readers); and Kekla Magoon, Coretta Scott King–John Steptoe New Talent Award Winner for *The Rock and the River* (Aladdin).



Walter Dean Myers (AP file photo/Charles Sykes)

In addition, the inaugural Coretta Scott King–Virginia Hamilton Award for Lifetime Achievement was given to acclaimed author Walter Dean Myers. The annual award will be presented in even years to an African American author or illustrator for a significant body of published books for children and young adults. In alternate years, the award will honor a practitioner for substantial contributions to youth education using award-winning African American youth literature.

The popular “Sunday Afternoon with LITA” began with a focus on Top Technology Trends and ended with the Library and Information Technology Association President’s Program, “Four or More: The New Demographic,” by Mary Madden, senior research specialist for the Pew Internet and American Life Project. Madden suggested that the leading-edge group of individuals who own four or more Internet-connected devices can provide an idea of what an “Internet-everywhere” future might be like.

More than 800 attendees turned out to hear Francine Berman, vice president of research at Rensselaer Polytechnic Institute, at the Association for Library Collections and Technical Services President’s Program, “Got Data? New Roles for Libraries in Shaping 21st-Century Research.” Berman described the emerging role for libraries as stewards of valued digital research collections.

Authors—and the relationship between authors and libraries—again played a strong role. “I suspect that every single author that speaks to librarians can tell you about his or her intimate, steady, and vital relationships to libraries,” said Pulitzer Prize–winning author Toni Morrison at the Opening General Session. ALA President-elect Roberta Stevens’s Inaugural Program included authors Maria Arana, Brad Meltzer, Sharon Draper, and Carmen Agra Deedy, who spoke of their experiences with and support for libraries.

More than 1,100 attendees celebrated Newbery Medal winner Rebecca Stead for *When You Reach Me* and Caldecott

Medal winner Jerry Pinkney for *The Lion and the Mouse*. Additionally, the Association for Library Service to Children hosted honored guest Laura Rodgers, a fourth-grader who has read and posted reviews of the Newbery medal books on her blog.



Newbery Medal winner Rebecca Stead and Caldecott Medal winner Jerry Pinkney enter the banquet room

The ALSC's Charlemae Rollins President's Program opened with storytelling by award-winning author Lucía González and featured a keynote by Patricia Kuhl, whose research has played a major role in demonstrating how early exposure to language alters the brain. Kuhl discussed her findings on infants' early language and later reading skills, teaching librarians how they can help families with literacy.



Author John Grisham at the Auditorium Series

The Auditorium Series of speakers featured popular novelist John Grisham, who will be the 2011 Honorary Chair for National Library Week. Other speakers included Dave Isay of StoryCorps, Will Shortz, and authors Salman Rushdie, Dennis Lehane, Nancy Pearl, Mary McDonough, Sue Monk Kidd, and Ann Kidd Taylor.

American Libraries offered 12 librarians [a once-in-a-lifetime opportunity](#) to do a personal [StoryCorps](#) interview with an admired mentor or colleague during the conference. To win an interview slot, librarians had to explain whom they wanted to interview and what the relationship meant to their career. Like all StoryCorps interviews, the Annual Conference ones will be archived in the American Folklife Center at the Library of Congress.



Popular *Booklist* events maintained their crowd-attracting track records. The Books for Youth Annual Forum, “Comic World: Graphic Novels Come of Age,” celebrated graphic novels with a program featuring comics creators and publishers, moderated by Associate Editor Ian Chipman. At the second annual [Booklist Online](#) program, “Everyone’s a Critic: The Future of Book

Reviewing,” a range of expert panelists shared their insights into where book reviewing is headed and their most trusted sources of reviews. Keir Graff, *Booklist Online* senior editor, moderated. Sue Polanka (“Off the Shelf” columnist and Points of Reference blogger) moderated the Reference Books Bulletin program, addressing “Reference Work from Idea to Reality,” where speakers looked at the process of creating and updating reference works in print and online.

The Public Programs Office (PPO) reached an audience of more than 400 with six programs on topics including poetry programming, a literacy outreach model, new available grants, and free resources for science programming. The PPO also presented the LIVE! @ your library Reading Stage on the exhibits floor with a special focus on poetry, offering readings from award-winning, popular, and up-and-coming poets. Featured poets and authors on the stage included Laurie Halse Anderson, Roy Blount Jr., Henri Cole, Heid E. Erdrich, Marilyn Johnson, and Adriana Trigiani.

ALA leaders and literacy advocates gathered to celebrate the 10th anniversary of the formation of the ALA Committee on Literacy (COL). COL’s achievements include sponsoring a health literacy preconference for frontline staff; collaborating with the National Institute for Literacy on an Advocacy, Libraries, and Literacy webcast; visiting community-based library-literacy programs in conference cities; and working tirelessly to advocate for literacy services across generations and in libraries of all kinds.

With more than 300 attendees, the 13th Annual Diversity and Outreach Fair showcased 28 participants celebrating the 20th anniversary of the Americans with Disabilities Act. The event, organized by the Office for Literacy and Outreach Services (OLOS) and sponsored by DEMCO, celebrates extraordinary examples of diversity in America’s libraries and demonstrates possibilities for other libraries in search of “diversity-in-action” ideas.

The logo for the ALA Diversity & Outreach Fair. It features the text 'ALA Diversity' in white on a green background, with '& Outreach Fair' in yellow and white below it.

For the fourth year, OLOS and the Subcommittee on Bookmobiles presented the Parade of Bookmobiles, this year featuring 12 vehicles from across the country. The parade provides an opportunity to showcase libraries’ ability to reach rural and other communities where access to conventional library facilities is a challenge.



The Gay, Lesbian, Bisexual,
and Transgender Round Table
GLBTRT
of the American Library Association

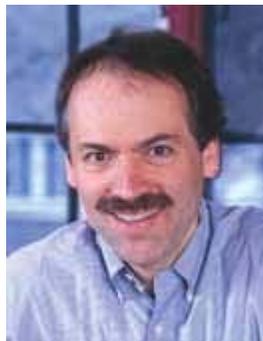
The Gay, Lesbian, Bisexual, and Transgender Round Table celebrated its 40th anniversary, a milestone that was officially recognized with a resolution of congratulations from the U.S. House of Representatives.

The Leroy C. Merritt Humanitarian Fund, founded in 1970 to help librarians who have been denied employment rights because of their defense of intellectual freedom or because of discrimination, marked its 40th anniversary at a celebratory dinner at the world-famous Folger Shakespeare Library. The event featured a welcome from ALA President Aire and a special address by ALA Past President Brey-Casiano.

The 2010 Jean E. Coleman Library Outreach Lecture was presented by Kathleen de la Peña McCook, professor at the University of South Florida School of Library and Information Science in Tampa. McCook discussed “Librarians and Human Rights,” a historical and cultural analysis of the librarian’s role in human rights, highlighting the convergence of the goals of library workers and the human rights movement.

RUSA’s President’s Program, “From the Book and Beyond: Interdisciplinary Readers’ Advisory,” explored two forces that drive devotion to reference and readers’ advisory work: information discovery and fulfilling users’ needs.

The Public Library Association (PLA) President’s Program and Awards Presentation featured keynote speaker and puzzle master Will Shortz; the PLA also offered 20 educational programs and sponsored more than 25 onsite library consultants, providing attendees the free opportunity to meet with a library expert one-on-one for 30 minutes.



Will Shortz

The challenge of balancing religious freedom and intellectual freedom provided a basis for a program cosponsored by ALA’s Intellectual Freedom Committee and the Association of American Publishers: “Blasphemy! When Religious Values Clash with Intellectual Freedom Values.”

The ALA–Allied Professional Association hosted seven programs—many standing-room-only—including “Not So

Extreme Makeovers” and “Getting Back into the Game: Advice for the Laid-off, Insecurely Employed, and Mid-Career Slump.”

“Reaching Latino Teens through Multiple Literacies: A Program for School and Public Librarians” discussed strategies and programs three librarians have used to reach out to and increase literacy among Latino teenagers in their communities.

The ALA Intellectual Freedom Committee and the Committee on Legislation presented “Privacy, Libraries, and the Law,” examining how social networking websites are changing our understanding of privacy, as well as new threats to privacy, including data mining and data brokers.



The Office for Information Technology Policy highlighted library applications of cutting-edge technology, including Contra Costa County (Calif.) Library’s “Library-A-Go-Go,” which features a fully automated touchscreen book-lending machine.

The Young Adult Library Services Association honored its award winners at the Edwards Luncheon and the Printz Reception and Program. YALSA also hosted the YA Coffee Klatch, where in a speed-dating format hundreds of attendees met authors who had appeared on YALSA’s selected booklists.

Preconference offerings — YALSA hosted two preconferences: “It’s Perfectly Normal: Dealing with Sensitive Topics in Teen Services,” a full-day workshop featuring YA authors Ben Saenz, Laurie Halse Anderson, Nina LaCour, David Levithan, and Ellen Hopkins in a discussion on how to handle books that discuss abuse, sexuality, privacy, and other sensitive topics; and “Promoting Teen Reading with Web 2.0 Tools,” a half-day workshop at which authors Kami Garcia, Margaret Stohl, Malinda Lo, John Green, and David Levithan discussed ways to use emerging technology to connect teens to books.

The Library and Information Technology Association presented three preconferences: “Migrating to Open-Source Library Systems,” “Open-Source CMS Playroom,” and “LibGuides Interface Customization.”

The Association of College and Research libraries offered two preconferences, “Creating a Successful 21st-Century Learning Environment” and “Practical Pedagogy for Library Instructors: Designing Innovative Library Instruction,” along with programs “Teaching AAME Resources by Using Primary Source Materials from Special Collections: An Innovative Approach to Library Instruction,” “Yours, Mine, and Ours: Moving Students through the Information Literacy Ladder from High School through Community College to the College/University Level,” and “Question, Find, Evaluate, Apply: Translating Evidence Based Practice to Information Literacy Instruction.”



The ASCLA again offered a sold-out “Assembling a Consulting Toolkit” preconference, along with “Giving People What They Want,” which examined how technology challenges traditional approaches to resource sharing and content access.

A strong Exhibits program concluded with a performance by acclaimed songwriter and performer Natalie Merchant, with a set of songs adapted from the works of various classic and contemporary poets.

Closing out the program, Battledecks—which made its first ALA appearance in the “Networking Uncommons” at Midwinter—returned with an enlarged field of contestants. LITA’s Jason Griffey prevailed over eight other participants to win first prize.

According to the Event Tracker, more than 17,000 tweets used Annual hashtags, with Saturday seeing the most tweets. A staff team at “Basecamp” in Chicago again responded to help requests, monitored the buzz, and participated in the online conversation. In addition, they pushed out more information than in the past and processed incoming coverage in order to post it to the news stream, including multimedia content.

Official figures for the conference were 19,513 attendees and 6,688 exhibitors, for a total of 26,201.

Other conference offerings

AASL conference breaks attendance records



A record-breaking 3,950 school librarians, educators, exhibitors, and guests attended the American Association of School Librarians’ 14th National Conference and Exhibition in Charlotte, North Carolina, November 5–8, 2009. The conference featured preconference workshops, school and educational tours, author events, more than 100 continuing education programs, and more than 200 exhibiting companies.

Educational programs focused on key topics such as teaching 21st-century skills, intellectual freedom, gaming in the school library, collaboration, collection development, storytelling, and infusing Web 2.0 tools into curriculum. The Exploratorium showcased research, projects, and best practices in the school library field, with more than 50 small programs occurring simultaneously. The Unconference, located in AASL’s Bloggers Café, held informal presentations and discussions with presenters and attendees.

Social media expert and researcher danah boyd served as keynote speaker for the opening general session, bestselling author and school library advocate James Patterson was the keynote speaker at a special author session, and Marco Torres—filmmaker, teacher, and author of a wide variety of digital content—served as the keynote speaker for the

conference closing general session. The closing celebration brought more than 1,200 attendees to Charlotte's ImaginOn, a facility that brings stories to life through extraordinary experiences that challenge, inspire, and excite young minds.

New to the conference was the “b there—Your Virtual Track Pass,” a viral community that allowed on-demand access to the conference in a virtual setting. The conference also served as a platform for the release of the P21 Milestones for Improving Learning and Education (MILE) Guide, a resource created to help educators and administrators measure the progress of their schools in defining, teaching, and assessing 21st-century skills.

The conference was also the greenest AASL conference to date. Initiatives included housing all session materials and resources on b there to reduce paper waste, using conference signage made of recyclable materials and printed with eco-friendly inks, and donating surplus promotional items, books, and bags to local charities.

PLA National Conference draws 7,500



More than 7,500 attendees gathered for the Public Library Association's 13th National Conference, held March 23–27, 2010, in Portland, Oregon. With programming focused on such key issues as advocacy, technology, literacy, and serving adults and youth, the conference provided a national platform for sharing ideas on ways to weather the “perfect storm” of increased library use and reduced budgets brewing in many communities.

Special events included a performance by Natalie Merchant, keynote presentations by author Sarah Vowell and Pulitzer Prize–winning columnist Nicholas Kristof, and author luncheons with Scott Turow, Patrick Somerville, Kadir Nelson, and Alberto Urrea. The conference also offered access to 400 exhibiting companies, including top book publishers. Those who were not able to attend the conference in Portland could participate online through 10 live, interactive programs and discussion boards.

Attendees also had a chance to talk shop with some mystery authors over wine and cheese, courtesy of *Booklist*. Authors included Gar Anthony Haywood, John Shannon, and Dana Haynes.

LITA holds 13th annual forum



The 13th Annual LITA National Forum, with the theme “Crowd and the Cloud,” was held in Atlanta, Georgia, September 30–October 3, 2010. Keynote speakers included Ross Singer of Talis Information, Roy Tennant of OCLC (Online Computer Library Center), and Amy Bruckman of the Georgia Institute of Technology. Two preconference workshops were offered: “Redesigning a Website Using Information Architecture Principles,” by Jenny Emanuel of the University of Illinois, and “Virtualize IT: Laying the

Foundation for the Library of the Future,” by Maurice York of North Carolina State University.

ALSC’s online courses address youth issues

The Association for Library Service to Children again offered multi-week courses via Moodle Web-based software, including “Introduction to Graphic Novels for Children,” “Out of This World Youth Programming,” “Children with Disabilities in the Library,” and “Information Literacy—From Preschool to High School.” More information is available at <http://www.ala.org/alsced>.

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Publishing

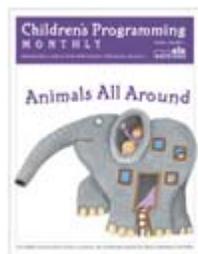
ALA Editions: Move over, print—and make room



ALA Editions' new logo, launched in summer 2010, says it all—clear, communicative, contemporary, visually appealing, and as much at home in the electronic environment as on the printed page or cover. Fiscal 2010 was a year of great innovation and experimentation in new ways to deliver content. In addition to launching more new print books—37—in one year than ever before, the range of online publishing was stepped up with the incorporation of [ALA TechSource](#) and its staff into the unit.

As Editions continues to publish and sell books in print, it has also steadily increased its selection of eCourses, eEditions, subscriptions, and workshops. Customers can buy ALA Editions books and ALA TechSource's *Library Technology Reports* in electronic format directly from the ALA Store through [eEditions](#), with file formats readable using a variety of software and devices. Offered in a number of subject areas, including management, marketing and customer service, computing, and personal development, [eCourses](#) were introduced as a convenient and affordable option for training staff. A new [bundle option](#) allows customers to download ALA Editions books and begin reading immediately, while the print version is being shipped.

[Online workshops](#) introduced under the ALA TechSource banner give people the opportunity to participate in hands-on learning experiences that help them make good technology decisions for their libraries; through 90-minute sessions, participants can learn from and engage directly with industry leaders and experts, sharing through chat, voice, and a wide variety of interactive media. The first two topics were "Making Smart Library Software Decisions" with Marshall Breeding and "Building a Digital Branch" with David Lee King.



A new subscription product, [Children's Programming Monthly](#), offers programs and ideas for preschool through grade 3 by popular ALA Editions authors such as Rob Reid, Kathy Macmillan, Saroj Ghoting, and others. Organized by themes such as animals or music and including book and music lists, fingerplays, flannel board, and video suggestions in addition to other programming resources, the monthly magazine is delivered online.

Innovations in delivery have been the name of the game, but the heart of ALA Editions work continues to be identifying and helping create the content librarians need, most of which is still packaged and distributed in printed books. Books published in FY10 covered the usual wide range of topics for a variety of types of library, from programming and management to e-books, readers' advisory, and collection development; from children's and teen programming to buildings and facilities; from technology in the library to cataloging; from marketing your library to gaming and gift books for librarians.

Download the [most recent catalog](#) and the view the [newest products](#) available from ALA Editions. Information about all ALA Editions titles is at www.alastore.ala.org; more news and information is available through Facebook and Twitter and by subscribing to the ALA Editions blog.

ALA TechSource publishes eight issues of *LTR*



ALA TechSource published eight print issues of *Library Technology Reports (LTR)*, which can now be purchased through the ALA Editions catalog and the [ALA Store](#). Content (including an archive of issues) is also available on an ongoing basis via e-journal host [MetaPress](#), along with the monthly [Smart Libraries Newsletter](#). Among the year's issues were two by Karen Coyle addressing metadata and RDA: Resource Description and Access— [Understanding the Semantic Web: Bibliographic Data and Metadata](#) and [RDA Vocabularies for a Twenty-First Century Data Environment](#). More than 600 attendees signed up for Coyle's related webinar, [Directions in Metadata](#).

A number of other webinars rounded out ALA TechSource's offerings. The imprint partnered with WebJunction, starting with a webinar that featured David Lee King on [Building the Digital Branch: Guidelines for Transforming Your Library Website](#). The second free webinar, [Integrated Library Systems: Open Source and Customization](#), featured Marshall Breeding, and Jason Griffey gave an in-depth presentation on gadgets in a third. The imprint also cosponsored a presentation at WebJunction's online conference and published a special electronic-only issue of [Smart Libraries Newsletter](#). Cosponsored by Sirsi/Dynix Institute, *American Libraries*, and the Library and Information Technology Association, ALA TechSource's "[TechTrends: Midwinter 2010](#)" webinar attracted 800 viewers and an active Twitter backchannel.

You can keep up with ALA TechSource online on [FriendFeed](#) or [Twitter](#) or by subscribing to the ALA TechSource Blog.

ALA Graphics: The greatest heroes are readers



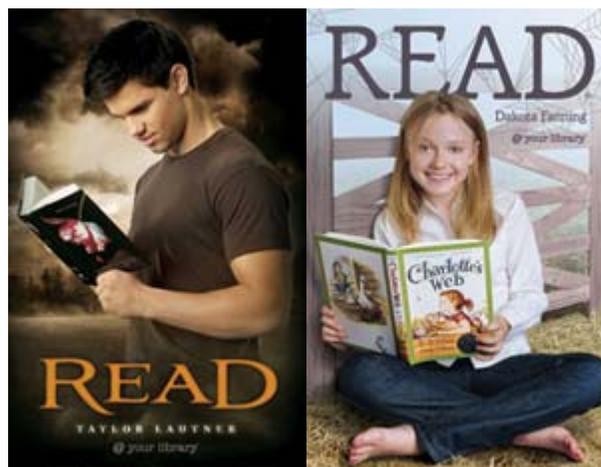
Celebrities and character posters came thick and fast in FY10 with sought-after stars of movies, TV shows, and books joining ALA Graphics to promote libraries, literacy, and



reading. As in the past, ALA Graphics partnered with several ALA divisions and units to develop and distribute posters and other items promoting library-related events such as National Library Week, Banned Books Week, and Teen Read and Teen Tech weeks. It was also a busy year for new partnerships, notably with the Office for Intellectual Freedom for [Choose Privacy Week](#), with the Association of Library Trustees, Advocates, Friends and Foundations for [National Friends of Libraries Week](#), and with the Association for Library Collections and Technical Services for [Preservation Week](#).

Several improvements were made to the ALA Graphics catalog in 2010. To ensure that librarians could keep track of the many opportunities for displays and programs throughout the year, an opening spread featuring key themes and celebrations was introduced, showcasing suggested posters and coordinating items available to help celebrate the events. Customer testimonials and product stories were also added to the catalog's opening letter, personalizing the products offered.

A customer experience survey conducted with ALA Editions was completed by almost 1,500 members and customers. The data and individual comments will be used to enhance customer service and the online and conference-store shopping experiences, as well as to develop new products.



Movie stars were the source of several widely appreciated new READ® campaign posters. Building on the success of the Twilight Poster of 2009 was [Taylor Lautner](#) holding *New Moon* in the fall and [Dakota Fanning](#) holding *Eclipse* in the summer. Robert Downey Jr. and Jude Law were featured in a fast-selling Sherlock Holmes poster that tied in to the movie release.

Other celebrities included Academy Award–nominated actress [Taraji P. Henson](#) holding *Green Eggs and Ham*; ABC's *Castle* star [Nathan Fillion](#) holding *The Software: Awakening on Orbis 4*; MSNBC's [Rachel Maddow](#) with *All the King's Men*; and *Saturday Night Live*'s [Seth Meyers](#) holding *Catch-22*. The READ campaign received a regal touch by [Queen Rania al Abdullah of Jordan](#) holding *The Prophet* on the first-ever English/Arabic

READ poster.

New character posters and bookmarks featured [Corduroy](#) and characters from Lane Smith's [It's a Book](#). Original art from [Bone](#) author and illustrator Jeff Smith communicated that reading is “music you hear with your eyes,” and original art by Tracy Dockray showcased Beverly Cleary's most beloved characters in the [Ramona and Friends](#) poster. The popular young-adult series *The Inheritance Cycle* by Christopher Paolini and *Percy Jackson and the Olympians* by Rick Riordan inspired the [Eragon](#) and [Percy Jackson](#) posters and bookmarks, the latter released in conjunction with the movie *The Lightning Thief*. [Martin Luther King Jr.](#) was honored with a poster and bookmark in the History Lives series,

while new Dewey posters and bookmarks were designed for [young readers](#) and [adults](#). Updated [Library of Congress](#) reference posters and bookmarks, a new Welcome [poster](#) and [cling](#) featuring 27 different world languages, and new “[READ](#)” and “[I Love My Library](#)” pens rounded out new product offerings.



Building on the enduring popularity of the best-selling READ CDs that allow users to create their own READ posters, bookmarks, signage, and other incentives, ALA Graphics added the [READ DVD Genres & Subjects](#). This addition to the READ Design Studio offers all-new backgrounds featuring a wide range of popular genres and subjects such as fantasy, mystery, cooking, sci-fi, and romance.

In February, more than 700 people registered for ALA Graphics’ first free webinar, “READ Posters Made Easy: A How-to Demonstration with Adobe Photoshop Elements.” The webinar provided information on using the READ Design Studio templates to create professional-looking posters in Adobe Photoshop Elements. A link to the free webinar archive was made available on the [READ Design Studio information page](#), along with links to the webinar slides and FAQs. In addition, all-new video tutorials and updated Getting Started Guides and Creative Ideas tip sheets were created and posted.

[GRAD \(Graphics Advisory\)](#), a new, open community, was created in ALA Connect to allow members, customers, and others to recap successful events, offer product suggestions, propose celebrities, and more.

The most recent ALA Graphics catalog can be downloaded at www.alastore.ala.org/catalog.aspx. To keep up throughout the year with other items directly related to ALA Graphics, follow ALA Graphics on [Twitter](#) or [Facebook](#).

ALA JobLIST: Jobs even in tight times



ALA JobLIST, the Association’s one-stop library jobs site for both job seekers and employers, continued adding and improving features in fiscal 2010 in response to user feedback. Thanks to the increased ways to find JobLIST content—including through the site, RSS,

Twitter, Facebook, LinkedIn, Indeed.com, SimplyHired.com, search engine optimization, and e-newsletters—exposure to the site continues to grow. Despite the reduced number of jobs available during the ongoing economic crisis, this joint project of the Association of College and Research Libraries, *American Libraries*, and Office for Human Resource Development and Recruitment listed more than 1,200 open positions during FY10 and showed a slight increase in online advertising revenue.

Building on JobLIST’s home page redesign, completed the previous year, an updated appearance and navigation structure was carried through to other areas of the site, nearly doubling the number of pages viewed per visit since the updated site launched. In addition, advertising employers have more options to control how candidates respond to ads

and contact them.

JobLIST also added new formatting options for ad content, more specific and advanced treatment of salary ranges in ads and searches, and improved banner advertising opportunities.

JobLIST continues its active presence on [Facebook](#) and [Twitter](#), where new job listings and items of general interest to job seekers and hiring employers are posted frequently. With the help of the ALA Office for Human Resource Development and Recruitment, JobLIST continues to enrich its content, adding tips, suggested links and readings, podcasts, and activities for new librarians and support staff, those looking to change position, and people who have been laid off or are having difficulty finding the right position. HRDR started hosting webinars, cobranded with JobLIST.

The ALA Placement Center run by HRDR at both Midwinter Meeting and ALA Annual Conference was renamed the ALA JobLIST Placement Center to emphasize the centrality of JobLIST to ALA's support of job seekers and employers. The Center provided one-on-one career counseling sessions with a professional counselor for job seekers at both Midwinter and Annual Conference, a résumé review service, and career-guidance workshops.

American Libraries: Welcome to americanlibrariesmagazine.org



Representing a fundamental shift in how news and information are published, the biggest event of the year was the launch in January of the new [American Libraries website](#), with content open to all. Columns, features, and news are posted regularly, with links appearing weekly in the e-newsletter *AL Direct*. Other benefits include expanded news content, web-only spotlights, HTML versions of most of the print magazine's content, comment-enabled articles (easy to share on Facebook, Twitter, ALA Connect, and through other social media), an archive of every issue of *American Libraries Direct*, and RSS feeds for new issues. Associate Editor Sean Fitzpatrick developed [americanlibrariesmagazine.org](#) in the open-source software Drupal, which makes it easier to keep the site dynamic. Traffic to the site tripled within a month, with some articles going viral, including “shares” on Twitter, Delicious bookmarks, and mentions in blogs.

Two blogs introduced with the new website have already gathered loyal readerships. In “[Perpetual Beta](#),” Jason Griffey follows tech trends and their library applications, while in “[Green Your Library](#),” Laura Bruzas shares practical tips for improving environmental friendliness and sustainability where you work. The [Ask the ALA Librarian](#) blog joined the roster early in the year, to deliver sought-after information based on the current crop of frequently asked questions. The Member Blog and the Student Member blog—formerly stand-alone blogs—also moved under the *American Libraries* masthead.

Because the new website allows *American Libraries* to deliver much more content faster than ever, the number of print

issues will be reduced in FY11 to reflect both that and the preferences expressed by readers. Since March, each new issue of *American Libraries* has been accompanied by a digital edition, and readers can choose to receive print plus digital, or digital-only. (Digital issues are available to all members whether or not they choose to continue receiving print.)

A new professional development column was introduced in the double January/February issue. “Next Steps” by Brian Mathews, assistant university librarian at the University of California, Santa Barbara, spotlights professional leadership strategies for creating and sustaining inspirational libraries.

In addition, content in the print issues offered the usual eclectic range of library-related features and information, including online library degree programs and related opportunities, an evaluation of e-readers, notions of childhood that shape children’s programs and services, and drawing Spanish-speaking families into the library. Newsmakers in FY10 included Mohammad Abbas, head of the Library Department of the Iraqi Council of Representatives in Baghdad; David Weinberger, one of the authors of the influential *Cluetrain Manifesto*; and Els van der Plas, director of the Prince Klaus Fund, a “platform for intercultural exchange.”

The 2010 [American Libraries’ Library Design Showcase](#) extensively covered environmentally sensitive new and renovated library buildings both online and in the April print issue. The content was expanded on the website with 10 additional showcases, and in a digital supplement spotlighting more of the 85 projects submitted—with a special focus on green efforts.

American Libraries and the Public Information Office (PIO) moved the news release submission, vetting, publishing, and dissemination workflow onto americanlibrariesmagazine.org. This transition simplifies the back-end process by automating workflow; offers a clearer channel of communication to members by taking advantage of *American Libraries’* established brand as flagship journal of the ALA; and refreshes the look and feel of the news releases by adding images, videos, comment-enabledness, and links to share on social networking sites. Collaboration between *American Libraries* and the PIO also increased when the @ your library public awareness website moved in-house following its creation by *American Libraries* and Imagination Publishing with a grant from Carnegie Corporation of New York, and the site content is continuously being enriched with original consumer-oriented information and resource lists designed to drive the public to the library.

AL also partnered in July with the Office for Research and Statistics and lead researchers to deliver a webinar offering highlights from the most current data, including answers to questions about how libraries are funding and sustaining vital technology resources; what effects are already emerging in this current cost-cutting environment; what trends are being tracked as many libraries began a new fiscal year; and how to use the data for effective advocacy. Prior to, and as useful background reading for the webinar, AL offered a digital supplement titled [Libraries Connect: Public Library Funding and Technology Access Study 2009-2010](#).

American Libraries has begun to roll out [archives of old issues online](#). Eventually, the archives will date back to the very beginning of *American Libraries* in 1907, thanks to a partnership with JSTOR.

AL Focus published new photo and video reports throughout the year, from IFLA to Emma Thompson visiting a library in Philadelphia, from Library Advocacy Day to ALA conference coverage, from interviews with librarians to general library events. [AL Focus videos](#) can be downloaded or embedded for other use.

Booklist Publications: Yes, there's an app for this



Booklist Publications had another year marked by innovation in digital media—expansion of the existing blogs, e-newsletters, and social media, an iPhone app, and a new sponsored webinar program that helped the imprint overcome the notoriously challenging current magazine advertising environment—all while maintaining the quality and depth of the print publications. The whole suite of publications offered numerous features, posts, articles, top 10 lists, read-alikes, and listen-alikes, in addition to the growing number of 8,500-plus titles reviewed and recommended in adult, youth, media, and reference.

More than 26,000 registrants have been enticed since September 2009 by the practical and lively topics covered in the newly introduced sponsored webinar series. Each webinar includes a line-up of expert panelists, from the library and publishing worlds as well as *Booklist* editors. The series kicked off with The Scoop on Series Nonfiction and has since included Sweet Talk: Romance Fiction in the Library; Twenty-first Century Reference Collections; Now Hear This: Audiobooks A to Z; Youth Spring Announcements; Series Nonfiction for Youth; Let's Get Graphic: Kids' Comics in Classrooms and Libraries; Crime Fiction Past and Present; and Trends in Teen Lit: The Independent View. Access to archives and upcoming webinar information are available on the [Booklist Online webinars page](#).

[Booklist's electronic newsletters](#) continue to grow in popularity; thousands of readers have signed up for [REaD Alert](#), [Booklist Online Exclusives](#), and [Booklist's Quick Tips for School and Libraries](#). The entertaining Likely Stories blog is now written not only by Keir Graff but also by other *Booklist* staff covering particular beats, including Dan Kraus's "Book Trailer Thursday," featuring videos of notable book trailers; Courtney Jones on book awards; and Donna Seaman's "Green Report" on environmental literature. The latest posts to Booklist Online's five blogs now appear on the home page, both promoting readership and keeping the home page dynamically updated.

Book and media enthusiasts can now join hundreds of friends keeping up with [Booklist on Facebook](#) as well as on Twitter, where [@ALA_Booklist](#) has close to 3,500 followers. To offer a mobile way to stay connected, *Booklist* introduced a free app featuring the Review of the Day for iPhone and iPod Touch. Users with other Web-enabled mobile devices can see the Review of the Day formatted for their screens by pointing their browser to [booklistonline.com](#).



Book Links magazine made a smooth transition in the fall to publication as a quarterly print supplement to [Booklist](#), at no additional cost to subscribers, rather than as a stand-alone magazine. The editorial focus and original content continue to fulfill the mission of connecting children with books and related media. Bringing *Book Links* and *Booklist* together in one package apparently resonated with both readers and advertisers, who have supported the change. In early October, *Book Links* content also moved to its new online home— www.booklistonline.com/booklinks—further enriching the site as a resource for school and youth librarians.

From ALA Editions, [Writing Reviews for Readers' Advisory](#) by Adult Books Editor Brad Hooper shows readers how to use reviews as a tool to promote their library's collection with ideas and tips for writing for their library's website, book club, monthly handout, or even freelancing for a newspaper, magazine, or professional journal. "At Leisure" columnist and readers' advisory guru Joyce Saricks contributed a chapter covering the how-tos of reviewing audiobooks.

RDA: Resource Description and Access and the RDA Toolkit



FY2010 was a big year for metadata and cataloging. The new cataloging standard RDA: Resource Description and Access went into beta testing, and in June, the RDA Toolkit was launched by ALA, the Canadian Library Association, and Facet Publishing (the publishing arm of CILIP: Chartered Institute of Library and Information Professionals), with a complimentary open-access period through August 31. More than 5,500 people (both institutions and solo users) signed up during this period and took advantage of a webinar on how to make the most of the toolkit.

Highlights of the RDA Toolkit include searchable and browsable RDA instructions; AACR2 Rule Number Search of RDA instructions; workflows, mappings, and examples as tools to customize the RDA instruction set to support organizational training and processes; and the full text of AACR2 with links to RDA.

Behind the scenes, ALA Digital Reference developed the informational website at www.rdatoolkit.org, finalized subscription and pricing models for the Toolkit, created and updated an [FAQ](#) section, and offered "RDA Toolkit: A Guided Tour" webinars by ALA Digital Reference Publisher Troy Linker in February.

Testing of RDA is under way; the process is expected to be completed in June 2011, when the three U.S. national libraries will develop recommendations about the adoption of RDA based on their analysis of its testing. In collaboration with ALA Digital Reference, ALA Editions is set to publish the full-text [print version of RDA](#) that offers a snapshot serving as an offline access point for the single and partial cataloger institutions to evaluate RDA, as well as to support training and classroom use.

Guide to Reference

[Guide to Reference](#), the online successor to the *Guide to Reference Books* (also long known by the editors' names, including Balay, Sheehy, and Winchell), continues to add new records—blending traditional print reference tools with timely Internet resources—and new subscribers. [Four video tours](#) were added to the *Guide to Reference* site, highlighting the features that allow users to quickly find authoritative sources, take advantage of expert guidance, share annotated entries, and locate the sources described.

Several hundred attendees signed up for an “Introduction to Guide to Reference” webinar in March, hosted by editor Denise Beaubien Bennett and ALA Publishing staff. In December, hundreds registered for a free webinar, “Tips for Integrating Guide to Reference into Your Teaching,” which addressed how instructors use the online product to provide practical job preparation and what students need to prepare for reference work; how the Guide to Reference makes teaching sources easier; and what ALA Publishing makes available to help instructors.

Choice adds e-newsletter, iPhone app



For the fourth consecutive year, *Choice*—which provides reviews of academic books, electronic media, and Internet resources of interest to those in higher education—published more than 7,000 reviews. The journal added another e-newsletter, Publisher's Choice Online, as well as a [Facebook page](#) and an iPhone App, Today's Top Review. *Choice's* new Liberty Square building in Middletown, Connecticut, also received LEED certification for its use of green building principles, including prefabricated exterior wall systems that provide excellent insulation, a high-efficiency heating and cooling system, insulating windows, and a recycled steel building frame

Public Libraries expands to Web



In the spring of 2010, the Public Library Association's bimonthly journal *Public Libraries* expanded to the Internet. A complement to the printed journal, publiclibrariesonline.org offers three full articles from each issue of the printed edition as well as expanded content exclusive to the Web, including Advocacy and “Going Green @ Your Library” sections.

PLA introduces Training @ Your Library

Available as digital downloads, new Train the Trainer kits from the PLA include everything—agenda, PowerPoint, script, handouts—needed to host a training session at the library. An affordable and convenient option for library staff training,

available kits include *Libraries Prosper: A Guide to Using the PLA Advocacy Toolkit* ; *Customer Service: Balancing Rights and Responsibilities* ; *Stress Less: Taming the Tensions in Your Life*; and *Time Flies . . . But Where? Time Management Tips and Tools*.

PLA offers new online subscription access to PLDS reports

The PLA's 2010 *Public Library Data Service Statistical Report* includes data from 987 public libraries on finances, library resources, annual use figures, and technology, as well as a special section on children's services in public libraries. In addition, the PLA now offers subscription access to the PLDS Online Database, allowing users to access all currently available data and reports from 2006 to 2010 and view PLDS tables with searchable data exportable into Excel/CSV file formats, access summary tables in interactive charts, and create customized data sets that can be saved and exported into Excel/CSV file formats. Published annually since 1988, the report is compiled from voluntary surveys submitted by public libraries across the United States and Canada to present timely and topical data to help public library administrators make informed management decisions.

ACRL publishing notes



The Association of College and Research Libraries published nine new books in 2009–2010. In addition, two new standards and guidelines were published: “A Guideline for Appointment, Promotion, and Tenure of Academic Librarians” and “Psychology Information Literacy Standards.”

The division's podcast series continued to grow, with new releases including interviews with librarians profiled in the *C&RL News* “Job of a Lifetime” column, audio of Law and Political Science Section programs at the 2009 and 2010 annual conferences, and a conversation about the ACRL *Futures Thinking for Academic Librarians* report.

“Resources for College Libraries: Career Resources” is the most recent addition to the Resources for College Libraries family of products for the undergraduate curriculum. Jointly developed by *Choice* and R. R. Bowker, the new resource contains a core list of nearly 5,000 essential books and online resources for community, vocational, and technical college libraries in fields such as allied health, building and construction trades, engineering and technology, and graphic and apparel arts.

LITA's Tech Set features leaders in information technology



The Library and Information Technology Association and Neal-Schuman co-published the Tech Set series by leaders in information technology in libraries today. Edited by educator and librarian Ellyssa Kroski, the



set of 10 books includes *Next Gen Library Catalogs* by Marshall Breeding, *Microblogging and Lifestreaming in Libraries* by Robin Hastings , and *Library Camps and Unconferences* by Steve Lawson.

The LITA Publications Committee has selected a new Acquisitions Editor, Marta Deyrup, Associate Professor/Librarian II, Seton Hall University Libraries, who is actively soliciting writers for proposed manuscripts.

2010 Salary Survey reports 3% increase

Librarian salaries increased 3 percent in 2010, according to the *2010 ALA-APA Salary Survey: Librarian*, which also reported a mean librarian salary of \$60,734 and median salary of \$55,883.

Decade of flat funding challenges public libraries

Issued in January 2010, *The Condition of U.S. Libraries: Trends, 1999–2009* highlights U.S. economic trends and summarizes trends in public, school, and academic libraries across several library measures, including expenditures, staffing, and services. The report indicates that for public libraries, flat funding has been an obstacle—perhaps even a chronic problem—for many libraries the entire decade. School and academic libraries have also been challenged by funding cuts. The full report is available at <http://www.ala.org/ala/research/index.cfm>.

ALSC releases revisions of awards guide, competencies



Newbery and Caldecott Awards: A Guide to the Medal and Honor Books features revised awards eligibility criteria, alongside a new essay, “The Times They Are a-Changin’,” by Diane Foote, former executive director of the Association for Library Service to Children. The annual guide serves as a valuable resource on the award-winning titles and includes author, title, and illustrator indexes as well as information about the media used in the Caldecott Medal and Honor Books.

The ALSC released a revised, free PDF download edition of its “[Competencies for Librarians Serving Children in Public Libraries](#).” The competencies seek to define the role of the librarian serving children and touches on nine knowledge and skill sets: knowledge of client group; administrative and management skills; communication skills; knowledge of materials; user and reference services; programming skills; advocacy, public relations, and networking skills; professionalism and professional development; and technology. The competencies can be used to develop job descriptions or as a training resource with youth services staff.

YALSA offers three new titles

The Young Adult Library Services Association published three titles: *Cool Teen Programs for under \$100*, edited by Jenine Lillian; *Risky Business: Taking and Managing Risks in Teen Services* by Linda Braun, Hillias J. Martin, and Connie Urquhart; and *Multicultural Programs for Tweens and Teens*, edited by Linda Alexander and Nahyun Kwon.

OIF updates reference guides on banned books, intellectual freedom



The 2010 edition of *Banned Books: Challenging Our Freedom to Read*, by Robert P. Doyle, was revamped significantly, providing updated lists and indexes of books banned or challenged throughout history, a framework for understanding censorship and the First Amendment freedoms that guarantee our freedom to read, readings that highlight the uniquely American notion of freedom of expression, and ideas and resources for organizing public events and developing lesson plans about banned books and Banned Books Week.

ALA Editions and the Office for Intellectual Freedom published the newly revised and updated *Intellectual Freedom Manual*. A convenient reference guide for librarians and library trustees addressing intellectual freedom and privacy issues in their libraries, the eighth edition includes up-to-date legal information on censorship, minors' rights, and the USA PATRIOT Act; three new Interpretations of the Library Bill of Rights; revisions to 10 existing interpretations of the Library Bill of Rights; and major policy documents addressing privacy and professional ethics. A new feature is a website supplement available at www.ifmanual.org.

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Leadership



Roberta Stevens, outreach projects and partnerships officer at the Library of Congress and project manager of the National Book Festival, was inaugurated as ALA president at the 2010 Annual Conference in Washington, D.C.

Taking a pass on an inaugural speech, Stevens instead turned over the mike at her inaugural banquet to four of her favorite authors—Marie Arana, Brad Meltzer, Sharon Draper, and Carmen Agra Deedy—to launch her Our Authors, Our Advocates presidential initiative, which aims to establish a cadre of nationally known writers who are ready and willing to speak out on behalf of libraries.

“Authors are not only the natural allies of libraries, but often celebrities in their own right,” Stevens says on her website. “This initiative will focus on using these well-known, articulate, and impassioned spokespeople to highlight the key role libraries and library staff play in the economic, social and educational fabric of our nation.”

The initiative highlights authors in support of libraries through interviews, posters, podcasts, publications, and other media support. Much like ALA’s READ posters, the initiative can build a broad base of support for libraries over time. Additionally, it will be used as a model for creating advocates for libraries at the community level through the toolkit “Cultivating Your Local Notables,” which provides guidance on identifying and enlisting local “celebrities” as your library’s advocate.

Responding to the reduced resources at libraries throughout the nation, Stevens’s Frontline Fundraising initiative will provide tools that can be used by everyone, regardless of the size and type of library, who needs to supplement the budget from their jurisdiction or institution with additional support. Building on the work of Frontline Advocacy, the initiative will help members develop and utilize the tools and skills needed at the local level, with the primary focus on the development of an online toolkit and webinars that can be broadly accessed by ALA’s members.

Presidential programs at the 2011 Midwinter Meeting on frontline fundraising and at the Annual Conference featuring a panel of top donors who give their views on what makes a successful request for support are also planned. These programs will be taped and made available to members on the ALA website.

Stevens also introduced a “Why I Need My Library” Contest that invites young people to communicate why libraries are

needed now more than ever through short videos made available on YouTube and the ilovelibraries and @yourlibrary websites.



Molly Raphael, retired director of the Multnomah County Library in Portland, Oregon, was named ALA president-elect in the 2010 election. Raphael will serve as president-elect for the 2010-2011 term and will be inaugurated as ALA president at the 2011 Annual Conference in New Orleans. Raphael said she looks forward to working with everyone in ALA to ensure that the critical roles of libraries in our society are sustained.

Two new ALA Executive Board members were elected by the ALA Council in a vote taken at the 2010 ALA Midwinter Meeting, held January 15–19, 2010, in Boston. They are Kevin Reynolds, assistant university librarian for learning and access services at the Jessie Ball duPont Library at the University of the South in Sewanee, Tennessee, and J. Linda Williams, coordinator of library media services for the Anne Arundel County Public Schools in Annapolis, Maryland. Each is serving a three-year term that runs from July 2010 to June 2013.

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Financials

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Treasurer's Annual Report



Jim Neal, ALA Treasurer

The Executive Board and Council at the 2009 Midwinter Meeting in Denver developed the FY 2010 budget within the context of an expanded list of programmatic priorities as approved. They were as follows:

- Diversity.
- Equitable Access to Information and Library Services.
- Education and Lifelong Learning.
- Intellectual Freedom.
- Advocacy for Libraries and the Profession.
- Literacy.

- Organizational Excellence.

ALA entered FY 2010 understanding the implications of a faltering economy in FY 2009 for the status of libraries, librarians, and the profession. The FY 2010 budget carried a 3% budget reduction in General Fund units, which was implemented in the fall of 2009 and carried over into FY 2010. Management and staff were all on high alert for the need to make some mid-year budget adjustments if the economy continued to falter. By the time the six-month results were in and analyzed, it was clear that such adjustments would be necessary. In the General Fund budget of \$28.1 million, management projected a revenue shortfall of \$2.0 million. Most of the revenue shortfall was in Publishing (\$963,000) and Conferences (\$901,000). This shortfall was to be made up with corresponding expense reductions that included the following:

- Open Positions
- Publishing
- Travel
- Furlough Salary/Benefit Savings (2 weeks)
- Use of Reserves

Management and staff embraced the steps that were necessary to see the Association through a difficult situation as sacrifices were made across the entire Association. Thanks to the hard work of management and staff, the plan for the mid-year adjustments was achieved. The General Fund ended the year with a minor loss of (\$8,027). In doing so there was no need to use the Board reserves or implement a second proposed furlough week. In fact, due to the year-end results, at management's recommendation, the Executive Board approved the reinstatement of the salary that staff did not receive due to the furlough week.

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FY 2011 Financial Results

ALA's Financial Value Proposition

"To develop and deploy the financial resources that support the strategic plan and delivery of programs"

responsive to member needs and the improvement of library service.”

The FY 2010 budget represented the harsh reality of working in one of the worst economic environments facing libraries and the library profession in quite a few years. The shift in conditions was swift and unrelenting. The worldwide economic recession, often called “The Great Recession,” forced government agencies at all levels, as well as corporations and non-profit organizations to dramatically modify their spending due to significant reductions in tax revenue.

In spite of this difficult situation, ALA is still well positioned to tell the story of how the Association, libraries, and librarians are and will continue to support the needs of society despite the challenges. Evidence suggests that increased advocacy and advocacy support at the national, state, and local levels actually helped to reduce the severity of budget cuts on thousands of libraries and provide for enhancement and marketing of current products and services. Additionally, the FY 2010 budget includes significant downward expense adjustments based on:

1. Changes in current business models.
2. Technology use.
3. Increased operating efficiencies.

Programmatic Highlights

- Successful national division conferences by AASL and PLA.
- Successful ALA conferences in Boston and Washington, D.C., which supported ALA programs by generating \$1.2 million in net revenue.
- Spectrum Presidential Initiative moved closer to its goal of \$1 million.
- Washington Office hosted a number of webinars on advanced Advocacy training.
- ALA received a \$2 million three-year extension from the Bill & Melinda Gates Foundation to continue the Public Library & Technology Access Study.
- ALA Connect is fully operational and moves into phase 2.
- Online *Guide to Reference* fully operational.
- Support for increased electronic participation by members in Annual Conference and Midwinter Meeting committee activities.
- New support staff certification program implemented.
- Major Gates grants to the Public Library Association (for advocacy training), to the Office for Research and Statistics (for library funding study), to the Washington Office (for connectivity training), and to the Public Program Office (for a variety of activities).
- Continued growth in online CE programs as provided by divisions and offices.

FY 2010 Financial Factoids

- ALA's net assets improved by \$3.1 million (11.8%) to \$29.7 million.
- The revenue-producing units Publishing and Meetings & Conferences contributed \$2.2 million in combined net revenue, essentially the same as in FY 2009.
- General Fund dues increased marginally by \$48,944 (0.8%) to \$5.9 million.
- Operationally, total ALA revenues declined by \$1.7 million (-3.2%) to \$52.5 million, while total ALA expenses declined by \$3.3 million (-6.2%) to \$50.2 million.
- Long-term investments improved by \$1.8 million (6.8%) to \$28.8 million due to market performance and an overweighting in fixed income securities.
- General Fund Net Asset Balance remained essentially the same at \$2.9 million.

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American Library Association Consolidated Statement of Operations and Changes in Net Assets

Year Ended August 31, 2010

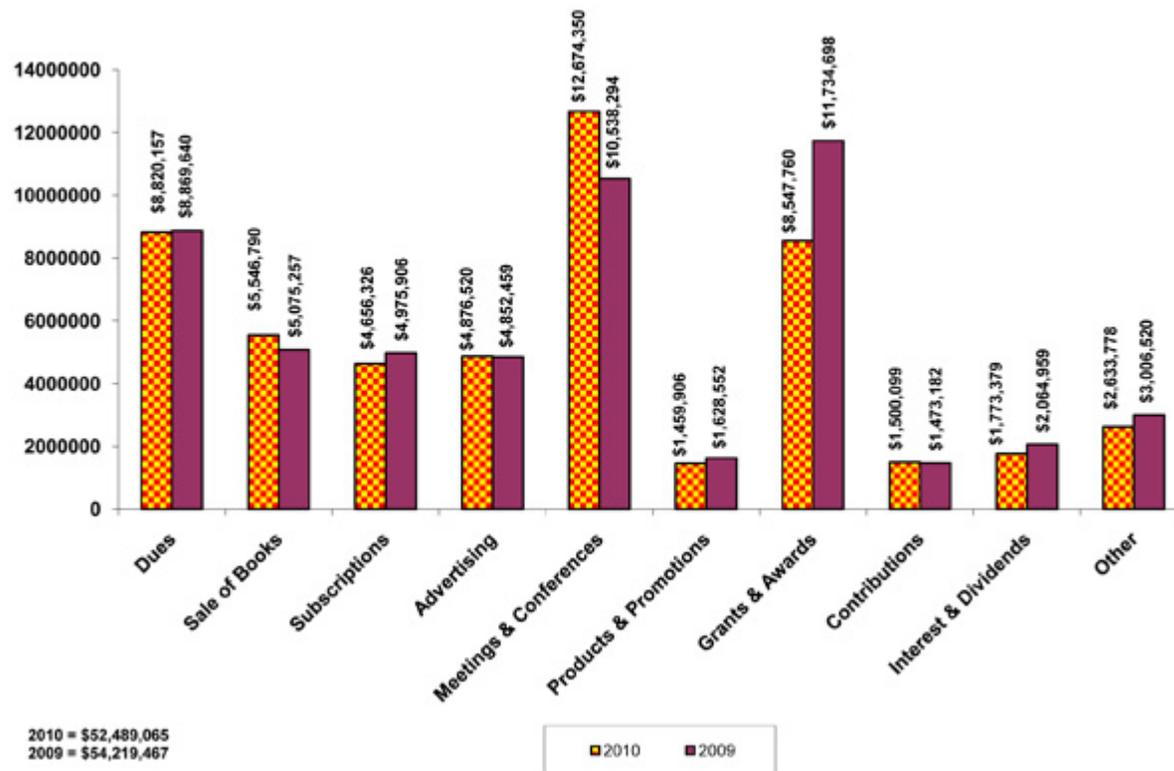
[Download PDF file](#) 19K (preview below)

Expenses	
Payroll	\$ 14,591
Outside Services	3,551
Travel	941
Meetings & Conferences	3,081
Publications	2,881
Operating	3,761
Post-Retirement Benefits	
Inter-Unit Transfers	<u>431</u>
Total Expenses	\$ 29,251
Overhead (provided) Recovered	<u>(2,821)</u>
Total Expenses and Overhead	\$ 26,431
Other Postretirement employee benefit related changes other than net periodic postretirement employee cost	
	\$

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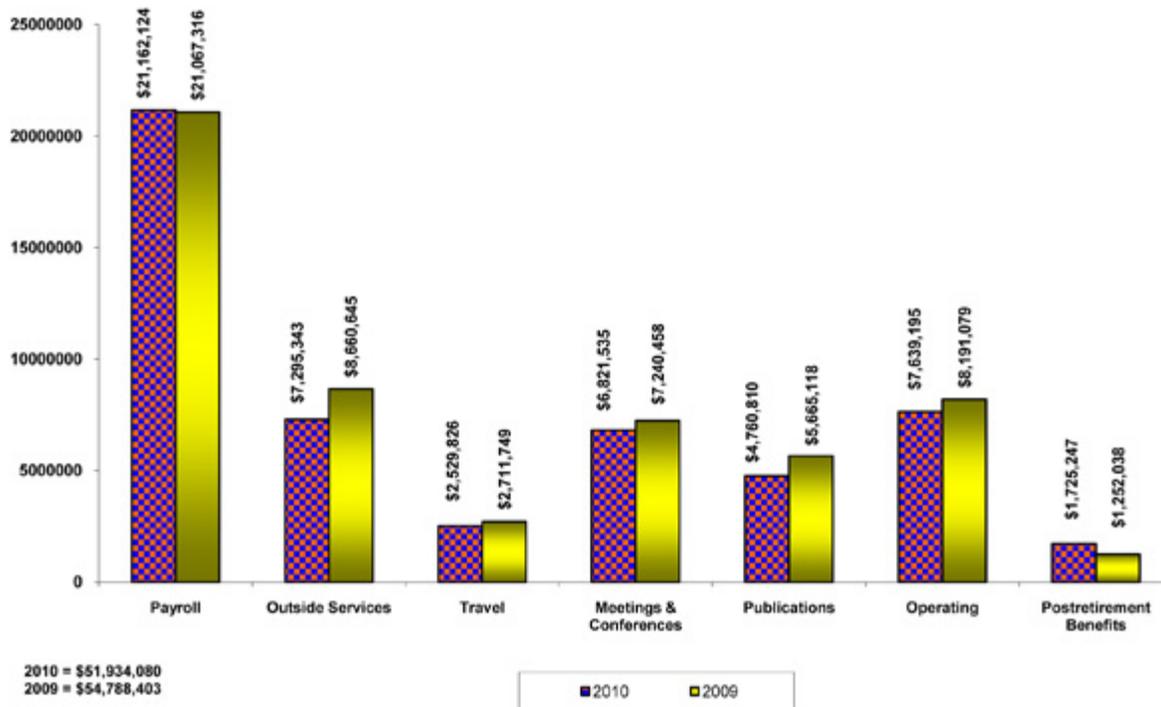
Summary of Operations—Total ALA (All Funds)

ALA Statement of Operations Revenues 2010 and 2009



For the FY 2010 ALA generated total revenues of \$52.5 million, which is a decline of \$1.7 million (-3.2%) compared to FY2009. The biggest change was in Grants & Awards, which declined by \$3.2 million (-27.2%) to \$8.6 million. This was due primarily to the lower number of grants and awards secured during the year compared to FY09. Also contributing were reductions in subscriptions (\$319,580) in Booklist/Booklinks, lower interest and dividends (\$291,580) resulting from declining interest rates during the year, and other miscellaneous revenue (\$372,742), consisting primarily royalties. These declines were slightly offset by gains in meetings & conferences (\$2.1 million) resulting from two national division conferences during the year compared to only one in FY09.

ALA STATEMENT OF OPERATIONS - EXPENSES 2010 and 2009



Total expenses for the year declined by \$2.9 million (-5.2%) to \$51.9 million, with the most significant decline occurring in outside services of \$1.4 million or -15.8% as fewer contractors were used as production activities in Publishing were adjusted to meet projected revenue forecasts, as well as, in ITTS. Closely related is a reduction in general operating expenses, which declined by \$904,308 or -16.0%, primarily in reduced mailing costs related to the administration of fewer grants. Expenses in Meetings & conferences also fell by \$418,923 or -5.8% as efforts were made to minimize these costs as much as possible in view of the depressed economic climate.

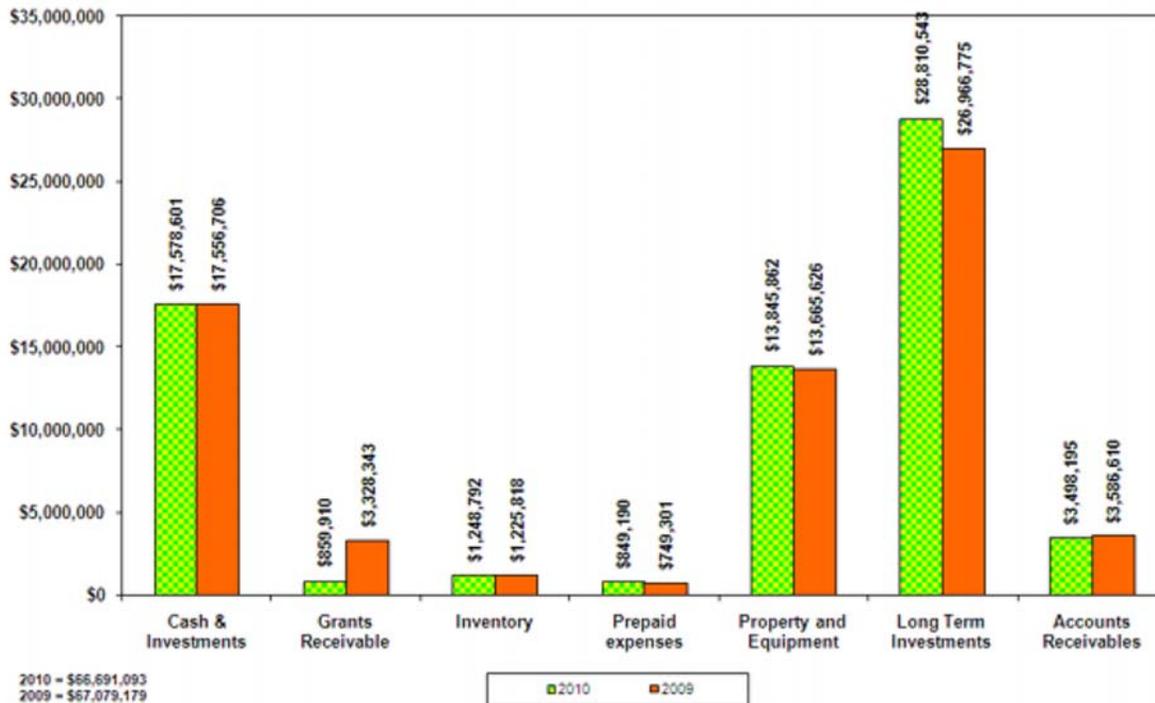
On an operating basis, net operating income was \$2.3 million. This is an improvement of \$1.6 million over FY 2009.

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Statement of Financial Position—Total ALA (All Funds)

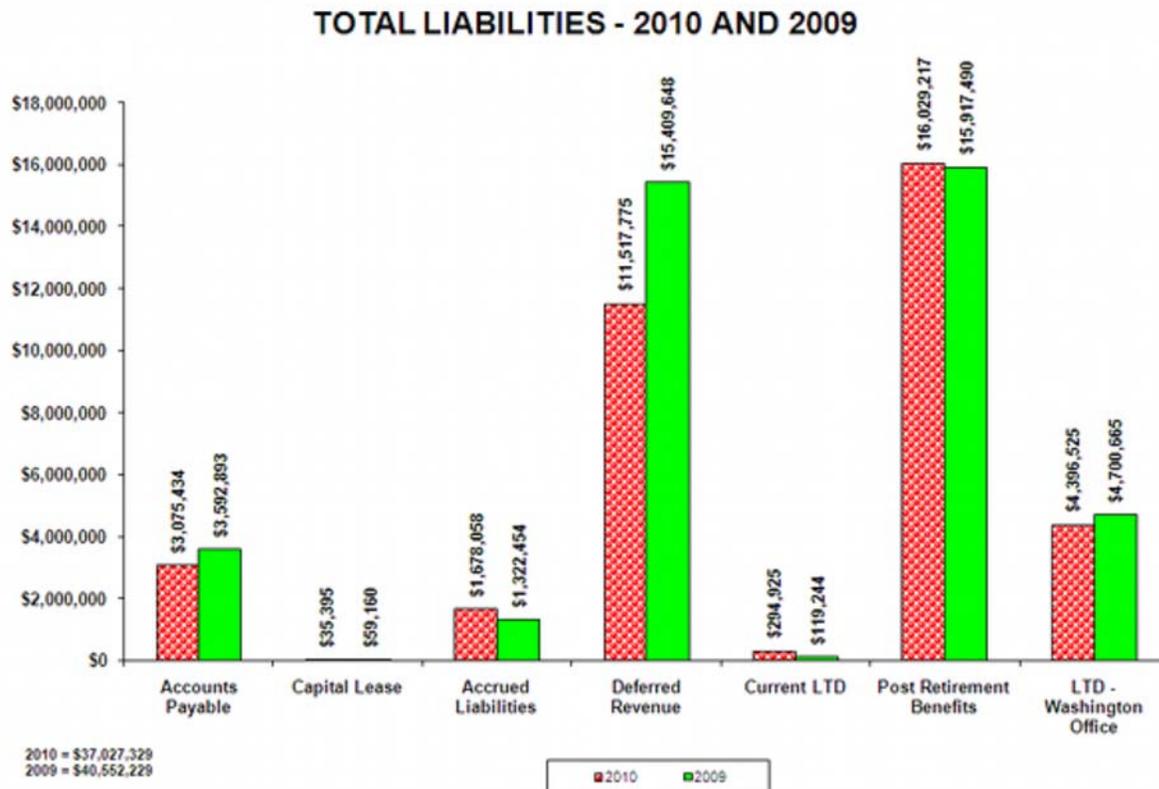
Total Assets

TOTAL ASSETS - 2010 and 2009



For fiscal 2010, the Association's total assets declined marginally by \$388,086 (-0.6%) to \$66.7 million. The major offsetting changes occurred in two areas: Grants Receivable and Long-Term Investments. Grants Receivable declined by \$2.5 million (-74.2%) to \$859,910 as a result of fewer grants during the year. On the other hand, Long-Term Investments increased during the year by \$1.8 million as asset allocation into fixed income securities helped the portfolio. Property and Equipment increased by \$180,236 (1.3%) to \$13.9 million due to capital purchases related to upgrading the ITTS department's technical capabilities, in addition to furniture and fixture related to the Choice property purchase.

Total Liabilities



Total liabilities for the year declined by \$3.5 million (-8.6%) to \$37 million. The major change occurred in deferred revenue, which declined by \$3.3 million (22.4%) to \$11.5 million, primarily related to a reduction in grants and awards (\$2.2 million) and conference registration (\$855,356). Also lower were accounts payable (\$517,459), which reflects lower accruals related to payroll expenses and Long-Term Debt (\$304,140) as loan obligations were satisfied during the year. Significant increases occurred in accrued liabilities (\$370,377), the current portion of LTD (\$175,681), and postretirement benefits (\$111,727).

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Net Asset Balances

As a result of the above, net assets for the year increased by \$3.1 million (11.8%) to \$29.7 million. The change was a result of a stable level of assets and a significant reduction in deferred revenue of \$3.2 million.

General Fund

Revenues for fiscal 2010 totaled \$26.4 million compared to \$27 million in fiscal 2009. This represents a decline of \$541,856 (-2.0%) during the year when compared to last year. The reduction was essentially in four areas: 1. Meetings and conferences (\$205,882) as a result of lower registration and exhibit fees, advertising and commissions; 2. Products and promotions (\$168,646) due to lower material sales as library budgets were negatively impacted during the year; 3. Interest and dividends (\$205,381) from lower interest rates; and 4. Miscellaneous (\$275,457) from lower royalty income. These reductions were slightly offset by gains in Publishing related to growth in ALA Editions (\$336,852) as a result of a strong frontlist, innovative digital products, and increased outreach to the international market. Also contributing were gains in dues (\$48,944) and contributions (\$107,094).

Expenses declined by \$320,533 (-1.2%) to \$26.4 million. The decline, both functionally and in terms of activity, was related primarily to Publishing and Meetings and Conferences. Publications, primarily through Products and Promotions (\$255,943), declined by \$286,099 (-9.0%) to \$2.9 million as production was adjusted to meet expected revenue projections. Meetings and Conferences expenses were down by \$125,845 (-3.9%) to \$3.1 million due to lower use of professional services (\$97,344) and facilities rental (\$146,040) at the Annual Conference in Washington, D.C. Note that these reductions were offset by slightly higher expenses at the Midwinter Meeting in Boston (\$96,228). Other offsets included increases in payroll (\$213,326) and general operating (\$2,182).

As a result of the above, net revenue for the year was essentially break-even with a minimal loss of (\$8,027). This total is \$221,323 less than FY 2009. Note that the Midwinter Meeting and the Annual Conference generated \$1.2 million in net revenue, while Publishing generated net revenues of \$976,498 for a total of \$2.2 million to support ALA member-related activities.

Division Fund

Division revenues for the year increased by \$2 million (14.8%) to \$15.8 million, as there were two national division conferences during the year compared to only one in FY09. As a result, revenue from Meetings and Conferences was

up by \$2.3 million. Both PLA and AASL had successful conferences, which generated additional revenue of \$3.1 million and \$1.6 million respectively. Offsetting the gain was a decline in dues of \$95,191 (-3.4%) as division personal membership was down 1,019 members to 53,324 (-1.9%). Reductions were also experienced in Contributions (\$79,399), Miscellaneous (\$89,375), and Publishing activities (\$12,322).

Division expenses for the year increased by \$443,615 (3.2%) to \$14.4 million. The increase can partly be attributed to the number of national conferences held during the year, as reflected in higher travel expenses (\$211,743), higher Publications expenses (\$218,164), primarily in ALTAFF (\$109,381), and higher overhead (\$509,723). It should also be noted that ALTAFF (\$57,757) and ASCLA (\$24,711) received a total of \$82,468 in small division support.

Round Tables

Round tables' revenue increased during the year by \$38,228 (10.4%) to \$405,180, while expenses declined by \$90,773 (-27.3%) to \$332,867. The result was an increase in net revenue of \$129,001 to \$163,086. It should be noted that the Ethnic and Multicultural Information Exchange Round Table accounted for 53.8% of the round tables' net revenue at \$87,671 as a result of strong CSK seal sales and great participation in the CSK breakfast., in addition to the International Relations Round Table (\$12,613) and the Federal and Armed Forces Libraries Round Table (\$12,654). All of the round tables ended the year with a positive net asset balance which totaled \$967,440.

Plant Fund

The Plant Fund consists of building operations and maintenance expenses and depreciation for the headquarters buildings at 40 and 50 East Huron Street and the Washington Office. Operating expenses related to cleaning services, insurance, accounting, and administrative services totaled \$1.3 million, while depreciation-related expenses increased/declined slightly to \$475,738. The result was a general fund plant fund transfer of \$1.7 million, which is approximately the same as in FY09.

Long-Term Investment Fund—Endowment

The investment net asset balance increased during the year from \$29.4 million to \$31.2 million. This was a gain of \$1.8 million or 6.2%, as the portfolio benefited from an overweighting in fixed income securities during the year and a general recovery in the markets. Although interest and dividends were down slightly in FY 2010 (\$856,132 vs. \$942,331), realized gains saw a significant turnaround (-\$3.6 million to \$1.9 million).

ALA's portfolio remains conservative and defensive in nature. However, the Trustees constantly monitor the markets and have successfully adjusted the portfolio to take advantage of the prevailing conditions, i.e., overweighting to fixed income securities during the year.

ALA-APA

The ALA-APA reported revenues of \$155,171 compared to \$154,703 in fiscal 2009. This represents a gain of \$468 (0.3%). Significant positive changes occurred during the year in Meetings and Conferences, where the certification programs—CPLA and LSSCP—realized higher participation rates in each program. Offsetting changes included lower results in the sale of materials (\$12,835) and in contributions (\$13,776).

Total expenses declined during the year by \$63,890 (-37.6%) to \$106,057. As noted in previous communiqués regarding the APA, expenses were monitored closely throughout the year in order to match expected revenues as much as possible, i.e., expenses were adjusted to match expected revenues. As a result, certain expected activities were not undertaken. Reductions were realized across the board. Most of the decline in expenses was in payroll (\$26,244), where the director's position was turned into a 0.6 FTE position and the assistant's position was reduced to a 0.5 FTE position. The balance of each position was moved to support the IMLS grant activity in the Office for Research and Statistics and HRDR respectively. Outside Services were down (\$10,387) as publication related activities, specifically related to the generation of fewer salary surveys during the year.

As a result of the above activities the year ended with its first positive net revenue (\$49,114) compared to a loss of (\$15,244) in FY09 resulting in a negative net asset balance of (\$214,557). As a result of this positive results, the ALA-APA was in a position to not only make its budgeted interest payment, but also a principal payment of \$10,000 toward the \$275,000 loan.

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Total Preliminary Budget

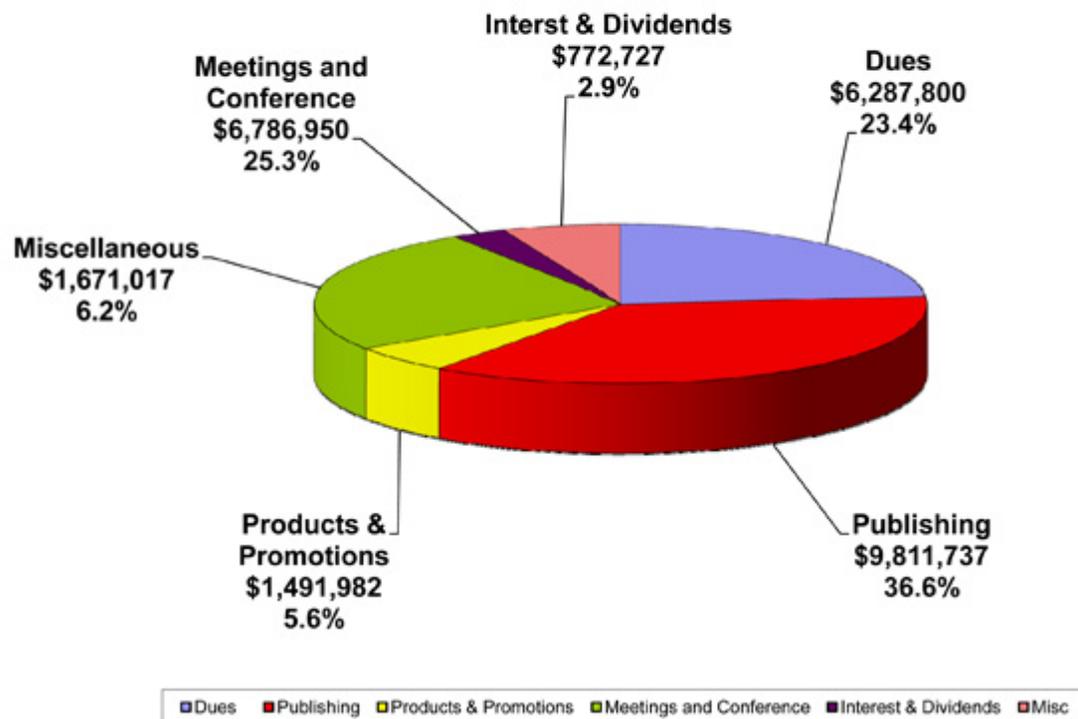
The Total ALA FY 2011 budgeted revenues, which includes the General Fund, Divisions, Round Tables, Plant Fund, Grants and Awards and the Long-Term Investments, are \$46,163,851 as compared to the FY 2010 budget of \$54,095,645. The year-to-year reduction of \$7,931,794 or 14.7% reflects lower revenue estimates related to lower grants and awards projections, one division national conference as well as reduced General Fund revenue targets. The total ALA FY 2011 expenses are \$47,225,658 as compared to the FY 2010 expenses of \$54,425,736. The total ALA

budget reflects expenses exceeding revenue by \$1,061,807 due to timing of divisional conference activities and lower grants and awards expenses.

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Total ALA FY11 Budgeted Revenues

FY11 GENERAL FUND BUDGETED REVENUES \$26,822,213



Dues

Dues income, which is budgeted at \$6,287,800, represents an increase of \$294,400 compared to the FY 2010 projections. The increase is a function of the annualized organizational dues increase effective in FY 2010, which will not be realized until FY 2011. Further it is assumed that membership will fall 2.5% year to year at 55,000 members on the roster. Note: Refer to the Communications and Member Relations overview for an analysis of membership levels. It is also expected that organizational membership levels will be off by 10% due to the rate increase but will generate \$315,000 additional income.

Publishing

Revenues from the Publishing department are budgeted at \$11.3 million. This compares to Association-wide publishing of \$17.2 million. Sale of materials, which includes sale of books, is budgeted for a total of \$4,490,510 as compared to the FY 2010 budget of \$4,874,525. ALA Editions book sales are budgeted at \$2,793,466 as compared to \$2,674,565 in FY 2010 projections. A total of 36 front list titles are projected for release as compared to 34 in FY 2010. New revenue opportunities are being implemented, including SLN re-launch, RDA, ancillaries and single Kindle ready PDFs. Graphics sales are budgeted to reach \$1,491,982 which represents a \$491,947 reduction compared to the FY 2010 budget. FY 2010 projections of \$1,495,722 reflect the impact of the downturn in Library and individual purchases. Subscriptions are budgeted at \$2,434,053, as compared to \$2,763,884 in FY 2010. Subscription revenue is a function of Booklist, Booklist Online, and Book Links. Booklist Online subscription revenues are anticipated to be slower than planned, but site usage has increased steadily. Booklist print subscriptions have fallen off steadily. Bundling print and online subscriptions to strengthen online usage is planned. Advertising income is projected to decrease to \$3,511,532, which is \$302,764 less than the FY 2010 approved budget. Booklist advertising is budgeted to reach \$1,979,351, which is slightly higher than FY 2010 projections of \$1,903,596. Many key advertisers are coming back into the market as the economy picks up. Other sales include mail list rental, RDA subscription sales, Online Guide to Reference subscription sales, and non-catalog product sales at the ALA Store, and are projected to be \$867,624, as compared to \$505,229 in FY 2010 budget, with an increase of \$362,395.

Products and Promotions (Graphics)

Graphics sales are budgeted to reach \$1,491,982, which represents a \$491,947 reduction compared to the FY 2010 budget. FY 2010 projections of \$1,495,722 reflect the impact of the downturn in Library and individual purchases. The Read design studio products and the Read DVD are positioned to generate moderate sales.

Grants and Awards

The FY 2011 Grants and Awards budget is \$3,436,271, which is \$5,523,267 less than the FY 2010 budget. Grants and Awards include ongoing projects, projects for which ALA has received notification of funding, and \$864,000 projected grants to be funded. Several large grants, including the Gates grants, are winding down and account for the decrease. There will be other grants approved and they will be included in the summer version of the budget.

Meetings and Conferences

Revenues for meetings and conferences, registration fees and exhibits, space rental, and meal functions are budgeted at \$6,786,950, which is a \$783,850 decrease from the FY 2010 budget. The Annual Conference will be held in New Orleans and Midwinter Meeting will be held in San Diego. The FY 2011 budget reflects revenues for exhibits sales at \$4,051,500 and registration fees at \$2,677,750. There are no planned increases for registration or exhibit fees in FY 2010. Projections for the New Orleans Annual Conference registration attendance is 9,750 which is 4,700 less than the Washington, DC estimate. The San Diego Midwinter Meeting attendance is currently budgeted at 5,800 as compared to the Boston budgeted attendance of 6,300. Actual Boston attendance was approximately 6,500. Both Annual and Midwinter exhibit square footage are budgeted to decrease slightly to 140,440 and 80,265 respectively for a combined reduction of 24,975 square feet. There will be continued emphasis of the value of the conference made to the exhibitors. The virtual conference will be continued.

Long-Term Investments (Interest Income)

The Long Term Investment fund has budgeted revenue of \$1,166,689, which includes \$491,569 of interest and dividends and \$690,870 of capital gains. The net revenue includes the potential interest transfer from the Endowment Fund to the General Fund, in accordance with Policy 8.5.1, which would be \$77,727.

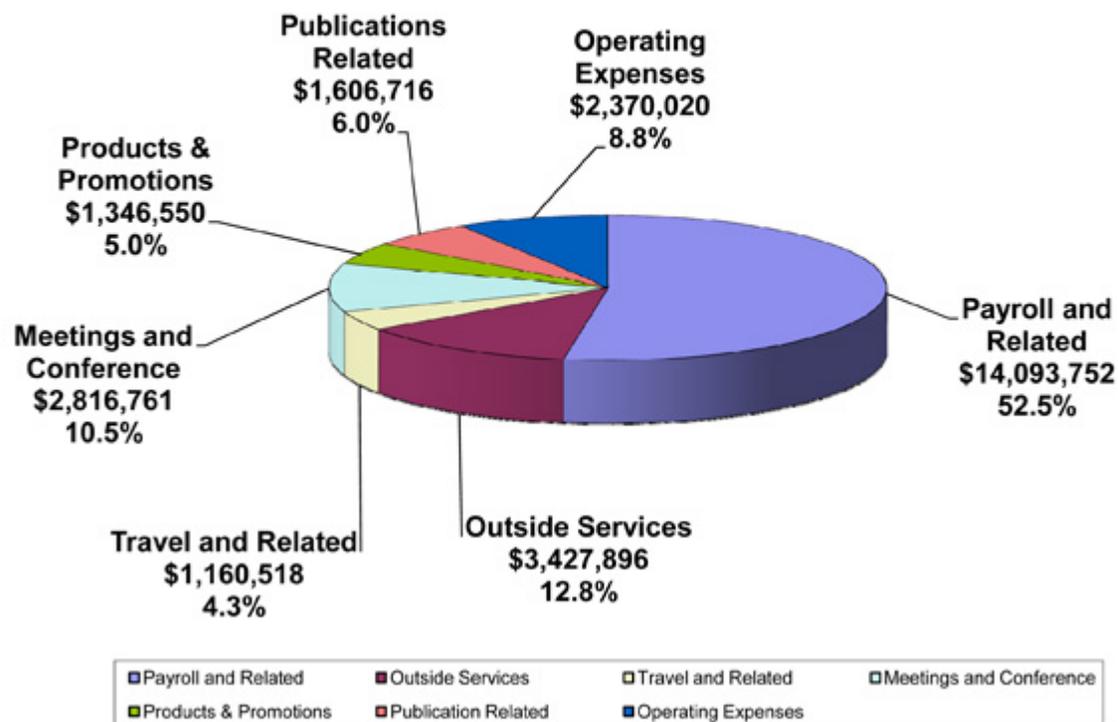
Miscellaneous

Miscellaneous income, which includes donations, interest dividends and royalties, is \$2,444,014 as compared to FY 2010 of \$2,487,371, which reflects a decrease of \$43,357 or 1.7%.

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Total ALA FY11 Budgeted Expenses

FY11 GENERAL FUND BUDGETED EXPENSES \$26,822,213



Payroll and Related

Payroll and related expenses of \$13,705,436 represent 51.1% of the total expense budget, as compared to 52.6% last year and is \$1,061,147, or 7.2% less, than FY 2010 budget. Salaries are budgeted to decrease by \$1,061,147, or 7.2%, due in part to a total of 16.992 unfunded FTE. The salary and benefits decrease related to the unfunded FTE total \$812,978. Publishing has 4.8 unfunded FTE, Accounting and Staff Support Services has 2.542 unfunded FTE, Member Programs and Services has 5.4 unfunded FTE, Communications has 2.5 unfunded FTE, Human Resources has 1.0 unfunded FTE, and OITP has .75 unfunded FTE, for a total of 16.922 unfunded FTE totaling \$812,978. The preliminary budget does not include a salary increase at this time.

Outside Services

Outside Services are budgeted at \$3,427,896, which increased by \$755 from the FY 2010 budget.

Travel and Related

Travel and related expenses are budgeted at \$1,160,518 which decreases by \$87,670 or 7.0%. Travel expense is budgeted to decrease for Annual Conference (New Orleans) by \$27,730, as compared to the Washington, DC conference. The Midwinter Meeting (San Diego) is budgeted to decrease by \$11,720 compared to Boston.

Meetings and Conferences

Meetings and Conferences expenses are budgeted at \$2,816,761, a decrease of \$486,621 or 14.7%. Facilities rent, exhibits expense, and audio equipment are budgeted to decrease by \$95,050 at Midwinter and \$321,492 at Annual Conference.

Publication Related

Publication related expenses are budgeted at \$2,953,266, \$479,050 or 14% less than FY 2010. The reduction is mainly due to the reduction in expenses related to printing, order processing, and lower cost of sales.

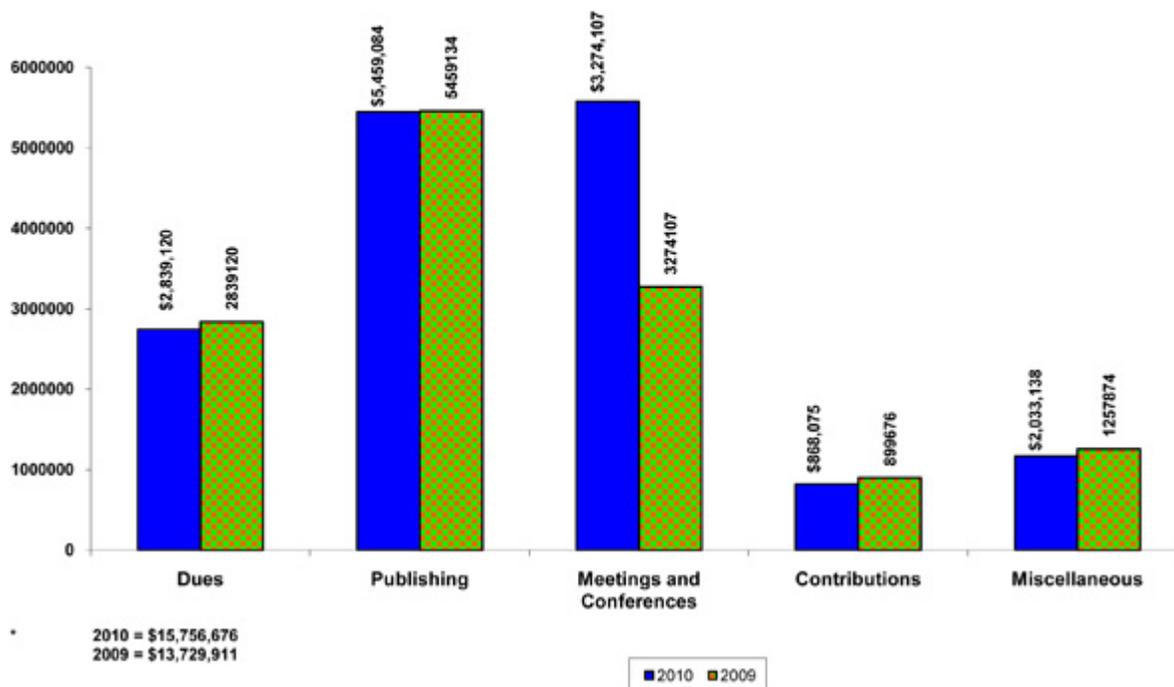
Operating Expenses

Operating Expenses are budgeted at \$4,348,290, which is an increase of \$134,332 or 3.2% due to an increase in depreciation expense (\$65,391) and amortization expense (\$138,977). Operating expenses include a \$90,000 subscription equivalent for organizational members to receive the Library Worklife newsletter offered by the ALA-APA.

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Total Division FY11 Budgeted Revenues

Division Revenues 2010 and 2009



Dues

Dues revenue for FY 2011 is \$2,901,199, which is \$158,637 lower than the FY 2010 budget of \$3,059,836. Dues income for divisions represents 20.8% of total division revenue.

Publishing and Related

Sales of materials is budgeted at \$1,044,991, which represents a \$256,988 or 32.6% increase from FY 2010 due to the AASL non-serial publication with an increase of \$256,250. Other sales of materials are budgeted at \$1,145,830, which is a \$144,405 or 11.2% decrease mainly due to sales from the PLA Web-based CE project, with a decrease of

\$141,200. Subscription sales and Advertising income are budgeted basically flat at \$2,299,207 and \$1,298,386, respectively.

Meetings and Conference

Meetings and conferences are budgeted to be \$3,456,535, which represents a 35.3% decrease, or \$1,884,699, compared to FY 2010 due to one division national conference vs. two division national conferences.

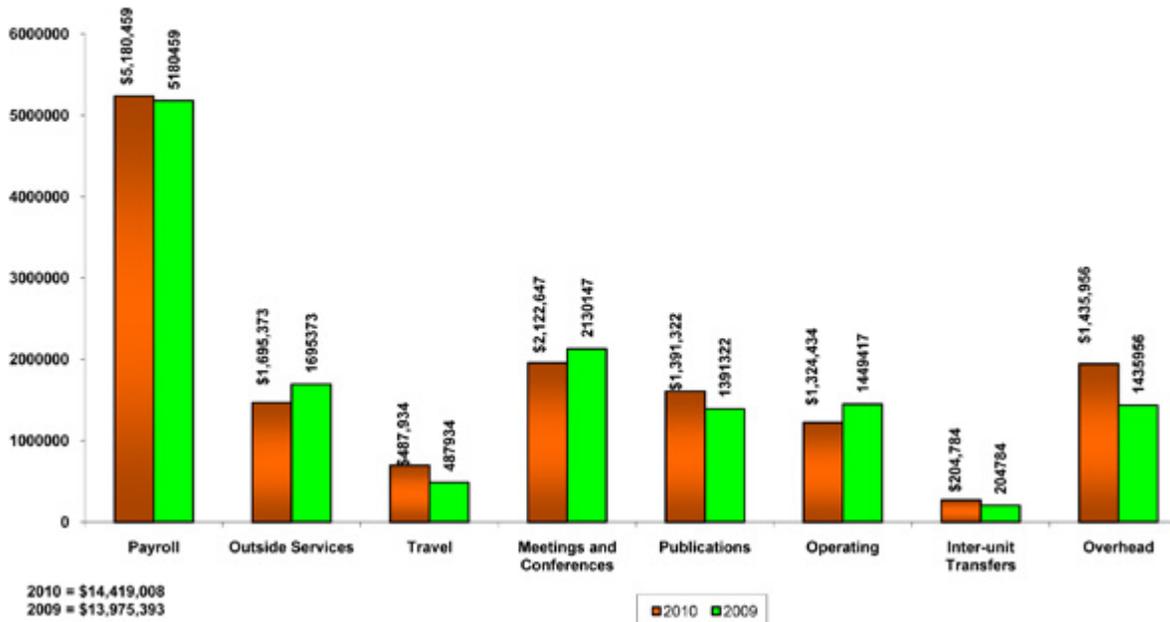
Miscellaneous

Miscellaneous sales are budgeted to decrease by 7.8% or \$154,089 to \$1,815,516, resulting from decreases in donations related to the one national conference.

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Total Division FY11 Budgeted Expenses

Division Expenses 2010 and 2009



Payroll and Related

Payroll and related expenses of \$13,705,436 represent 51.1% of the total expense budget, as compared to 52.6% last year and is \$1,061,147, or 7.2%, less than FY 2010 budget. Salaries are budgeted to decrease by \$1,061,147, or 7.2%, due in part to a total of 16.992 unfunded FTE. The salary and benefits decrease related to the unfunded FTE totals \$812,978. Publishing has 4.8 unfunded FTE, Accounting and Staff Support Services has 2.542 unfunded FTE, Member Programs and Services has 5.4 unfunded FTE, Communications has 2.5 unfunded FTE, Human Resources has 1.0 unfunded FTE, and OITP has .75 unfunded FTE, for a total of 16.922 unfunded FTE totaling \$812,978. The preliminary budget does not include a salary increase at this time.

Outside Services

Outside Services are budgeted at \$3,427,896, which increased by \$755 from the FY 2010 budget.

Travel and Related

Travel and related expenses are budgeted at \$1,160,518, a decrease of \$87,670, or 7%. Travel expense is budgeted to decrease for Annual Conference (New Orleans) by \$27,730, as compared to the Washington, DC conference. The Midwinter Meeting (San Diego) is budgeted to decrease by \$11,720 compared to Boston.

Meetings and Conference

Meetings and Conferences expenses are budgeted at \$2,816,761, which decreases by \$486,621 or 14.7%. Facilities rent, exhibits expense and audio equipment are budgeted to decrease by \$95,050 at Midwinter and \$321,492 at Annual Conference.

Publication Related

Publication related expenses are budgeted at \$2,953,266 and is \$479,050, or 14% less than FY 2010. The reduction is mainly due to the reduction in expenses related to printing, order processing, and lower cost of sales.

Operating Expenses

Operating Expenses are budgeted at \$4,348,290, which is an increase of \$134,332, or 3.2%, due to an increase in depreciation expense (\$65,391) and amortization expense (\$138,977). Operating expenses include the \$90,000 subscription equivalent for organizational members to receive the Library Worklife newsletter offered by the ALA-APA.

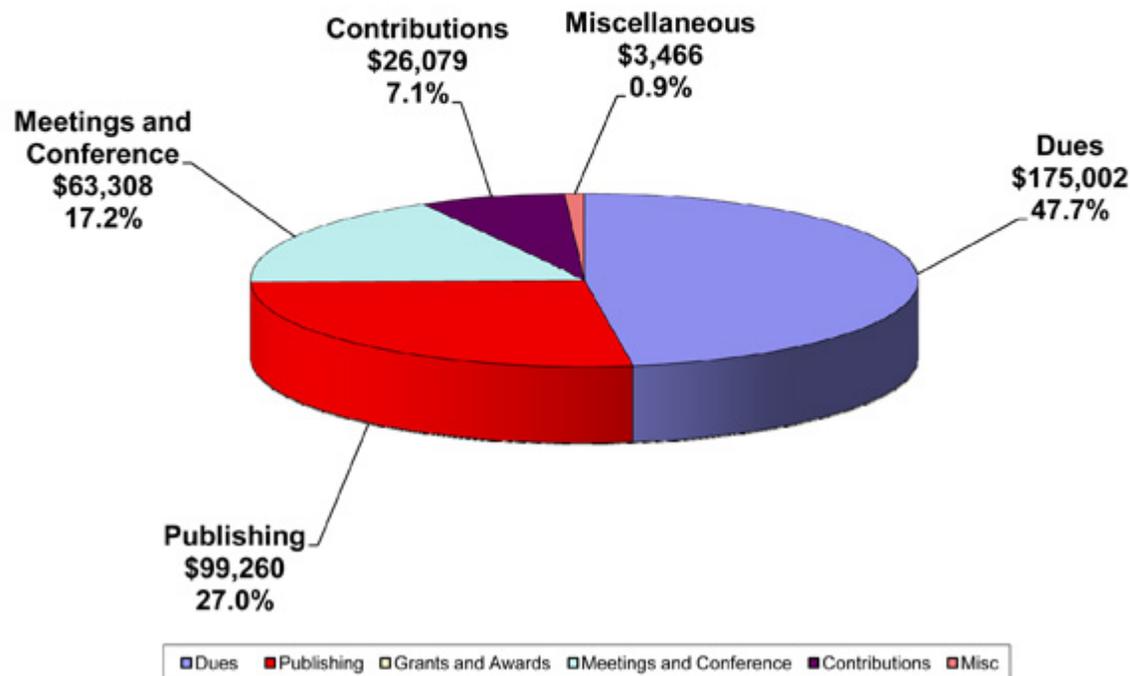
Overhead

Overhead recovery for the General Fund is expected to be \$2,014,964, as compared to \$2,804,162 in FY 2010, which represents a \$789,198 decrease. The primary reason for the decrease is due to one division national conference in FY 2011. Divisions are budgeted to contribute \$1,473,637 in overhead as compared to \$1,896,562 in FY 2010, which is a \$422,925 decrease. Publishing and Conference Services overhead will decrease by \$338,481 due to lower revenue targets. The FY 2009 indirect cost study results in the overall composite rate of 26.1%.

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Total Roundtable FY11 Budgeted Revenues (\$367,115)

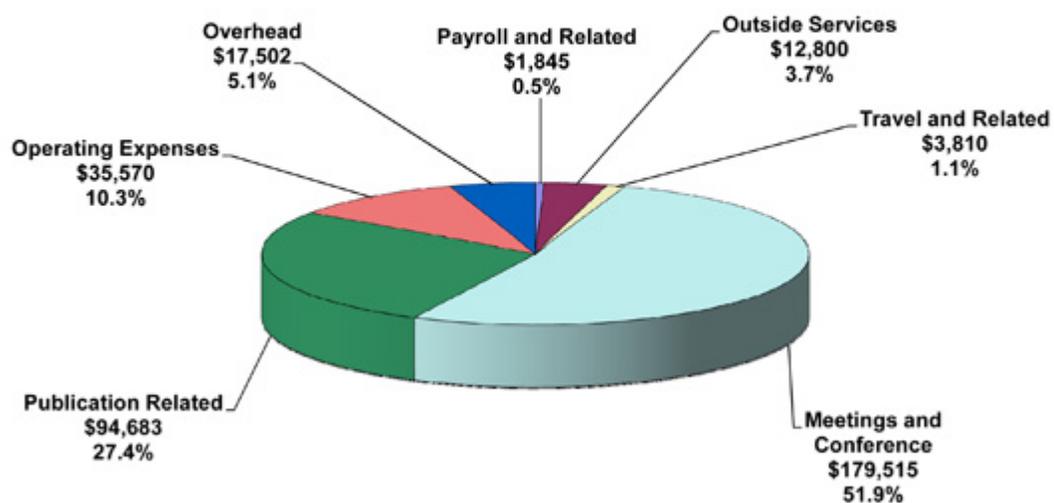
FY11 TOTAL BUDGETED ROUNDTABLE REVENUES \$367,115



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Total Roundtable FY11 Budgeted Expenses (\$345,725)

FY11 TOTAL BUDGETED ROUNDTABLE EXPENSES \$345,725



■ Payroll and Related ■ Outside Services ■ Travel and Related ■ Meetings and Conference ■ Publication Related ■ Operating Expenses ■ Overhead

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Awards and Honors

John Newbery Medal



The 2010 Newbery Medal for the most distinguished contribution to children's literature went to Rebecca Stead for *When You Reach Me*, published by Wendy Lamb Books, an imprint of Random House Children's Books. In the book, 12-year-old Miranda encounters shifting friendships, a sudden punch, a strange homeless man, and mysterious notes that hint at knowledge of the future—seemingly random events that converge in a brilliantly constructed plot. “*When You Reach Me* is an exceptionally conceived and finely crafted work of fiction that will engage and satisfy readers for years to come,” said Newbery committee Chair Katie O'Dell.

The Association for Library Service to Children awards the Newbery Medal, named for 18th-century British bookseller John Newbery.

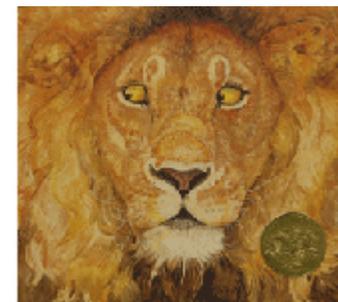


Caldecott Medal



Jerry Pinkney was the recipient of the 2010 Caldecott Medal for the most distinguished picture book for children published in the United States during the previous year for his book *The Lion and the Mouse*, published by Little, Brown and Company Books for Young Readers. In glowing colors, Pinkney's textured watercolor illustrations masterfully portray the relationship between two very unlikely friends. The screech of an owl, the squeak of a mouse, and the roar of a lion transport readers to the Serengeti plains for this virtually wordless retelling of Aesop's classic fable.

“Pinkney's stunning watercolors add new dimensions to an ancient tale in a book which is sure to become a beloved classic,” said Caldecott committee Chair Rita Auerbach.



Coretta Scott King Awards

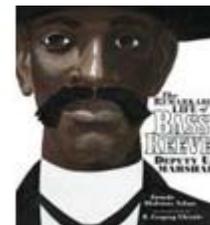


Vaunda Micheaux Nelson, author of *Bad News for Outlaws: The Remarkable Life of Bass*

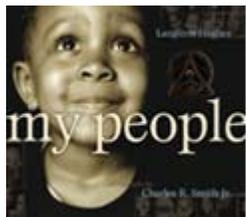




Reeves, Deputy U.S. Marshal, and Charles R. Smith Jr., illustrator of *My People*, were the winners of the 2010 Coretta Scott King Book Awards honoring African American authors and illustrators of outstanding books for children and young adults.

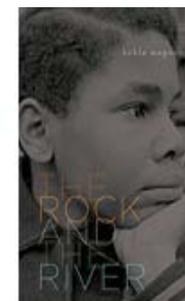


Bad News for Outlaws: The Remarkable Life of Bass Reeves, Deputy U.S. Marshal, published by Carolrhoda Books, a division of Lerner Publishing Group, is a biography of a legendary peace officer. Born into slavery in 1838, Bass had a hard life and a strong sense of right and wrong. As one of the most feared and respected lawmen in the Indian Territory, Bass made more than 3,000 arrests but killed only 14 men during his career. “The winning title for text was selected because it is engaging, meticulously researched, and offers a riveting account of an unsung African American hero,” said award jury Chair Carole McCollough.



In *My People*—written by Langston Hughes and published by Ginee Seo books, Atheneum Books for Young Readers—Smith’s vibrant sepia photographs celebrate the beauty and diversity of African Americans; close-ups of illuminated faces filled with jubilant, loving expressions emerge from black backgrounds and capture the spirit of Hughes’s eloquent poem. “Charles R. Smith Jr. has carefully photographed and selected images that depict African Americans of all ages and hues,” said McCollough.

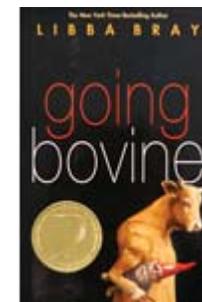
The Coretta Scott King/John Steptoe New Talent Author Award went to kekla magoon for *The Rock and the River*, published by Aladdin, an imprint of Simon & Schuster Children’s Publishing Division. In 1968 Chicago, Sam Childs is living in the shadows of two important people—his father, a civil rights activist working with Martin Luther King Jr., and his older brother, “Stick,” who has joined the Black Panther Party. These different approaches to achieving racial equality place Sam between the rock and the river. Occasionally awarded, the Coretta Scott King/John Steptoe New Talent Author Award affirms new talent and offers visibility to excellence in writing and/or illustrations at the beginning of a career as a published children’s book creator.



Michael L. Printz Award



Libba Bray won the Michael L. Printz Award for Excellence in Young Adult Literature for *Going Bovine*. In the novel Cameron, a 16-year-old slacker, sets off on a madcap road trip with a punk angel, a dwarf sidekick, a yard gnome, and a mad scientist in an effort to save the world—and perhaps his own life. Honor books were *Charles and Emma: The Darwins’ Leap of Faith* by Deborah Heiligman; *The Monstrumologist* by Rick Yancey; *Punkzillaby* Adam Rapp; and *Tales of the Madman Underground: An Historical Romance, 1973*, by John Barnes. The annual award for literary excellence is administered by the Young Adult Library Services Association and sponsored by *Booklist* magazine. The award, first given in 2000, is named for the late Michael L. Printz,



a Topeka, Kansas, school librarian known for discovering and promoting quality books for young adults.

Robert F. Sibert Medal



Tanya Lee Stone, author of *Almost Astronauts: 13 Women Who Dared to Dream*, was named the winner of the 2010 Robert F. Sibert Medal for the most distinguished informational book for children published in 2009. Published by Candlewick Press, *Almost Astronauts* tells the story of the women aviators and aspiring astronauts known as the “Mercury 13,” who in the early 1960s repeatedly proved themselves capable but could not overcome prevailing prejudices. Meticulously researched and handsomely illustrated with archival materials, Stone’s insightful, passionately written chronicle is sure to inspire. “Stone has a less-is-more approach that really packs a wallop,” said Sibert committee Chair Vicky Smith. “Readers will come away with their blood boiling.”

Margaret A. Edwards Award



The Margaret A. Edwards Award for significant and lasting contribution to writing for young adults went to Jim Murphy for his books *An American Plague: The True and Terrifying Story of the Yellow Fever Epidemic of 1793*; *Blizzard! The Storm That Changed America*; *The Great Fire*; *The Long Road to Gettysburg*; and *A Young Patriot: The American Revolution as Experienced by One Boy*. Established in 1988, the award, presented by the Young Adult Library Services Association and sponsored by *School Library Journal*, honors an author, as well as a specific body of his or her work, who has been popular over a period of time. The award is named for Margaret Edwards, a pioneer in young adult services who worked for many years at the Enoch Pratt Free Library in Baltimore.

Alex Awards

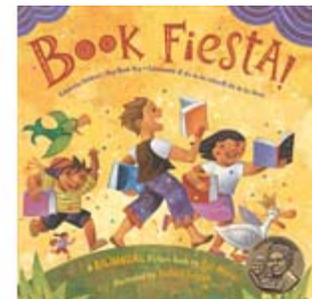


The Alex Awards are given annually to 10 books written for adults that have special appeal to young adults. The 2010 winners were: *The Boy Who Harnessed the Wind: Creating Currents of Electricity and Hope* by William Kamkwamba and Bryan Mealer; *The Bride’s Farewell* by Meg Rosoff; *Everything Matters!* by Ron Currie, Jr.; *The Good Soldiers* by David Finkel; *The Kids Are All Right: A Memoir* by Diana Welch and Liz Welch with Amanda Welch and Dan Welch; *The Magicians* by Lev Grossman; *My Abandonment* by Peter Rock; *Soulless: An Alexia Tarabotti Novel* by Gail Carriger; *Stitches: A Memoir* by David Small; and *Tunneling to the Center of the Earth* by Kevin Wilson.

Pura Belpré Award



Rafael López, illustrator of *Book Fiesta!: Celebrate Children's Day/Book Day; Celebremos El día de los niños/El día de los libros*, and Julia Alvarez, author of *Return to Sender*, were the winners of the Pura Belpré Illustrator Award and Author Award honoring Latino authors and illustrators whose work best portrays, affirms, and celebrates the Latino cultural experience in children's books.



In *Book Fiesta!*—written by Pat Mora and published by Rayo, an imprint of HarperCollins Publishers—López utilizes vibrant colors and magical realism to show that the love of reading is universal. Through a series of fanciful images, the author depicts Latino children inviting children of other cultures to their book fiesta, leading the reader on a visual journey that shows that reading sparks the imagination across all cultures and has the power to unite us. “The outstanding illustrations, reminiscent of Mexican muralist art, are a feast to the imagination,” said Pura Belpré committee Chair Lucía González.

Julia Alvarez explores the thin line that separates American citizens and undocumented persons in her brilliantly told novel *Return to Sender*, published by Alfred A. Knopf. After Tyler's father is unable to maintain the family farm, he hires undocumented workers, resulting in an interdependent relationship that mirrors current social and political conditions in the United States. Alvarez humanizes a situation by giving a voice to millions of immigrants experiencing similar hardships. “This is a remarkable and unforgettable story that transcends differences and borders,” said González.



Stonewall Book Awards



Among the winners of the 2010 Stonewall Book Awards named by the Gay, Lesbian, Bisexual, and Transgendered Round Table was the inaugural Stonewall Children's and Young Adult Literature Award, presented to Nick Burd for his young adult novel *The Vast Fields of Ordinary* (Penguin Group). David Francis, author of *Stray Dog Winter: A Novel* (MacAdam/Cage), won the Barbara Gittings Literature Award, and Nathaniel Frank, author of *Unfriendly Fire: How the Gay Ban Undermines the Military and Weakens America* (St. Martin's Press), won the Israel Fishman Non-Fiction Award.

Theodor Seuss Geisel Award

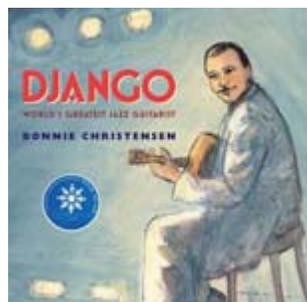


Author-illustrator Geoffrey Hayes was the recipient of the Theodor Seuss Geisel Award for his book *Benny and Penny in the Big No-No!* (TOON Books). Administered by the Association for Library Service to Children, the Geisel Award is given annually to the author and illustrator of the most distinguished American book for beginning readers published in English in the United States during the preceding year.

Benny and Penny in the Big No-No! is a perfect example of a graphic novel designed just for young readers. Siblings Benny and Penny encounter trouble when curiosity about a mysterious neighbor leads them into unexpected adventures. The characters' emotions are revealed in the rich artwork within each panel, and children will connect with the realistic dialogue and page-turning appeal of the story. "The real big 'no-no' would be to miss this distinctive beginning graphic novel with perfectly matched text and illustrations," said Geisel Award committee Chair Susan Veltfort.



Schneider Family Book Awards



The Schneider Family Book Awards honor an author or illustrator for a book that embodies an artistic expression of the disability experience for child and adolescent audiences.

Django, written and illustrated by Bonnie Christensen and published by Neal Porter for Roaring Brook won the award for the young children's category. Although musician Django Reinhardt was in an accident that severely burned his hands and threatened

to end his career, through perseverance he became one of the world's most recognized and appreciated jazz guitarists. "The book was chosen for its sensitive telling of Reinhardt's life through the use of colorful oil paintings and lyrical free verse, and it demonstrated the power of one's inner strength," said award Chair Barbara T. Mates.

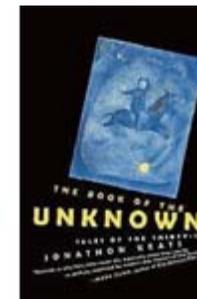
Nora Raleigh Baskin won the middle-school category award for *Anything But Typical*, published by Simon & Schuster Books for Young Readers. While Jason Blake, who has autism, considers himself to be anything but typical, his life is that of a conventional 12-year-old boy: He wants a girlfriend, he wants to fit in, and he wants to be recognized for his creative writing. The book "was chosen for its sensitive portrayal of a preteen with autism and speaks to anyone who has ever chased a dream," said Mates.

The teen category award winner was Francisco X. Stork for *Marcelo in the Real World*, published by Arthur A. Levine, an imprint of Scholastic. The book tells the story of Marcelo Sandoval, who has Asperger syndrome. Pushed beyond his comfort zone when he is forced to take a job in his father's law firm, Marcelo learns what it is to be a friend, to stand up for what he believes in, and that he can create a place for himself in the real world. It was "selected for its accurate portrayal of a young man with Asperger syndrome and its powerful statement that good could still be found in today's world," said Mates.

Sophie Brody Award



The Sophie Brody Award was given to *The Book of the Unknown: Tales of the Thirty-Six* by Jonathon Keats (Random House). Keats's engaging book, which pays homage to the rich tradition of Jewish folklore, opens with a fictional scholar's quest to understand the meaning behind a list of names found during the excavation of a German synagogue—names based on a group of 36 virtuous people who justify human existence before God. Administered by the Reference and User Services Association and funded by Arthur Brody and the Brodart Foundation, the award is named for Sophie Brody, a philanthropist and community volunteer who held major leadership positions in the Jewish community; it is given to encourage, recognize, and commend outstanding achievement in Jewish literature.



May Hill Arbuthnot Honor Lecture Award



Kathleen T. Horning, past president of the Association for Library Service to Children, delivered the 2010 May Hill Arbuthnot Honor Lecture, hosted by the Riverside County Library System and held at a partner University of California–Riverside Extension Center. The lecture, “Can Children’s Books Save the World?” featured a historical perspective on service to multicultural patrons.

Mildred L. Batchelder Award



Delacorte Press, an imprint of Random House Children’s Books, won the Mildred L. Batchelder Award for the most outstanding children’s book originally published in a language other than English in a country other than the United States and subsequently translated into English for publication in the United States for *A Faraway Island*, originally published in Swedish in 1996 as *En ö i havet*. Written by Annika Thor and translated by Linda Schenck, *A Faraway Island* book tells the story of two Jewish sisters from Vienna, Austria: 12-year-old Stephanie and her younger sister Nellie, who are sent by their parents to Sweden to escape the Nazis. Nellie adapts easily, but Stephanie faces painful challenges. “Stephie and Nellie’s everyday hopes and fears personalize the effects of war on children’s lives,” said Batchelder committee Chair Annette Goldsmith. “This is the first book in a series so popular with readers that it was adapted for Swedish television.”



Laura Ingalls Wilder Award



Ashley Bryan is the recipient of the 2009 Laura Ingalls Wilder Medal honoring an author or illustrator, published in the United States, whose books have made a substantial and lasting contribution to literature



for children. The award is administered by the ALSC and is named for its first recipient, in 1954.

“For 40 years and nearly as many books, Ashley Bryan has filled children’s literature with the beats of story, the echoes of poetry, the transcendence of African-American spirituals, the beauty of art and the satisfaction of a tale well-told,” said Wilder Committee Chair Cathryn Mercier. “Generations of readers have seen themselves in the pages of Bryan’s books. He has inspired today’s children’s book writers and illustrators to tell, paint, sing, and weave their own stories for generations to come.”

William C. Morris Award



Flash Burnout by L.K. Madigan was the winner of the William C. Morris Award for the best book by a first-time author writing for teens. The novel centers on Blake, whose life is way too complicated. He’s a sophomore in high school with a girlfriend and a friend who is a girl. One of them loves him. One of them needs him. Can he please them both? The award honors William C.

Morris, an influential innovator in the publishing world and an advocate for marketing books for children and young adults.



Odyssey Awards



The 2010 Odyssey Award went to Live Oak Media, producer of the audiobook *Louise, the Adventures of a Chicken*, written by Kate DiCamillo and narrated by Barbara Rosenblat. Coadministered by YALSA and the Association for Library Service to Children and sponsored by Booklist, the award honors the best audiobook produced for children and young adults in

the previous year. *Louise*, a French chicken with wanderlust, finds adventure in Kate DiCamillo’s comical picture book; whimsical sound effects, playful background music, and Barbara Rosenblat’s impressive repertoire of voices combine in this tour-de-force listening experience.



Honor recordings were *In the Belly of the Bloodhound: Being an Account of a Particularly Peculiar Adventure in the Life of Jacky Faber*, written by L.A. Meyer, narrated by Katherine Kellgren, and produced by Listen & Live Audio; *Peace, Locomotion*, written by Jacqueline Woodson, narrated by Dion Graham, and produced by Brilliance Audio; and *We Are the Ship: The Story of Negro League Baseball*, written by Kadir Nelson, narrated by Dion Graham, and produced by Brilliance Audio.

Joseph W. Lippincott Award

Thomas C. Phelps, director of Public Programs at the National Endowment for the Humanities, received the Joseph W. Lippincott Award. Founded in 1938, the award is given annually to an individual for distinguished service to the profession of librarianship. As assistant director and then director of Public Programs at the NEH, Phelps essentially invented the idea of awarding grants to libraries across the country, in collaboration with ALA, to engage in humanities programming for the general public, beginning with the highly popular “Let’s Talk About It” reading and discussion program in all 50 states begun in 1984. A member of ALA for more than 40 years, Phelps had a long career at the Salt Lake City Public Library from 1968 to 1980, rising to the position of director of the Central Library; he joined the NEH in 1980.

James Madison Award



Joint winners of the 2010 James Madison Award were Meredith Fuchs, general counsel to the National Security Archive, and the Citizens for Responsibility and Ethics in Washington (CREW). Named in honor of President James Madison, the award was established by the ALA in 1986 to honor individuals or groups who have championed, protected, and promoted public access to government information and the public’s “right to know” on the national level.

10 librarians receive I Love My Librarian Awards

Ten winners of the Carnegie Corporation of New York/New York Times I Love My Librarian Award each received a \$5,000 cash award at a ceremony and reception hosted by the New York Times. About 3,500 nominations were received in 2009 for the award, which encourages library users to recognize the accomplishments of librarians in public, school, college, community college, and university libraries for their efforts to improve the lives of people in their communities. The award is administered by the Campaign for America’s Libraries.

RUSA names notable books and reading list



The Reference and User Services Association announced its 2010 Notable Books and the third annual list of winners for the 2010 Reading List. The Notable Books Council makes available a list of 25 very good, very readable, and at times very important fiction, nonfiction, and poetry books for the adult reader.

For the complete list of titles for 2010, see <http://www.ala.org/ala/mgrps/divs/rusa/awards/notablebooks/lists/2010/2010notable.cfm>. The 2010 Reading List, a juried list of titles selected by readers’ advisory and collection development experts, represents the best writing in eight adult genre areas popular with readers. The year’s winners included *Gone Tomorrow* by Lee Child, *Lamentation* by Ken Scholes, *Agincourt* by Bernard Cornwell, *Last Days* by Brian Evenson, *A Beautiful Place to Die* by Malla Nunn, *What Happens in London* by Julia Quinn, *The Windup Girl* by

Paolo Bacigalupi, *and Very Valentine* by Adriana Trigiani. For the short lists and read-alikes, see <http://ala.org/ala/mgrps/divs/rusa/awards/readinglist/index.cfm>.

75 students receive Spectrum scholarships

Seventy-five Spectrum scholarships were awarded in June 2010. Through “Reach21: Preparing the Next Generation of Librarians for 21st Century Library Leadership,” the Institute of Museum and Library Services funded an additional 45 scholarships in 2010. In addition, 10 scholarships were funded by proceeds from the ALA/ProQuest Scholarship Bash; two were supported by the Medical Library Association/National Library of Medicine; and one scholar each was funded by the National Association to Promote Library and Information Services to Latinos and the Spanish Speaking (REFORMA), the American Association of School Librarians, the Association of College and Research Libraries, the Association for Library Service to Children, and the Young Adult Library Services Association. For 2010, scholarships were awarded in honor of individuals Leo Albert, Ron Clowney, Gregory Calloway, Louise Giles, William R. Gordon, Howard M. and Gladys B. Teeple, and Betty J. Turock. The Chinese American Librarians Association also contributed \$6,500 to the Spectrum Presidential Initiative.

More information is available at <http://www.ims.gov>.

Spectrum Presidential Initiative

ALA President Camila Alire, Immediate Past President Jim Rettig, President-Elect Roberta Stevens, and ALA Past President Betty J. Turock announced the Spectrum Presidential Initiative in 2009 as a special one-year campaign to raise \$1 million for the Spectrum Scholarship Program. Through this initiative, ALA aims to meet a critical need by supporting master’s-level scholarships, providing two \$25,000 doctoral scholarships, increasing the Spectrum Endowment to ensure the program’s future, and developing special programs for recruitment and career development. As of September 2010, more than \$415,000 had been raised through the initiative.

Three win Diversity Research Grant awards



Three research projects in the 2010 round of the annual Diversity Research Grants program each won a \$2,000 award and a \$500 travel grant: “Selecting Racially Diverse Literature for Elementary School Libraries” by Elizabeth Friese, University of Georgia Department of Language and Literacy Education; “Promoting Equity in Literacy Instruction for Adolescent African American Males through the Use of Enabling Texts” by Sandra Hughes-Hassell and Casey Rawson, University of North Carolina at Chapel Hill School of Information and Library Science; and “Helping Teens Help Themselves: A National Survey of Library Services to Juveniles in

Detention” by Jennifer K. Sweeney, Drexel University College of Information Science and Technology. The Office for Diversity began sponsorship of the program in 2002 to address critical gaps in the knowledge of diversity issues within library and information science and as part of ALA’s continuing commitment to diversity.

Stanton Biddle recognized for achievement in library diversity research

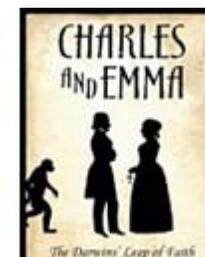
Stanton Biddle, director of Middle States Accreditation Review at Baruch College, the City University of New York, was named the 2010 Achievement in Library Diversity Research Honoree. Biddle’s contributions to the professional literature include titles on university planning and African American history and culture, as well as numerous presentations promoting resources for exploring the history and culture of underrepresented populations. He also served as editor of the proceedings of the first two National Conferences of African American Librarians. A lifetime member of both ALA and the Black Caucus of the ALA (BCALA), Biddle has received numerous awards and honors, including the 2001 BCALA/DEMCO Award for Excellence in Librarianship and the 2002 BCALA Distinguished Service Award. Biddle received his master’s in library science from Atlanta University and doctorate in library science from the University of California–Berkeley.

Elementary school in Illinois wins Sara Jaffarian Award

The Jefferson Elementary School Library in Elmhurst, Illinois, was named winner of the 2010 Sara Jaffarian School Library Program Award for Exemplary Humanities Programming, presented annually by the ALA Public Programs Office in collaboration with the American Association of School Librarians. Nicolette Vaillancourt, Learning Resource Center director at Jefferson Elementary School, developed and submitted the winning program, which focused on local history while incorporating several disciplines: art, technology, oral and written communication, and research skills. The Sara Jaffarian Award was established in 2006 to recognize and promote excellence in humanities programming in elementary and middle school (K–8) libraries. The \$4,000 award was presented in June during the Auditorium Speaker Series presentation of Marlo Thomas at the 2010 ALA Annual Conference in Washington, D.C.

YALSA gives first Excellence in Nonfiction for Young Adults Award

Charles and Emma: The Darwins’ Leap of Faith by Deborah Heiligman was the inaugural winner of the Young Adult Library Services Association’s Excellence in Nonfiction for Young Adults Award honoring the best nonfiction book written for teens. In the book, after creating a list of the pros and cons of marriage, science-minded Charles Darwin chooses to marry his strictly religious first cousin. Little does he know that he is about to embark upon the most loving, creative, and intellectually important relationship of his life.



Margaret A. Edwards Trust receives YALSA Presidential Citation



YALSA awarded its first Presidential Citation to the Margaret A. Edwards Trust for its unwavering support throughout the years. The YALSA Presidential Citation recognizes an individual or group for outstanding contribution to either YALSA or the profession of young adult librarianship. The Margaret A. Edwards Trust is managed by Julian Lapidés; trustees are Anna Curry, Linda F. Lapidés, and Lanetta (Lanny) W. Parks.

YALSA member awards



YALSA awards to members included the Baker & Taylor Conference Grant, which went to Barbara Kinast and Carol Anne Geary; the BWI/YALSA Collection Development Grant, which went to Amy Young and Jessica Neiweem; the Great Books Giveaway, which was won by Benjamin Banneker High School in Atlanta and runners-up Conley-Caraballo High School in Hayward, California, and the Farmington High School Library in New Mexico; the YALSA/VOYA/Frances Henne Research Grant, which went to Janet Newsum and Marcia Mardis; the MAE Award for Best Literature Program for Teens, which was given to Susan Bohn; and the Greenwood/YALSA/Greenwood Publishing Group Service to Young Adults Achievement Award, which went to Patty Campbell.

Young Adult Library Services wins third APEX Award

Young Adult Library Services, YALSA's quarterly journal, won its third APEX Award for Publication Excellence in a row, this time for issues from 2010 edited by Sarah Flowers.

YALSA wins Carnegie-Whitney grant for new book

YALSA received a 2010 Carnegie-Whitney Publishing Grant to support a new book, *Teen Read Week and Teen Tech Week: The Best of YALS*. Planned for publication in January 2011, the book collects articles from YALS to help librarians plan for its annual reading and technology initiatives.

“Books for Borrowing” program wins \$3,000 grant

The Association for Library Service to Children, in partnership with Candlewick Press, chose the Fayetteville Public Library in Arkansas as the 2010 winner of the “Light the Way: Outreach to the Underserved” grant to support its “Books for Borrowing” program. The \$3,000 grant, presented in honor of Newbery Medalist and Geisel Honoree Kate DiCamillo,

was first given in 2008 as a one-time award; through the contributions of Candlewick Press, the Light the Way grant will continue through 2014.

Margaret Bush receives ALSC service award



The 2010 Association for Library Service to Children Distinguished Service Award winner was Margaret (Maggie) Bush, who served the profession for almost 50 years. Bush began her library career at the New York Public Library and went on to head the children's department at the Oak Park Public Library in Illinois. Following her time at Oak Park, she held a variety of positions including children's literature specialist, curriculum librarian, and instructor at the National College of Education in Evanston, Illinois; assistant professor at Simmons College; bibliographer and reference librarian for the Children's

Literature Center at the Library of Congress; and network consultant for the National Library Service for the Blind and Physically Handicapped at the Library of Congress. Her service for ALA included four years on the ALA Council and numerous ALSC positions such as president, priority group consultant, and member of the Newbery, Caldecott, and Wilder book award committees.

Outstanding school library programs receive AASL awards

The American Association of School Librarians recognized programs in two schools with its National School Library Program of the Year Award: New Canaan High School in Connecticut and Perry Meridian Middle School in Indianapolis. Established in 1963, the award honors school library programs that exemplify implementation of the AASL's learning standards and program guidelines. Each winning program receives \$10,000 from donor Follett Library Resources.

LITA honors leaders in the field



The Library and Information Technology Association recognized current and future leaders in the field of library and information technology through a number of scholarships and awards. Among the year's winners were Paula T. Kaufman, University of Illinois at Urbana-Champaign, who received the Hugh C. Atkinson Memorial Award; John Willinsky, Khosla Family Professor of Education at Stanford University and founder of the Public Knowledge Project, who was given the Frederick G. Kilgour Award; and Marshall Breeding, director for innovative technologies and research for the Vanderbilt University Libraries in Nashville, Tennessee, and executive director of the Vanderbilt Television News Archive, who was given the LITA/Library Hi Tech Award.

ACRL names top librarian, libraries



In 2010, 22 outstanding individuals and institutions received recognition awards from the Association of College and Research Libraries. The ACRL's top honor, the Academic/Research Librarian of the Year Award, was presented to Maureen Sullivan, owner of Maureen Sullivan Associates and professor of practice in the Simmons College Graduate School of Library and Information Science PhD Program in Managerial Leadership, for her work in organizational development, strategic planning, and mentoring. The Excellence in Academic Libraries Awards—sponsored by the ACRL and YBP Library Services to recognize the staff of a community college, a college, and a university library—were given to the Bucks County (Pa.) Community College, Elmhurst (Ill.) College, and Indiana University Bloomington.

A full list of 2010 award winners is available at <http://www.ala.org/ala/mgrps/divs/acrl/awards/winners09.cfm>.

PLA awards and honors



The Public Library Association recognized nine individuals and libraries for providing the best in public library service and innovation: Rebecca Vnuk, winner of the Allie Beth Martin Award, sponsored by Baker & Taylor; the Bailey Cove Branch Library in Huntsville, Alabama, recipient of the Baker & Taylor Entertainment Audio Music/Video Product Award Grant; Patrick Losinski, winner of the Charlie Robinson Award, also sponsored by Baker & Taylor; Emma Mejia and Kathy Smith, winners of the DEMCO New Leaders Travel Grant; Gilpin County (Colo.) Public Library, winner of the EBSCO Excellence in Small and/or Rural Public Library Service Award; Oak Park (Ill.) Public Library, recipient of the Gordon M. Conable Award, sponsored by Library Systems & Services LLC; Calcasieu Parish (La.) Public Library, winner of the Highsmith Library Innovation Award; Ellen Schmid, winner of the Polaris Innovation in Technology John Iliff Award; and Huntsville-Madison County (Ala.) Public Library, recipient of the Romance Writers of America Library Grant.

ALTAFF recognizes top trustees



The Association of Library Trustees, Advocates, Friends and Foundations named Robert O. Bonam and Margaret J. Danhof as the 2010 winners of the Trustee Citation award, established in 1941 to recognize public library trustees for distinguished service to library development. The award symbolizes and honors the best contributions and efforts of the estimated 60,000 Americans who serve on library boards.

Bonam has served continuously for 27 years as a trustee of the Rochester (Mich.) Hills Public Library. Currently the board's treasurer, Bonam helped negotiate a creative purchase agreement during the sale of the old library, saving \$75,000. He has also been involved in the management and structure of library

investments, as well as with the establishment of a library endowment that has grown from \$30,000 to \$150,000.

Danhof has served as a trustee of the Fountaindale Public Library in Bolingbrook, Illinois, for 15 years. Since being elected board president in 2003, she has helped oversee a space needs analysis and community survey, and she was part of an effort to successfully pass a \$48.6-million referendum for a new main library and a \$5-million branch renovation. A board member of the Prairie Area Library System from 2004 to 2008, Danhof has also served as acting chairman of the Intellectual Freedom Committee of ALTAFF's predecessor, the Association of Library Trustees, Advocates (ALTA), as president of ALTA, and as co-president of ALTAFF.

Florida Library Association receives first advocacy award



The Florida Library Association received the inaugural ALA President's Award for Advocacy for its successful campaign to save state aid to libraries in 2009 by developing messages, urging members to contact representatives, and working with a public relations firm to get the word out about the pending elimination of state funding. Developed and sponsored by ALTAFF, the ALA President's Award for Advocacy carries with it a \$1,000 grant for the development of a program or programs for Friends and trustees at the state library association conference.

ALTAFF honors five Friends groups

Five Friends groups were recognized by ALTAFF and Baker and Taylor for outstanding efforts to support their libraries. Friends of the Johnson County (Kansas) Library, the Seattle (Washington) Public Library, the Nederland (Colorado) Community Library, the Castro Valley (California) Library, and the Fitchburg (Wisconsin) Library each received \$1,000, and an engraved plaque.

ALCTS award highlights



Peggy Johnson, assistant university librarian at the University of Minnesota, became the newest recipient of the Ross Atkinson Lifetime Achievement Award given by the Association for Library Collections and Technical Services and sponsored by EBSCO. Olivia Madison, dean of libraries at Iowa State University, was awarded the Margaret

Mann Citation for outstanding contributions to cataloging. Presidential Citations were awarded to Jeanne Drewes and Karen Motylewski for Preservation Week, Pamela Bluh for continuing education, Kate Harcourt for the LC Working Group report, Keisha Manning for establishing the New Members Interest Group, and Dina Giambi for outstanding contributions to the ALCTS.

ASCLA presents awards



The Association of Specialized and Cooperative Library Agencies presented its ASCLA/Keystone Library Automation System/National Organization on Disability award to the Resource Library of the Wyoming Institute for Disabilities for its project “Disability Etiquette Infusion Units: Changing Attitudinal Barriers at University of Wyoming.” Daniel Boyd, former director of the South Dakota Braille and Talking Book Library, received the 2010 Francis Joseph Campbell Medal for outstanding contributions to the advancement of library service for the blind and physically handicapped.

LLAMA sponsors emerging leaders



The Library Leadership and Management Association sponsored two emerging leaders: Darcel B. Jones from the Contra Costa County Library in California and Leo S. Lo from the Kansas State University Libraries. In addition, the LLAMA Human Resources Section Staff Development Committee sponsored an emerging leader project to transform the Staff Development Clearinghouse, a resource for individuals and organizations to share policies, manuals, and other information related to library staff development.

First awards given from Krug Fund

The 2010 Banned Books Week saw the first awards from the Freedom to Read Foundation’s Judith F. Krug Fund, which gave grants to seven libraries and organizations. The Iowa City Public Library received a \$2,500 grant to hold the Carol Spaziani Intellectual Freedom Festival, while the ACLU of Pennsylvania, Canisius College, Dayton Metro Library–East Branch, St. Catharine College, Santa Monica Public Library, and the Takoma Park Library all received \$1,000 grants for their Banned Book Week programming.



Freedom To Read Foundation Awards



Robert M. O’Neil, director of the Thomas Jefferson Center for the Protection of Free Expression at the University of Virginia, was the recipient of the 2010 Freedom to Read Foundation Roll of Honor Award. O’Neil, who also serves on the law faculty at UVA, has a storied history as an advocate for the First Amendment. He began his legal career as a clerk for Supreme Court Justice William J. Brennan Jr. in 1962 and later held a number of positions in academia, including president of the University of Virginia. He is also a member of the National Advisory Board of the American Civil Liberties Union.



Aubrey Madler, an information specialist with the University of North Dakota's Center for Rural Health, was the third recipient of the Freedom to Read Foundation's Gordon M. Conable Conference Scholarship, which provides financial support to new librarians and library students who are engaged in promoting intellectual freedom and who wish to attend ALA's Annual Conference.

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Other Highlights

Ethnic affiliates funded through Family Literacy Focus



Through ALA President Camila Alire's Family Literacy Focus, ALA's five ethnic affiliates received funding to develop innovative, culturally focused family literacy programs emphasizing oral and written traditions and exploring new literacies. The American Indian Library Association and Asian/Pacific American Librarians Association combined their resources and created Talk Story: Sharing Stories, Sharing Culture; the Black Caucus of ALA held an author-centered intergenerational literacy program for Grand Families @ your library; the Chinese American Librarians Association brought generations together through literacy and cultural activities with Bridging Generations, a Bag at a Time; and REFORMA: The National Association to Promote Library & Information Services to Latinos and the Spanish Speaking created *Noche de Cuentos* to preserve cultures and support storytelling and oral traditions. By June, 16 public libraries in diverse communities had held 21 family literacy events attended by 1,117 children, adults, and elders. For more information, visit www.ala.org/familyliteracyfocus.

Banned Books Week urges independent thinking

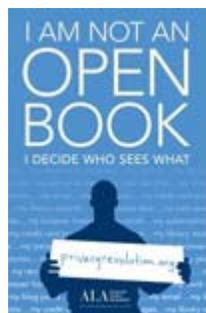


The 29th celebration of Banned Books Week, the Office for Intellectual Freedom (OIF)'s campaign about challenges to library materials, promoted the campaign "Think for Yourself and Let Others Do the Same," featuring an illustration of a robot who has unplugged from the Internet and is reading a book. To kick off the week, the Public Information Office worked with the Office for Intellectual Freedom, the Tribune McCormick Freedom Museum, and the Newberry Library to host a Banned Books Week Read-Out! on September 25, 2010. The event was emceed by acclaimed young adult writer Chris Crutcher and featured the authors of the top 10 most frequently challenged books of 2009, including Lauren Myracle. The 2010 Banned Books Week also saw the first awards from the Freedom to Read Foundation's Judith F. Krug Fund, which gave grants to seven libraries and organizations. Banned Books Week coverage included PBS NOW, the *Huffington Post*, the *Seattle Post*, the *Chicago Tribune*, *The New York Times*, and more than 600 other mentions in the media.

Quran Read-Out protests pastor's threat

To protest a Florida pastor's threat to burn the Quran on the anniversary of the 9/11 terrorist attacks in New York City, the OIF and *American Libraries* (AL) joined with representatives from local Chicago Islamic organizations on September 11 to read from the Quran. More than 50 people attended the reading outside ALA headquarters, where OIF Director Barbara Jones and AL Editor Leonard Kniffel joined Gerald Hankerson of the Council on American-Islamic Relations and Kiran Ansari of the Council of Islamic Organizations of Greater Chicago to read verses from the Quran. The Quran Read-Out received coverage from Chicago print, newswire, television and radio organizations, which was then picked up by national and international media outlets.

Choose Privacy Week highlights privacy rights in a digital age



The OIF's two-year National Conversation on Privacy initiative, which invited library users into a national conversation about privacy rights in a digital age, culminated with the first-ever Choose Privacy Week, celebrated during the first week of May 2010. Events took place in Florida, Indiana, Massachusetts, Maine, Missouri, New Hampshire, Ohio, Pennsylvania, Rhode Island, Vermont, and Virginia; more than 160 people attended an online Choose Privacy Week event sponsored by the Association of College and Research Libraries, and 44 librarians participated in an online workshop on learning how to host community forums on privacy. In addition, a video featuring Neil Gaiman, Cory Doctorow, Geoffrey Stone, and ALA President Camila Alire discussing some of today's most interesting and complex privacy issues provided a cornerstone for Choose Privacy Week; in the year following its May 2 online debut, the video has been viewed more than 18,000 times.

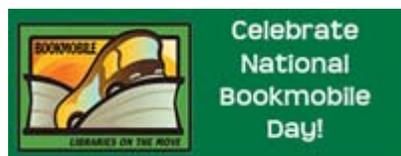
Public access study receives record response

Continuing the largest and longest-running national study of Internet connectivity and services in public libraries, the 2009–2010 survey—conducted by ALA's Office for Research and Statistics and the Center for Library and Information Innovation at the University of Maryland—received a record 82.4 percent response from public libraries in every state. Preliminary findings were detailed in the January report “[A Perfect Storm Brewing: Budget Cuts Threaten Public Library Services at Time of Increased Demand](#),” and the full report was released as a [digital supplement](#) to *American Libraries* in June. Findings from the study were also cited in the [National Broadband Plan](#) and in media reports ranging from National Public Radio to the *Wall Street Journal*.

Poll shows Americans use and support public libraries

In a January 2010 Harris Poll of a nationwide cross-section of 1,025 adults (ages 18 and over), Americans detailed their continued usage and support of libraries. Two-thirds (65 percent) indicated they used their public library either in person, by telephone, or via computer in the past year, representing 151.4 million Americans. When asked what they most used the public library for in the last year, 41 percent of library visitors cited educational purposes (homework or to take a class) as the number-one reason; close to 26 million (17 percent) visited their public library to use a computer, and nearly 17 million said they used it to conduct a job search or write a résumé (11 percent).

First National Bookmobile Day



The first-ever celebration of National Bookmobile Day—a collaborative effort of the Office for Literacy and Outreach Services, the Association of Bookmobile and Outreach Services, and the Association for Rural and Small Libraries—was held April 14, 2010. The event received notable media coverage, including almost 100 placements in national and local newspapers and magazines.

AASL adopts professional title of “school librarian”



At the ALA 2010 Midwinter Meeting in Boston, the American Association of School Librarians Board of Directors officially adopted for the profession the title “school librarian” after an AASL survey indicated confusion, misperceptions, and inconsistencies about various job titles in the school librarian profession. The board voted to adopt the title to reflect the roles of the 21st-century school library professional as a leader, instructional partner, information specialist, teacher, and program administrator.

ALA events, issues draw media coverage

ALA saw an increase in media coverage in 2009–2010 on such topics as library use during the economic recession, budget cuts, literacy, gaming and new technologies, young adult literature, and book-banning and challenges (see Banned Books Week item, above).



During the 12th anniversary of Teen Read Week, the Public Information Office (PIO) secured media coverage that promoted the importance of teen literacy and the key role libraries and young-adult librarians play in encouraging teens to read. Through Web, print, radio, and social media placements, coverage reached more than 21.2 million people. In addition, prerecorded audio public service announcements featuring celebrity voice actress Nancy Cartwright from

The Simpsons aired on some 200 stations.

The ALA Youth Media Awards—announced during the 2009 Midwinter Meeting—help parents, educators, librarians, and others choose the best materials for youth. A flurry of national and local coverage resulted, including an interview with Association of Library Service to Children member leaders by *The New York Times*, an Associated Press article that was picked up by more than 750 newspapers nationwide, and an appearance on the *Today Show* by ALA President Camila Alire, Newbery Medal winner Rebecca Stead, and Caldecott Medal winner Jerry Pinkney.

During the 2010 ALA Midwinter Meeting, the PIO publicized two reports from ALA's Office for Research and Statistics. The findings, which detailed usage trends and national funding-cut data, were covered by the AP in an article titled "Libraries More Wired, Financially Stressed." More than 165 publications, including *The New York Times* and *USA Today*, ran the article, which also received multiple television mentions.

Gaming and the use of e-books in libraries brought a focus on libraries nationwide as reporters pursued stories on the impact upon library service and usage. Coverage on the popularity of e-books in libraries garnered a significant amount of media attention from news outlets such as *Newsweek*, Bloomberg News, the NBC News Channel, and *The Wall Street Journal*, as did the second annual National Gaming Day @ your library, an initiative to reconnect communities to their libraries by emphasizing the educational, recreational, and social value of all types of games.

School Library Month marks 25th anniversary



In April, the AASL observed the 25th anniversary of School Library Month (SLM), providing numerous tools to help school librarians celebrate the month, including public service announcements created by SLM spokesperson Laurie Halse Anderson. In conjunction with SLM, the AASL offered a Learning4Life (L4L) webinar series designed to help school librarians focus on implementing and integrating the AASL's *Empowering Learners*:

Guidelines for School Library Programs into their school.

ALCTS launches Preservation Week



More than 1,200 people attended free webinars in conjunction with the first Preservation Week, held May 9–15 by the Association for Library Collections and Technical Services, the Library of Congress, and the Institute of Museum and Library Services. Aimed primarily at advocating for the preservation of cultural heritage, Preservation Week also includes a website (<http://www.ala.org/ala/mgrps/divs/alcts/confevents/preswk/index.cfm>) with resources and toolkits for libraries to use during the celebration and

all year long.

2010 declared the Year of Cataloging Research

The ALA Council approved a resolution brought by the ALCTS declaring 2010 as the Year of Cataloging Research. The ALCTS held several programs promoting the year, and the University of Washington established the website [2010 Year of Cataloging Reserach](#) to encourage the pursuit of cataloging research initiatives.

atyourlibrary.org expands audience, content



ALA's public awareness website, atyourlibrary.org, continued to expand in 2010, with an 11.5 percent increase in the number of unique visitors to the site as well as a growing number of Facebook and Twitter followers and newsletter subscribers. Designed for the general public—including library users and nonusers—the website aims to increase and improve the use of libraries by all kinds of people of all ages. The message implicit and often overt in every Web page: visit your library often, in person and on line.

The site includes articles about culture, job hunting, and finances, as well as interviews with authors. New additions included long format audio interviews with authors by *Booklist* staff member Donna Seaman and video interviews with authors. The site has also featured promotional tie-ins with existing ALA initiatives; for Library Card Sign-up Month, people were asked to post photos of themselves with their library cards to a common Flickr group.

ALA supports online advocacy at state level

ALA continued its provision of Capwiz advocacy software to ALA chapters, which used the online tool to send nearly 200,000 messages on the value of libraries to their legislators and governors. These online campaigns helped reinstate \$20 million in state aid for libraries in Florida and millions in New Jersey and Pennsylvania.

PPO by the numbers

In 2010, the ALA Public Programs Office was awarded \$765,247 in new grants to bring cultural programming grant opportunities and resources to libraries. More than 4,300 libraries received cash awards totaling \$202,000 and collection materials valued at nearly \$1.2 million. Recipients included 1,226 public, 12 academic, and 3,088 school libraries. Since 1992, the office has received more than \$25 million in grants to support library programs.

ProgrammingLibrarian.org grows 30 percent

In 2010, traffic to the PPO's ProgrammingLibrarian.org website topped 50,000 visits, up 30 percent from 2009. Launched in 2008, the online community and resource center for librarians who plan and present cultural and community programs has since added a monthly e-newsletter, including upcoming grant opportunities, current job listings, and new programming resources; a Programming Librarian forum to share ideas; and a PR Generator, which creates customized, print-quality PDFs for flyers, bookmarks, and postcards to be used for program promotion.

Growth of the site is made possible by contributions from programming librarians across the country who share their experiences through feature articles and blog posts. In 2010, 23 experts from the library community contributed to the site, providing insight into topics such as community partnerships, copyright law, outreach programs, marketing, fundraising, and more. Development of the site is funded by a grant from the federal Institute of Museum and Library Services.

AASL honors top 25 websites

The AASL again named the Top 25 Websites for Teaching and Learning, honoring free, user-friendly sites that foster innovation, creativity, active participation, and collaboration and that are linked to one or more of the four strands of AASL's learning standards. The Top 25 for 2010 are Creative Commons, debategraph, Edsitement, Evernote, Exploratree, Glogster, International Children's Digital Library, The Jason Project, Jing, jogtheweb, Learn Central, Live Binders, Masher, MuseumBox, the National Archives' Digital Classroom, National Science Digital Library, Pageflakes, Prezi, Professor Garfield, SchoolTube, Scratch, Storybird, TED, WatchKnow.org, and Weblist.

Survey reveals findings on expenditures, English Language Learners

The 2009 School Libraries Count! survey gathered data from 5,824 public and independent school librarians in a number of areas, including library staff, collections, technology, class visits, and budgets. Results showed that many schools decreased expenditures, including for information resources, compared to the previous year. The study also found that 14 percent of the responding schools indicated that English Language Learners made up more than 25 percent of the student population; more than half of these respondents indicated that their collections held no or less than one percent of non-English publications. For the first time, the AASL offered personalized online reports for those who responded to the survey, comparing participant information with other school libraries of the same type and enrollment size within their state and nationwide.

ALA-APA wins \$590,000 IMLS grant



The Institute of Museum and Library Services has given the ALA–Allied Professional



Association (ALA-APA) \$590,110 to expand and evaluate the Library Support Staff Certification Program, which has drawn applications from more than 100 public and academic library staff since it began accepting candidate applications January 25.

Presentations and webinars about the program continue to draw interest at national and state conferences.



Hundreds of libraries celebrated National Library Workers Day (NLWD) April 13, and 686 people were nominated as NLWD stars for their exceptional work.

The Certified Public Library Administrator Program graduated its 32nd candidate in fiscal 2010. Graduates demonstrate competence in seven areas of management and have capitalized on opportunities ranging from board membership to publishing to receiving promotions and directorships.

One candidate said, “This program reaffirmed much of what I learned in my MBA program, but its specificity to running a library made it extraordinarily practical and worthwhile.” Another summarized what many have reported: “Most of my coursework through CPLA has had immediate payback for my library.”

ALA-APA ends year with net gain

For fiscal 2010, the ALA-APA reported revenues of \$155,170 compared with similar figures in fiscal year 2009. Total expenses were \$106,057, down more than 37 percent from \$169,947 in 2009. The year ended with a net gain of \$49,113, compared to a loss of \$15,244 in FY09, and the ALA-APA was able to pay ALA interest and principal on its original loan.

Two new AASL toolkits support school library advocacy

In September 2009, the AASL launched the Parent Outreach Toolkit to help school librarians educate and garner support from parents in the school community by helping them understand that equipping every school with a full-time certified school librarian is essential to student success. The toolkit also helps organize parents to become advocates for school library programs within the school and local community. Additionally, the School Librarian’s Role in Reading toolkit was introduced during the division’s national conference, offering a variety of PowerPoint presentations to help school librarians when collaborating with other educators, as well as elevator speeches, self-assessment tools, and other resources.

Toolkit helps libraries engage older adults

Nearly 600 copies of a popular new Office for Literature and Outreach Services(OLOS) toolkit, “Keys to



Engaging Older Adults @ your library,” have been distributed. The toolkit, which responds to concerns of librarians across the country who provide services for the ever-growing older-adult population in their communities, is available in a print version and as a [free download](#) in both regular and large-print formats.



Candace Parker lends image to Library Card Sign-up Month

As the honorary chair of Library Card Sign-up Month, Candace Parker, Olympic gold medalist and 2008 WNBA Rookie of the Year, donated her time and image to the creation of print and radio [public service announcements](#) on behalf of libraries. Print PSAs were placed by ALA in national publications in September 2009.

Neil Gaiman chairs National Library Week



Neil Gaiman, Newbery Medal–winning author for *The Graveyard Book*, served as honorary chair of National Library Week April 11–17, 2010. Gaiman lent his image to a public service announcement that ALA placed in national publications; he also kicked off National Library Week with “An Evening with Neil Gaiman,” a live Internet event viewed by 700 individuals and patrons at 120 libraries.

HRDR by the numbers

The Office for Human Resource Development and Recruitment reported that a total of 34 organizations sponsored 99 participants working on 21 projects through the Emerging Leaders program. The Scholarship Clearinghouse received 822 applications and awarded about \$413,000 to 69 scholarship recipients.

ALA chooses new content management system

Information Technology and Telecommunications Services began the search for a new Web content management system in December 2009. From an initial pool of 47 bids, OJC Technologies was chosen to implement a Drupal solution. Content migration is scheduled to begin in March 2011, with completion projected for September 2011.

ALA Connect gets upgrades

ITTS continued to upgrade and improve ALA Connect, the Association’s professional network. Enhancements included

the Opportunities Exchange, which allows members to post grant, intern, scholarship, volunteer, and other opportunities; the ability to reply and comment via email; implementation of the “diff” module to show comparative revisions for online documents; and the addition of rotating announcements on the home page. Other plans include a redesign of the main page and the group home page to make it easier to find and do things, as well as the addition of services such as the conference scheduler, member matching, and expanded member profiles. See the full 18-month report at <http://itts.ala.org/news/category/alaconnect>.

ITTS updates disaster recovery plan



The Association’s disaster recovery plan was refreshed in preparation for implementation at an offsite location. Newly consolidated/virtualized servers and applications will be used to restore operations in a disaster scenario. The disaster recovery implementation will provide restoration services for the association management system, its financial system, employee contact list information, remote office workers support, shared files, domain naming services, and a minimal Web presence.

RUSA issues new guidelines

The Reference and User Services Association created new or updated guidelines for “Resource-Sharing Response to Natural and Man-made Disasters,” “Implementing and Maintaining Virtual Reference Services,” and “Liaison Work in Managing Collections and Services.” All RUSA guidelines are available at <http://ala.org/ala/mgrps/divs/rusa/resources/guidelines/index.cfm>.

LLAMA reinvents itself



Volunteers and staff worked to reinvent the Library Leadership and Management Association, with a focus on building membership and developing content for continuing education. Two strategic brainstorming sessions resulted in a new goal: to make LLAMA the go-to division for leadership education, training, discussion, and best practices.

Changes included new bylaws, the introduction of webinar sessions for education and work, and a shift by the board to focus on strategy and growth.

Continuing education through ALCTS

The Association for Library Collections and Technical Services offered a number of vehicles for discussion and learning, including its electronic discussion forum (alcts-eforum@ala.org), which by the end of 2010 had held nearly 20

discussions involving more than 2,100 list subscribers. The division also offers four Web-based courses for the library community as well as more than 20 webinars on a wide range of topics such as institutional repositories, copyright, cataloging “icky” things, and preservation.

PLA offers CPLA courses



The Public Library Association again offered two-day workshops that can be used as credit toward the Certified Public Library Administrator (CPLA) program. Developed and led by nationally known trainers and offered in every region of the country, the courses cover such topics as Budget and Finance, Fundraising, Marketing, Serving Diverse Populations, and Planning and Management of Buildings.

PLA hosts Results Boot Camp 5

The PLA's Results Boot Camp 5: Intensive Library Management Training was held in Seattle October 12–16, 2009. During this five-day immersion program, attendees learned about strategic planning, data-based decision-making, effective resource allocation, and other topics related to management training. By the end of the workshop, participants should have developed the skills needed to develop and implement a strategic plan in their library.

OIF webinars give overview of IF principles

In conjunction with the Association of Library Trustees, Advocates, Friends and Foundations, the Office for Intellectual Freedom conducted three webinars for library trustees, to give an overview of the principles of intellectual freedom and to provide suggestions and resources for developing and defending strong intellectual freedom policies. OIF Assistant Director Angela Maycock was the instructor for the sessions, which drew more than 50 registrants.

ALA Library notes



Through [Ask the ALA Librarian](#), ALA Library staff in January began blogging about particularly interesting or recurring questions. The ALA Library continues to use a variety of social media tools to respond to inquiries—from librarians as well as the general public—and to get information out. The library has added to its [Professional Tips Wiki](#), and its Facebook page now has more than 3,800 fans and its [Twitter feed](#) nearly 10,000 followers. More traditionally, the library maintains extensive professional resources material in an A–Z listing at <http://www.ala.org/ala/professionalresources/atoz/index.cfm>. Just before Midwinter, the library launched [Awards & Grants](#), a database of information on ALA awards,

grants, and scholarships, both current and past, in a systematic and searchable format and including extensive historical information. Collectively receiving more than 200,000 hits each year, the ALA Library Fact Sheets are built around the library's most frequently asked questions, provide a starting point for those wanting to know more about the number of libraries, the largest libraries, disaster response, starting a library, donating materials to libraries, and selling to libraries. ALA librarian Karen Muller, an alumna of the University of Michigan, again coordinated weeklong internships at ALA by four students from UM's School of Information.

YALSA notes: Fundraising, new guidelines, social media

In January 2010, the Young Adult Library Services Association launched the Give \$10 in '10 initiative, raising funds from more than 90 donors online and in person at the Public Library Association and ALA Annual Conferences. In March, the division published an updated and revised version of Young Adults Deserve the Best: Competencies for Librarians Serving Youth, its [national guidelines](#) for working with teens in libraries. YALSA's Twitter and Facebook presence grew, with more than 5,000 followers on Twitter and more than 2,500 Facebook fans. YALSA expanded its continuing education portfolio, adding monthly webinars to cover new trends in teen services.

ACRL looks to the future



In "[Futures Thinking for Academic Librarians: Higher Education in 2025](#)," the Association of College and Research Libraries presents 26 possible scenarios—with themes relating to academic culture, demographics, distance education, funding, globalization, infrastructure/facilities, libraries, political climate, publishing industry, societal values, students/learning and technology—that may affect academic libraries over the next 15 years. The report by David J. Staley, director of the Harvey Goldberg Center for Excellence in Teaching at Ohio State University, and Kara J. Malenfant, ACRL scholarly communications and government relations specialist, aims to help academic librarians understand trends in higher education so they can take strategic action now.

Sites picked for promoting scholarly communication

As part of the ACRL's continuing efforts to promote scholarly communication, five sites were chosen as locations for the "Scholarly Communication 101: Starting with the Basics" workshop in the spring and summer of 2010. The division's popular Scholarly Communication Toolkit now offers [12 sample cases](#) of naturally occurring openings for academic librarians to discuss scholarly communication issues with faculty; the cases integrate information from the toolkit to help librarians navigate these opportunities. The Association of Research Libraries—ACRL Institute on Scholarly Communication offered an eight-part monthly webinar series that identified how libraries' local successes and activities

could grow into a comprehensive program plan and strengthen local planning.

Professional development from ACRL

From face-to-face programming to publications and e-learning, the ACRL offered a variety of professional development activities. The third annual ACRL Springboard Event—a free, live, interactive webcast for ACRL members—was held May 5 in conjunction with the Office for Intellectual Freedom’s inaugural “Choose Privacy Week.” Nearly 400 attendees gathered for the Rare Books and Manuscripts Section’s 51st preconference, “Join or Die: Collaboration in Special Collections,” June 22–25 in Philadelphia. The preconference explored collaborative relationships as broadly as possible—with coworkers and colleagues, with scholars and students, and with donors, funders, and vendors—emphasizing creative but practical solutions to current challenges. More than 1,015 participants took part in ACRL e-Learning activities, including 20 Moodle-based online seminars, 19 webcasts, and the popular Online Information Literacy Seminar Series cosponsored by the TLT Group. In addition, the OnPoint chat series—free hour-long sessions held in a Meebo chat room—continued with such offerings as PhDs in Academic Libraries, H1N1 and the Library Response, and Job Seeking in a Tough Economy.

ACRL incorporates sustainability

The ACRL continues to integrate sustainability into all aspects of the association, greatly reducing the materials printed and distributed at conferences, increasing the use of ALA Connect and other online meeting options, and making section newsletters available only online. In May, the ACRL held its first-ever virtual orientations for new member leaders using ALA’s new meeting software, iLinc.

In September, *Choice* received notification of the approval of its Commercial Interior Leadership in Energy and Environmental Design (LEED) application for its new Liberty Square office condominium in Middletown, Connecticut.

ACRL launches TechConnect

In addition to its online presence through ALA Connect, Twitter, LinkedIn, Facebook, and Second Life, the ACRL launched a new Web resource, [ACRL TechConnect](#), to provide easy access to association resources dealing with technology issues. The new resource identifies all the ACRL technology-related events, professional development opportunities, publications, articles, podcasts, and communities and links them from one location.

Personnel changes: New director for OIF



Barbara M. Jones was named director of the Office for Intellectual Freedom and executive director of the Freedom to Read Foundation in December 2009. A former chair of the Intellectual Freedom Round Table and former member of the ALA Intellectual Freedom Committee, Jones also served as secretary of FAIFE (Freedom of Access to Information and Freedom of Expression), an International Federation of Library Associations (IFLA) standing committee, from 2007 to 2009. At the Washington Office's Office for Information Technology Policy, **Larra Clark** was named the new director of the Program on Networks and associate director of the Program on America's Libraries for the 21st Century. **Denise M. Davis**, director of the ALA Office for Research and Statistics since 2004, left October 1 to become deputy director of the Sacramento (Calif.) Public Library. **Jeff Kratz** joined the Washington Office staff as assistant director for the Office of Government Relations. In November 2009, **Barbara A. Macikas** assumed duties as executive director of the Public Library Association. PLA's deputy executive director from 2000 to 2007 and conference manager from 1997 to 2000, Macikas also served as executive director of the Association of Specialized and Cooperative Library Agencies and the Reference and User Services Association from May 2007 to May 2009. **Marijke Visser** was named the new assistant director of the Office for Information Technology Policy.

Conference room named to honor memory of Mark A. Bard

The ALA Washington Office held a dedication ceremony in June 25, 2010, to commemorate the naming of the Mark A. Bard Conference Room. Bard, information technology specialist in ALA's Office for Information Technology Policy, died Sept. 11, 2009, from injuries sustained when he was struck by a car on Oct. 1, 2007, in Alexandria, Virginia.

Membership dips slightly, but personal membership holds strong

ALA's official membership stood at 61,198 as of August 31, 2010, including all personal, organizational, and corporate members—a decrease of 0.88 percent from the previous year; personal membership, which constitutes the vast majority members, was off by less than one-half of one percent. The Association saw 6.6 percent fewer personal members drop, meaning more people stayed on as members in the face of adverse economic conditions. More than 8,600 new members joined, and more than 7,000 people re-joined ALA after a break. ALA has more than 10,400 student members, with more than 2,800 of these participating in joint memberships with state chapters. This year, ALA recognized its 3,000th Continuing Member—an individual who has 25 or more unbroken years of membership and is now retired.

9,000 members participate in 2009 survey

In preparation for the drafting of the 2015 strategic plan, ALA members were invited to share their thoughts on

Association priorities and performance. Nearly 9,000 members participated in the survey, which evaluated the importance and the performance of 37 statements of ALA activities. The top 10 in terms of importance were legislative advocacy, accreditation, continuing education, intellectual freedom, public awareness, standards for library services, the ALA website, networking opportunities, ALA divisions, and media relations.

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A great big thank you

... to all the members and friends, individuals, corporations, government agencies, foundations, and organizations of the American Library Association (ALA) who helped us fulfill our mission in fiscal 2010! The ALA is grateful for the generous support of the many donors who have graciously enriched the past, transformed the present, and created extraordinary opportunities for all types of libraries and the library profession.

During fiscal 2010, ALA and its divisions, offices, and round tables raised more than \$11.2 million. Through your generosity, we have been able to uphold advocacy for libraries and increase public awareness of their value and the services they provide, create awards and scholarships, and support programs and initiatives within divisions, offices, and round tables. Your gift, grant, or sponsorship support makes a real difference and helps ALA better serve the nearly 120,000 libraries across America and the millions of people they serve each year. We are truly grateful.

 The following library advocates made significant contributions to help support @ your library®— [The Campaign for America's Libraries](#). We thank them, as well as our Library Champion members, who generously supported initiatives of The Campaign for America's Libraries.

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For more information on the Library Champion program and to learn how your company can join our growing list of corporate leaders, please visit the [ALA Library Champions](#) Web page.

ALA funding initiatives

ALA endowment

The ALA endowment has grown from \$27.0 million to \$28.8 million thanks in part to the extraordinary generosity of members and friends of ALA. Despite tremendous progress, we continue to strategically implement plans to grow the endowment in order to support the mission of critical ALA programs. A sufficient endowment will generate reliable and permanent income, ensuring that ALA will continue to play a major role as the voice of America's libraries for generations to come. If you are interested in creating an endowment in your own name or your company name, or in memorializing a loved one or someone else who has strongly impacted your life, please contact the ALA Development Office by e-mail at development@ala.org or by telephone at 312.280.3259.

ALA scholarships

The American Library Association is committed to promoting and advancing the librarian profession. To demonstrate this commitment, ALA and its units provide more than \$300,000 annually for study toward a master's degree in library and information studies from an ALA-accredited program, or for a master's degree in school library media program that meets the ALA curriculum guidelines for a National Council for Accreditation of Teacher Education (NCATE) accredited unit.

ALA Spectrum Initiative

The American Library Association (ALA) has committed itself to making a master's degree in library and information science more accessible and affordable for talented women and men who have made the library profession a career choice. Libraries serve as the foundation of life-long learning in our society—they change lives, build communities, and connect at the local level with global resources of information and knowledge. To meet the changing needs of an evolving society, libraries need a new generation of culturally diverse librarians. This is the goal of the Spectrum Scholarship Program.



Established in 1997, the Spectrum Scholarship Program is ALA's national diversity and recruitment effort designed to address the specific issue of underrepresentation of critically needed ethnic librarians within the profession while serving as a role model for ways to bring attention to larger diversity issues in the future. Spectrum Scholars improve service at the local level because they reflect the communities served by libraries in today's changing world. Spectrum has provided more than 680 scholarships to qualified applicants enrolled in ALA-accredited graduate programs in library and information studies or NCATE-AASL reviewed and approved school library education programs.

ALA President Roberta Stevens, Immediate Past President Dr. Camila Aire, ALA President-Elect Molly Raphael, and ALA Past President Dr. Betty J. Turock, chair of the initiative, continue the Spectrum Presidential Initiative as a special campaign to raise \$1 million for the Spectrum Scholarship Program. Through this initiative, ALA aims to meet the critical needs of supporting master's-level scholarships, providing two \$25,000 doctoral scholarships, increasing the Spectrum Endowment to ensure the program's future and developing special programs for recruitment and career development.



The American Library Association—the largest and most influential library association in the world—has embarked on a special public awareness and advocacy campaign entitled @your library®—The Campaign for America's Libraries. At its core, this Campaign speaks loudly and clearly about the value of libraries and librarians in the 21st century and has been designed to convey the value of public, school, academic, and special libraries as centers for information, learning, literacy, and culture at the national, state, and local level. Your contribution and the support of corporate and foundation sponsors can help ALA support the library community to reach the millions of people they serve. For more information on the Campaign and sponsorship opportunities, please contact the ALA Development Office by e-mail at development@ala.org or by telephone at 312.280.3259.

Libraries are often the first place that many people experience live music, poetry, documentary film, dance, art, and literature. For Americans without proximity to cultural institutions or the financial means to access cultural events, the free library offers an essential connection to the wider world through the arts and humanities. For that reason, ALA's Public Programs Office established the Cultural Communities Fund (CCF) to support diverse and excellent cultural programming in all types of libraries. These programs promote cultural understanding, civic engagement, and



life-long learning. For more information on the kinds of programs that are supported by the Cultural Communities Fund, please visit the ALA's [Public Programs Office](#) Web page.

The 21st Century Fund

 Unrestricted gifts give ALA the flexibility to respond quickly to unanticipated challenges facing all types of libraries and to act on new opportunities. To learn more about these initiatives and how you can make a donation to ALA, please visit the [ALA Development Office](#) Web page.

Other major initiatives

ALA–Allied Professional Association



The ALA–Allied Professional Association (ALA-APA) was established to enable the certification of individuals in specializations beyond the initial professional degree and to promote the professional interests of librarians and other library workers.

For more information on ALA-APA, please visit the [ALA-APA](#) Web page.

Freedom to Read Foundation



The Freedom to Read Foundation (FTRF) was established to promote and defend First Amendment rights, to foster libraries and institutions wherein every individual's First Amendment freedoms are fulfilled, and to support the right of libraries to include in their collections and make available any work that they may legally acquire.

For more information on FTRF, please visit the [FTRF](#) Web page.

Other giving opportunities

The American Library Association offers a range of opportunities to support its mission to provide leadership for the development, promotion, and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all. Within the framework of this mission, ALA works with its many divisions, offices, and round tables to achieve its goals and priorities.

To learn more about ALA initiatives and how you can make a donation to ALA or to a division, office, or round table,

please visit the [Other Giving Opportunities](#) Web page.

Library Advocates, 2008–2009

We are proud to recognize our many members, friends, individuals, corporations, government agencies, foundations, and organizations who gave so generously to ALA and its divisions, offices, and round tables. Our work would not be possible without your interest, involvement, and leadership.

This honor roll recognizes all the donors who have invested in ALA through grants, sponsorship and other contributions made between September 1, 2009, and August 31, 2010.

Thank you!

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The [2009–2010 ALA Donor Roster](#) (PDF) features an alphabetical listing of our contributors, regardless of the size of their contribution. We thank each and every one of these individuals who have given generously to support ALA. We want you to know how meaningful these annual commitments are to our ongoing work. In fiscal year 2010, ALA received more than \$250,000 in donations. Thank you!

The ALA Legacy Society honors and recognizes the enduring commitment of those benefactors who have provided for ALA or its divisions, office and round tables in their estate plans and made a lasting contribution to the future of the American Library Association.

ALA gratefully acknowledges the following individuals.

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A contribution to the American Library Association is a gift to help strengthen public, school, academic, and special libraries across the country. Through the generous support of our members and friends, ALA advocates for libraries and library users, promotes literacy and community outreach programs, encourages reading and continuing education in communities across America, and provides scholarships to students preparing to enter the library profession.

We encourage you to become a part of the important role libraries play in our daily lives. Please consider making the most powerful gift you can make, an unrestricted gift. The flexibility of unrestricted gifts enables ALA or its divisions, offices, and round tables to respond quickly to unanticipated challenges facing all types of libraries and to act on new

opportunities. In addition to unrestricted gifts, ALA seeks support for many specific initiatives that impact not only libraries but communities everywhere. For more information on supporting ALA and its work, please visit the ALA Development Office Web page, [giveALA](#).

It is easier than ever to make a gift to the American Library Association (ALA)!

Give online—it's fast and secure

Use the search options on the left to choose the fund or program you want to support. Enter your gift amount and then click the Next button. You can make donations to more than one fund and make gifts on behalf of your family and friends. All contributions to ALA are tax-deductible to the extent provided by law.

By mail

Complete a [printable version of the online form](#) (PDF) and send a check, payable to ALA:

American Library Association
Development Office
50 East Huron Street
Chicago, IL 60611

Questions?

Call the development office at 1-800-545-2433, ext. 3259, or contact us by e-mail at development@ala.org.



ALA Corporate Partnership/Sponsorship Program

The ALA Corporate Partnership/Sponsorship Program is a valuable asset to the Association and its divisions and units because it helps provide critical funding and support for all types of libraries and the library profession. Our partners and sponsors recognize the merit of using their marketing or philanthropy dollars to support an Association that speaks to the value of libraries as a community asset. Collaborating with ALA gives organizations an opportunity to make an important investment in the future of libraries and literacy—and the future of our society.

Our Corporate Partnership/Sponsorship Program provides organizations with an opportunity to:

- Amplify corporate messages to more than 120,000 public, school, academic, and special libraries nationwide and the millions of people they serve.
- Develop critical quality programming to connect with ALA's 63,000 members in the library community.
- Showcase a corporate brand and image in an unmatched environment.
- Gain public recognition on the local, regional, and national levels for promoting literacy.
- Receive national recognition of partnership/sponsorship with the Association through press releases to our network of media contacts and recognition in the ALA's Annual Report and *American Libraries*, ALA's membership magazine.
- Benefit from opportunities for additional promotional events, such as ALA and divisional conferences.

The ALA Corporate Partnership/Sponsorship Program was developed to provide significant exposure for a company seeking to align itself with ALA and its mission. The ALA Development Office will be happy to work closely with your company to carry your marketing or philanthropic objectives to new heights while building a unique relationship with ALA. For more information, please contact the Development Office at 312.280.3259 or by e-mail at development@ala.org.

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