2010-2011 ALA Annual Report

Letter to the Membership
About ALA
2010-2011 Year in Review
Washington Office
Programs and Partners
Conferences and Workshops
Publishing
Leadership
Financials
Awards and Honors
Other Highlights
In Appreciation
U.S. public libraries continued to connect communities in the past year, providing essential resources for job-seekers, support for critical e-government services, and programs to promote financial literacy—all in the context of deep economic uncertainty.

Libraries continued serving their communities in other ways as well. Libraries were “life-savers” in the aftermath of Hurricane Katrina, noted Melinda Gates, co-chair of the Bill & Melinda Gates Foundation, as she greeted ALA Annual Conference attendees via video. ALA has also worked to help libraries affected by disaster around the world. Immediately following the earthquake and tsunami in Japan on March 11, 2011, ALA set up a fund to take in donations on behalf of the Japan Library Association to help the destroyed libraries in northeastern Japan rebuild. ALA also continued its fundraising efforts for libraries in Haiti, reaching a milestone of $50,000. And the American Association of School Librarians announced the distribution of more than $1 million to school libraries affected by natural disasters through “Beyond Words: The Dollar General School Library Relief Fund.”

The Association continued to address its strategic goals in 2010-2011 by equipping and leading advocates for libraries, library issues, and the library profession. Under 2010–2011 President Roberta Stevens’s “Our Authors, Our Advocates” initiative, for example, 12 nationally known authors taped video public service announcements (PSAs) to increase support for libraries everywhere during a critical period of economic downturn. The effort served as a model for states and local communities to begin cultivating their own local authors and other celebrities as library advocates.

At the national policy level, ALA monitored legislation such as the Preventing Real Online Threats to Economic Creativity and Theft of Intellectual Property Act of 2011 (the PROTECT IP Act of 2011, or PIPA), which was introduced to crack down on rogue websites dedicated to the sale of infringing counterfeit goods. The ALA community’s specific concern was the bill’s potential impact on First Amendment rights. ALA’s Office of Government Relations and Office for Information Technology Policy continued to monitor copyright-related court cases that had the potential to affect libraries. And National Library Legislative Day, held May 9–10, drew 361 people from 47 states, plus 5,000 more who participated in Virtual Library Legislative Day.

ALA also continued to lead the way in the transformation of libraries and library services in an increasingly global digital information environment. The 2011 Public Library Funding & Technology Access Study reported that virtually all public libraries—99 percent—now provide public access to computers and the Internet and that more than 87 percent provide
technology training. Even amid the shifting winds of an economic storm, libraries continued to transform lives, adapting to and adopting new and emerging technologies, and experimenting with innovative and transformational ideas to provide services that empower patrons. The use of social media by libraries of all types increased dramatically, and the rapid growth of e-books stimulated increased demand for them in libraries—and increased controversy around licensing and pricing issues. An ALA-wide body, the Digital Content and Libraries Working Group, was created to develop strategy and policy, as well as provide advice to the ALA on a range of digital content issues; and Raphael joined about 50 other invitees and steering committee members for the initial discussion on the scope and content of the ambitious Digital Public Library of America project.

ALA also provides an environment in which all its members have the opportunity to participate in, contribute to, and benefit from engagement in the Association. The ALA–Allied Professional Association’s Certified Public Library Administrator Program grew to 133 candidates and 48 graduates from libraries small and large, and the Library Support Staff Certification Program had 188 candidates and six graduates. For library supporters, the Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF) continued to promote ways in which libraries and Friends groups can attract Baby Boomer volunteers and to provide library promotional materials and PSAs, and ALA’s online “Advocacy University” provides information, courses, and tools to help library advocates make the case at the local level.

ALA also continued to promote excellence and diversity in the library field, in particular through its Spectrum Scholarship program. The 48 scholarships awarded in June brought the total number of Spectrum Scholarships awarded to more than 725. Support for scholarships came from individuals, organizations, and a grant from the Bill & Melinda Gates Foundation. With funding from the Institute of Museum and Library Services, ALA will offer a new round of Spectrum Doctoral Fellowships beginning in the fall of 2012. Also, in August 2010, the ALA Black Caucus hosted the 7th National Conference of African American Librarians in Birmingham, Alabama, under the theme “Bridging the Divide with Information Access, Activism, and Advocacy”; and last year the ALA’s Gay, Lesbian, Bisexual and Transgender Round Table celebrated the 40th Anniversary of the Stonewall Book Awards.

ALA took a strong stand against the nascent trend toward privatization of libraries, forming a Task Force on Privatization to address the issue. ALA Editions issued Privatizing Libraries, which provides an overview of the issue; and leaders of the Public Library Association joined the ALA Committee on Library Advocacy’s Task Force on Privatization to create “Keeping Public Libraries Public: A Checklist for Communities Considering Privatization of Public Libraries,” a publication designed to help community leaders and librarians, trustees, Friends, and other library supporters address the issue of privatization and prepare for any discussions which might arise in their communities.

In the coming year, key initiatives will concentrate on two of ALA’s strategic priorities: advocacy and diversity.

The advocacy initiative, “Empowering Voices, Transforming Communities,” will focus on how we can engage our communities to speak out more effectively for libraries of all types, not just during times of crisis but year in and year
Patty Wong, Yolo County (Calif.) library director, and Barbara Stripling, Professor of Practice at Syracuse University's iSchool, are co-chairs of this advocacy initiative, which will build on the work of other ALA presidents. The ALA Office for Library Advocacy will help to coordinate these efforts.

For the diversity initiative, we plan to contribute to the current effort being led by ALA Past President Betty Turock to increase significantly Spectrum Scholarship funding and, in addition, to promote inclusiveness in our leadership development efforts. We want the leadership of our Association and our libraries to reflect the diversity of our membership. Recruitment is very important, but the effort will also engage the ALA Office for Diversity and several ALA member leaders who have been involved in diversity and inclusiveness work, both within ALA and in their employment. We want to be sure that the library leaders of the future are as diverse as the communities we serve.

We are honored to lead ALA during this critical time for libraries, librarians, library workers, library supporters, and the communities we serve. We all have important work to do together because libraries are essential for learning and essential for life. With your help, we are optimistic that we can raise the standing of libraries of all types in their respective communities to even greater heights.

Molly Raphael
ALA President

Keith Michael Fiels
ALA Executive Director
The American Library Association—the oldest, largest, and most influential library association in the world—was founded in 1876 in Philadelphia and later chartered in the Commonwealth of Massachusetts. The ALA has almost 60,000 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, which is its policy-making body, and an Executive Board, which acts for the Council in the administration of established policies and programs. In this context, the Executive Board is the body that manages the affairs of the Association, delegating management of the Association’s day-to-day operation to the 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 lie outside 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](http://www.ala.org/divisions/aasl) (AASL)
- [Association for Library Collections and Technical Services](http://www.ala.org/divisions/alcts) (ALCTS)
- [Association for Library Service to Children](http://www.ala.org/divisions/alsc) (ALSC)
- [Association of College and Research Libraries](http://www.ala.org/divisions/acrl) (ACRL)
- [Association of Library Trustees, Advocates, Friends, and Foundations](http://www.ala.org/divisions/altaff) (ALTAFF)
- [Association of Specialized and Cooperative Library Agencies](http://www.ala.org/divisions/ascla) (ASCLA)
- [Library and Information Technology Association](http://www.ala.org/divisions/lita) (LITA)
- [Library Leadership and Management Association](http://www.ala.org/divisions/llama) (LLAMA)
- [Public Library Association](http://www.ala.org/divisions/pla) (PLA)
- [Reference and User Services Association](http://www.ala.org/divisions/rusa) (RUSA)
- [Young Adult Library Services Association](http://www.ala.org/divisions/yalsa) (YALSA)

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ALA Offices

The Association’s offices 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:

- [ALA Publishing](http://www.ala.org/ala/alapublishing)
- [Chapter Relations Office](http://www.ala.org/ala/chapterrelations)
- [Development Office](http://www.ala.org/ala/development)
*The OGR and the OITP are housed at the ALA's Washington Office; the others are located in Chicago.

**ALA Officers 2010–2011**

**President**
Molly Raphael
Retired Director
Multnomah County Library, Portland, Oregon
President-Elect
Maureen Sullivan
Organization Development Consultant
Annapolis, Maryland

Immediate Past-President
Roberta A. Stevens
Outreach Projects and Partnerships Officer
Library of Congress, Washington, D.C.

Treasurer
James Neal
Vice President for Information Services and University Librarian
Columbia University, New York

Executive Director
Keith Michael Fiels
ALA Headquarters
Chicago
Executive Board

Dora Ho  
Los Angeles Public Library  
(2011–2014)

Patricia M. Hogan  
Poplar Creek Public Library District  
Streamwood, Illinois  
(2009–2012)

Stephen L. Matthews  
Foxcroft School  
Middleburg, Virginia  
(2009–2012)

Sylvia Norton  
Florida State University  
Tallahassee  
(2011–2014)
Michael Porter  
Library Renewal  
Seattle, Washington  
(2011–2014)

Kevin Reynolds  
The University of the South  
Sewanee, Tennessee  
(2010–2013)

J. Linda Williams  
Anne Arundel County Public Schools  
Crofton, Maryland  
(2010–2013)

Courtney L. Young  
Penn State Greater Allegheny  
McKeesport, Pennsylvania  
(2009–2012)
2010–2011 Year In Review

2010–2011 ALA President Roberta Stevens centered her presidential initiatives on fundraising and advocacy.

Stevens’s “Frontline Fundraising” component was designed to provide tools that can be used by everyone—regardless of the size or type of library—who needs to supplement the budget from their jurisdiction or institution with additional support. The primary focus was the development of an online toolkit that covers the basics of annual funds, memorials and tributes, online giving, and planned giving. It also teaches users how to deepen relationships with donors and move them from being one-time givers to long-term library supporters.

Stevens’s advocacy component consisted of two major projects. In “Our Authors, Our Advocates,” nationally known authors—including Brad Meltzer, Sharon Draper, Neil Gaiman, Pam Muñoz Ryan, Scott Turow, and Mo Willems—were in the spotlight advocating for libraries. Twelve authors taped video public service announcements (PSAs) to increase support for libraries everywhere during a critical period of economic downturn; the PSAs can be downloaded at www.ilovelibraries.org/ourauthors/ourauthorsouradvocates. A related goal was for this national effort to serve as a model for states and local communities to begin cultivating their own local authors and other celebrities as library advocates. A “Cultivating Your Local Notables” toolkit was created to help libraries do that.

The “Why I Need My Library” video contest encouraged teens to create original videos describing why they think libraries are needed now more than ever. More than 150 YouTube videos were created by 600-plus teens, and a winning entry for each of two age groups—13 to 15 and 16 to 18—received a cash award to benefit their school or local public library. The winning videos can be viewed at www.ala.org/ala/issuesadvocacy/advleg/whyineedmylibrary/index.cfm.

Libraries as tech centers—and havens during disasters
A 2011 survey found that U.S. public libraries continue to expand as technology centers for communities, providing essential resources for job-seekers and support for critical e-government services. In addition, as the demand for e-books increases, libraries are the go-to source for free downloads. However, budget cuts have forced libraries nationwide to reduce operating hours and access to services, just when resources are most needed.

The 2011 Public Library Funding & Technology Access Study reported that virtually all public libraries—99 percent—provide public access to computers and the Internet. More than 87 percent of libraries provide technology training, and more than two-thirds (67 percent) offer access to e-books, up 12 percent from two years ago.

Conducted by ALA and the Information Policy & Access Center at the University of Maryland, the 2011 survey builds on the largest study of Internet connectivity in public libraries, which began in 1994. The study, funded by the Bill & Melinda Gates Foundation and ALA, functions as an annual “state of the library” report on the technology resources brokered by libraries and the funding that enables free public access to these resources.

In addition to regular services and resources, libraries often play a key role in helping communities recover after a major disaster. "Libraries were 'life-savers' in the aftermath of Hurricane Katrina," said Melinda Gates, co-chair of the Bill & Melinda Gates Foundation as she greeted ALA Annual Conference attendees via video during the Opening General Session in New Orleans. "They have also been community anchors during the long rebuilding process. Through the hard work of many library leaders and community members, libraries have returned, and they're even stronger than they were before.”

ALA's Office of Government Relations worked with Sen. Jack Reed (D-RI) to help secure a change to Federal Emergency Management Agency policy that will allow libraries to be eligible for temporary relocation during major disasters and emergencies under the FEMA Public Assistance Program.

Prior to the policy change, libraries were specifically excluded from the list of eligible public facilities. “This is a common-sense change that I have been calling for since Hurricane Katrina," Reed said. “It will help libraries in need relocate so they can keep serving the public in the wake of a flood or other emergency. Libraries are vital information hubs, and in the aftermath of a disaster, libraries take on an even greater community role, providing free and easy access to technology and essential information.”

ALA continued its efforts to help libraries around the world affected by major disasters. Immediately following the earthquake and tsunami in Japan on March 11, ALA set up a fund to take in donations on behalf of the Japan Library Association to help the destroyed libraries in northeastern Japan rebuild. ALA also continued its fundraising efforts for
libraries in Haiti, reaching a milestone of $50,000.

The American Association of School Librarians (AASL) announced that total grants awarded to date through Beyond Words: The Dollar General School Library Relief Fund passed $1 million. Beyond Words provides funding to public schools affected by disasters to help rebuild and expand library programs; grants can be used to defray the cost of replacing or supplementing books, media, and/or equipment in the school library. A collaboration between AASL, ALA, and the National Education Association, the program is funded by the Dollar General Literacy Foundation.

Salary survey shows increases

In the midst of tough economic times, job shortages, and cutbacks, the 2010 edition of the ALA-APA Salary Survey: Librarian—Public and Academic revealed average increases across all six position types, ranging from two percent for managers of support staff to 13 percent for directors of public and academic libraries. More than 580 library directors and human resources staff reported more than 11,000 salaries, giving this year’s survey a remarkable 35 percent response rate. The data—available for subscribers to the ALA-APA Library Salary Database or in print from ALA’s online store—helped employers justifying budgets, job seekers looking for salary ranges, human resources departments conducting pay equity studies, and researchers tracking compensation trends.

Spectrum program total grows to 725

Forty-eight Spectrum Scholarships were awarded in June, bringing the total number of scholarships awarded to more than 725. Support for scholarships came from individuals, organizations, and a grant from the Bill & Melinda Gates Foundation. Ten Spectrum Scholarships were funded by proceeds from the ALA/ProQuest Scholarship Bash; the Medical Library Association/National Library of Medicine supported two scholarships; and AASL, the Association for Library Service to Children (ALSC), the Association of College and Research Libraries (ACRL), the Library Instruction Round Table, and the Young Adult Library Services Association (YALSA) each supported one scholarship. For 2011, scholarships were given in honor of individuals Leo Albert, Ron Clowney, Louise Giles, William R. Gordon, Howard M. and Gladys B. Teeple, and Betty J. Turock.

Spectrum Initiative nears $1 million goal
As of October 2011, more than $950,000 of a $1 million goal had been raised through the Spectrum Presidential Initiative for the Spectrum Scholarship Program. Started in 2009, the initiative aims to meet the critical needs of supporting master’s-level scholarships, providing two $25,000 doctoral scholarships, increasing the Spectrum Endowment, and developing special programs for recruitment and career development.

Another active 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 pro-library messages.

Season five of the Step Up to the Plate @ your library program, developed by ALA and the National Baseball Hall of Fame and Museum, concluded with a grand-prize drawing at the Hall of Fame in Cooperstown, N.Y. Hall of Famer Andre Dawson chose Josh Smith, 13, of Haverhill, Mass., as the winner. The program encouraged fans of all ages to use the print and electronic resources at their library to answer a series of baseball trivia questions developed by library staff and the Hall of Fame. The start of season six of the program coincided with Major League Baseball opening day in March.

Launched at the ALA Annual Conference in New Orleans, Connect with your kids @ your library positions the library as the place for quality family time. Campaign partner Lifetime Networks provided a grant to support the development of two television PSAs and donated air time for the PSAs, which feature families visiting the library.

The 75 public libraries participating in the American Dream Starts @ your library program, funded by the Dollar General Literacy Foundation, continued to develop literacy services for adult English Language Learners and their families by expanding their print and digital collections, adding new technologies, increasing outreach and bookmobile services, building effective community partnerships, and engaging the media to promote library resources. Over the year, the 75 American Dream libraries partnered with almost 400 local organizations, agencies, and businesses; 95 percent used a portion of their funding to improve their ESL and bilingual collections; and five libraries hosted naturalization ceremonies for hundreds of new Americans.

ALA’s public awareness website continued to enjoy dramatic growth, with the average number of visitors to the site increasing by 86 percent and with page views increasing 95 percent. Facebook and Twitter followers and newsletter subscribers have more than doubled.

The Campaign for the World’s Libraries


In 2011, the Library Association of Barbados (LAB) and the Library Association of the Republic of China (Taiwan) became the newest members of the Campaign for the World’s Libraries. Developed by ALA and the International Federation of Library Associations and Institutions (IFLA), the Campaign for the World’s Libraries showcases the unique and vital roles played by public, school, academic, and special libraries worldwide. Nearly 40 countries have joined the campaign and had the campaign’s @ your library logo translated into their country’s language. The @ your library logo is currently available in 32 languages and in the colors of each partner country’s flag colors.
Much discussion of copyright issues, but little concrete action

A lot of discussion took place during the year on such topics as e-books, digital libraries, library lending models, and orphaned works, but it all yielded little legislative action. The only tangible copyright legislative activity focused on squelching online piracy: In the U.S. Senate, the Preventing Real Online Threats to Economic Creativity and Theft of Intellectual Property Act of 2011 (the PROTECT IP Act of 2011, or PIPA) was introduced to crack down on rogue websites dedicated to the sale of infringing counterfeit goods. The ALA community’s specific concern is the bill’s potential impact on First Amendment rights.

In addition, the Office of Government Relations (OGR) and the Office for Information Technology Policy (OITP) continue to monitor copyright-related court cases that have the potential to affect libraries, including Golan v. Holder (dealing with a challenge to the constitutionality of restoring the copyright of foreign works that were previously in the U.S. public domain) and Cambridge University et al. v. Patton et al (which has to do with Georgia State University’s electronic reserves policy).

Library Copyright Alliance weighs in
ALA, the Association of College and Research Libraries, and the Association of Research Libraries continue to partner in the Library Copyright Alliance (LCA). Over the course of the year, the LCA took action on a number of issues by issuing comments on pending legislation and court cases, joining briefs, and releasing papers and guides on a wide range of copyright and fair use issues, including the Google Book Search settlement and the lending rights of libraries.

In response to the March 2011 rejection of the proposed Google Book Search Settlement, the LCA issued a statement saying that copyright law continues to present significant barriers to libraries interested in mass digitization initiatives because of orphan works issues. The group also released “A Guide for the Perplexed Part IV: The Rejection of the Google Books Settlement,” an analysis of the latest decision in the Google Books Search case and its potential effect on libraries. This guide is the latest in a series prepared by LCA legal counsel Jonathan Band to help inform the library community about this landmark legal dispute.

In the wake of the settlement rejection, several interested parties are discussing with renewed vigor the issues of orphan works, mass digitization, and even modernization of Section 108 of the U.S. Copyright Act. As part of this initiative, the LCA released a statement describing the key features that copyright reform proposals should include in order to constitute significant improvement over current law for libraries and their users. The statement, which represents the needs of library stakeholders in these debates, provides helpful guideposts for these discussions.

In April, ACRL (Association of College and Research Libraries) sent letters to the National Institutes of Health (NIH), U.S. Department of Health and Human Services (HHS), and the White House Office of Science and Technology Policy (OSTP) in support of public access to federally funded research. The letters, sent to commemorate the third anniversary of the NIH Public Access Policy on April 7, asked NIH to shorten the current embargo and asked HHS and OSTP to expand public access policies to other federal agencies.

**Confronting the future of public libraries**

In June, the OITP released “Confronting the Future: Strategic Visions for the 21st Century Public Library,” a policy brief by OITP Fellow Roger E. Levien, president of Strategy and Innovation Consulting. The report explores how emerging
technologies, combined with such challenges as financial constraints or shifts in the nature and needs of library users, require libraries to evolve rapidly and make strategic decisions today that will influence their future for decades to come.

A coalition to develop technology access benchmarks

The OITP and the Public Library Association joined with other library and government leaders to develop a series of public-access technology benchmarks for public libraries. With $2.8 million in funding from the Bill & Melinda Gates Foundation and with the Urban Libraries Council as the project lead and facilitator, the coalition will develop guidelines that define quality technology services at libraries. After an initial test of benchmarks in California, Oklahoma, and Texas, the prototypes will be refined and launched for broad use in spring 2012.

OITP introduces new series to complement policy briefs

OITP introduced “OITP Perspectives,” a new series to complement its OITP Policy Briefs by providing an outlet for more specialized topics. The first publication, “Digitizing Hidden Collections in Public Libraries,” was written by Gwen Glazer, staff writer/editor and social media coordinator at Cornell University Library, who served as the Google Policy Fellow for the OITP in the summer of 2010. A related webinar is also available online.

Bill proposes including libraries in Workforce Investment Act

On April 15, 2011, U.S. Rep. Rush Holt (D-N.J.) introduced the Workforce Investment through Local Libraries (WILL) Act, which proposes including libraries in the Workforce Investment Act (WIA). The bill, H.R. 1616, would amend the WIA to include library representation on state and local workforce investment boards and assure coordination of employment, training, and literacy services carried out by public libraries. The goal of the WILL Act is to allow libraries access to WIA funds to continue to provide job search support in communities nationwide.
Consumer Product Safety Improvement Act

In August, U.S. Rep. Mary Bono Mack (R-Calif.) introduced a bill to provide the Consumer Product Safety Commission with greater authority and discretion in enforcing the consumer product safety laws, and for other purposes. The bill, H.R. 2715, protects libraries in two ways: It requires the manufacturers of books to ensure that their processes are safe and fall within the limits of the law, and it also states that “the third party testing requirements established … shall not apply to ordinary books or ordinary paper-based printed materials” and then defines both ordinary book and ordinary paper-based printed materials. The bill passed the House by a vote of 421–2 and was passed in the Senate without amendment by unanimous consent.

Watch continues after PATRIOT Act is extended without changes

In May, Congress passed reauthorization of three key sections of the USA PATRIOT Act, without any changes, for four more years. By establishing the next sunset deadline of June 1, 2015, Congress has effectively kicked the ball out of bounds rather than address issues in the act itself. The OGR has actively worked with ALA colleagues throughout the association for USA PATRIOT Act reform since it was first introduced in 2001 and will continue to monitor activity and work to address ongoing issues with the legislation.

Patrice McDermott receives 2011 James Madison Award

ALA President Roberta Stevens presented the 2011 James Madison Award to Patrice McDermott, director of OpenTheGovernment.org, during the 13th annual National Freedom of Information Day Conference celebration. McDermott previously served as deputy director of the OGR, where she led the OGR’s work on government information and privacy policy and e-government policy issues, and as assistant director of the Office for Intellectual Freedom.

Popular webinars address legislative issues

National Library Legislative Day

National Library Legislative Day, held May 9–10, drew 361 people from 47 states, plus an additional 5,000 individuals who participated in Virtual Library Legislative Day. A first day of briefings was followed by a reception with members of Congress and their staff; the next day, participants met with their federally elected officials, and OGR staff and advocates met with several congressional committees and outside groups, including the Senate Health, Education, Labor, & Pensions Committee; the National Telecommunications and Information Administration; the House Education and Workforce Committee; the Institute of Museum and Library Services; the American Federation of Teachers; and the National Education Association.

Library advocates who couldn’t make it to Capitol Hill for the event were still able to be a part of the effort by calling and/or emailing their elected officials on May 10 or any time the week of May 9–13. The Association of Library Trustees, Advocates, Friends and Foundations, the Washington Office, Chapter Relations, and the Office for Library Advocacy led Virtual Library Legislative Day, an opportunity for all library advocates to make their voices heard on a national level. The 2011 effort saw four times as many messages sent as the prior year.

Peter Suber receives L. Ray Patterson Award

The 2011 L. Ray Patterson Copyright Award went to Peter Suber, professor of philosophy at Earlham College, senior researcher at Scholarly Publishing and Academic Resources Coalition (SPARC) and fellow at Harvard University Library’s Office for Scholarly Communication. Suber was recognized for his work in the open access movement to provide free, public access to scientific information for the public good. The award is named for a key legal figure who explained and justified the importance of the public domain and fair use. Sponsored by the OITP and the Copyright Advisory Subcommittee, the Patterson award is a crystal trophy.
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.oles.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...
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


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.
Conferences and Workshops

Midwinter Meeting in San Diego

The ALA Midwinter Meeting, held Jan. 7–11 in San Diego, drew 7,549 attendees and 2,561 exhibitors, offering librarians and library supporters a chance to discuss issues affecting the future of libraries and to examine the challenges facing them in troubled economic times.

Among the topics discussed at the meeting was the future of libraries in an increasingly digital world. One heavily attended event, hosted by the Washington Office, focused on the impact on libraries of e-books.

During “Turning the Page on E-Books,” panelist Brewster Kahle, founder of the Internet Archive, declared that “the e-book thing has happened; it isn’t happening.” As evidence of the adoption of e-books, he noted that the last Barnes and Noble in San Francisco recently closed, following Borders stores into oblivion. Kahle suggested that e-books can fit well with the core of library services. “What libraries do is we buy stuff and we lend it….Let’s do our jobs, digitize what we have to, buy what we can, but make sure we’ve got great collections for our patrons.”

“Don’t focus on the negative and scary,” actor Ted Danson advised at Roberta Stevens’s President’s Program. The Emmy–award winning television and movie star and oceanic environmental activist warned of the perils of over-fishing, saying “the clock is ticking,” but “the problems are fixable.” Oceana, which Danson helped found and represents, has become the largest organization in the world focused solely on ocean conservation. Stevens also chatted with Danson about his career as an actor, best remembered for his starring role in the television series "Cheers." “I love going to work,” Danson said. “I love acting. When done right, it can be a noble profession.”

Michael K. Honey, professor at the University of Washington–Tacoma and author of "All Labor Has Dignity" (Beacon, 2011), a collection of speeches by Martin Luther King Jr. on labor rights and economic justice, provided a powerful keynote address at the Martin Luther King Jr. Sunrise Celebration. This year’s celebration was themed "Everybody Can Be Great" and featured leaders
Newbery Medal winner Neil Gaiman and Nancy Pearl spent an afternoon discussing Gaiman's "The Graveyard Book," which was the first book ever to win both Newbery and Carnegie Medals. The ALA/ERT/Booklist Author forum featured glimpses into the minds of some of the most prominent of today's authors, including David Levithan ("Nick and Nora's Infinite Playlist"), Stewart O'Nan ("A Prayer for the Dying"), Armistead Maupin ("Tales of the City"), and Susan Vreeland ("Luncheon of the Boating Party"). The Sunrise Speaker Series included Kathy Reichs, a forensic anthropologist (one of only 82 ever certified by the American Board of Forensic Anthropology) and creator of the Fox television hit Bones, now in its fifth season; and Andre Dubus III, the author of "Townie," "The Garden of Last Days," and "House of Sand and Fog" (an Oprah Book Club pick and a finalist for the National Book Award, also made into a well-received movie).

Journalist and historian Richard Rhodes delivered the Arthur Curley Memorial Lecture. The Pulitzer Prize-winning author of "The Making of the Atomic Bomb" said that the most precious moment in his life was when he taught his four-year-old daughter Kate (who, as an adult, was in the audience) to read. "One day in the middle of her favorite book (by Dr. Seuss), Kate understood" that those squiggles of ink on paper had meaning, and "a whole world of comprehension opened up to her right before my eyes."

The sell-out workshop “Assembling a Consulting Toolkit: What You Need to Know to Become a Successful Library Consultant” was offered at Midwinter as well as at Annual Conference, helping almost 200 library professionals assess their consulting potential and providing them with the tools to launch their own consulting careers.

The ALA conference store moved to the exhibit floor for both Annual Conference and Midwinter. The new store floor plan allows for better integration of ALA Graphics, ALA Editions, and other divisions’ products, all in a more convenient location for attendees.

The Young Adult Library Services Association (YALSA) offered the full-day “Teen Services and the Whole Library Experience Institute,” with speakers addressing how to collaborate with other areas of the public library to ensure that teens enjoyed top service, no matter which part of the library they visited.

The American Association of School Librarians (AASL) presented "Collaborative Leadership," a full-day institute
facilitated by educational leadership and technology expert Steven Baule. Attendees left the session prepared to plan and prioritize professional goals, acquire strategies in leadership and collaboration, articulate the importance of school library programs to administrators, recognize the challenges that affect the school library profession, and create an action plan to be a successful leader.

The Library and Information Technology Association (LITA) offered two workshops: “Creating Library Web Services: Mashups and APIs,” presented by Jason Clark of Montana State University, and “Open Source CMS Playroom,” by Amanda Hollister of LISHost.net.

The Public Library Association (PLA) hosted a day-long institute, “Public Libraries Survive and Thrive in the 21st Century.” Top library administrators and consultants offered bright ideas to help public libraries weather the current economic environment and grow strong into the future; topics included budget decisions, fundraising, technology, facilities, staffing, community collaborations, and customer service.

The Association of Specialized and Cooperative Library Agencies (ASCLA) Virtual Convergence presented 22 webinars in four days following the 2011 Midwinter Meeting, offering those who did not attend events in San Diego an opportunity for some mid-year professional development. Topics covered included résumé writing and interviewing techniques, conducting successful virtual meetings, using extension programs to promote statewide resources, attracting Latinos to the library, the basics of making your library accessible to all library users, concepts and strategies for contract librarianship, assisting at-risk teenagers, the fundamentals of grant writing, and many other relevant topics.

Annual Conference in New Orleans

Five years after ALA held the first major convention in New Orleans following Hurricane Katrina, more than 20,000 librarians, library supporters, and exhibitors returned to the city for the 2011 ALA Annual Conference June 23–28.

As with the 2006 Annual Conference, librarians ushered in the event by stepping up to provide community service. More than 220 volunteers gathered for “Libraries Build Communities,” a program that involved visiting 15 sites, including public and school libraries. The group shelved books, reorganized and updated collections, and entered data, among other activities. “Libraries Build Communities” was launched by the Chapter Relations Office in the wake of Hurricane Katrina and has since become an Annual Conference tradition.
“When the ALA first came to New Orleans in 2006, there was an unimaginable amount of work that needed to be done throughout the city,” said Michael Dowling, director of the ALA Chapter Relations Office. “In a few short days, the ALA was able to make a difference and illustrate that libraries do in fact build communities.”

Efforts to provide relief to schools were recognized at the AASL meeting during its President’s Program. AASL recognized the Dollar General School Relief project, which in five years had made grants totaling more than $1 million to more than 100 schools to replace books, media, and furniture damaged or lost in disasters.

Disaster preparedness was the focus of the ALA Washington Office Briefing. “It’s not a matter of if a disaster will happen; it’s simply a matter of when,” said panelist Katherine Zeringue, of the Federal Emergency Management Agency’s Environmental Liaison Office. “Everyone, including libraries, needs to be prepared to work with response teams. It is not FEMA’s role to be the knight in shining armor.”

Rebecca Hamilton, Louisiana’s state librarian, described how when Hurricanes Katrina and Rita hit in August 2005, the Louisiana State Library “was not prepared at all. Nothing that bad had ever happened before and we had no disaster plan.”

Roberta Stevens’s President’s Program featured Sue Gardner, executive director of the Wikimedia Foundation, which operates Wikipedia. Gardner noted that Wikipedia staff “are lovers of the institutions of knowledge” and definitely libraries. The wiki is not opposed to traditional media, she said; in fact, “we want you as Wikipedians.” Gardner posited that Wikipedia has turned people into “more aware, more critical consumers of information.” Saying she was well aware that “we’re not perfect,” she emphasized that “the people in this room are the people who can make it better, and we want you to do that with us.”

Comedians Paula Poundstone and Andy Borowitz were among the featured authors at the Association of Library Trustees, Advocates, Friends, and Foundations’ (ALTAFF) annual event, “The Laugh’s On Us!” sponsored by Playaway. Poundstone, the ALTAFF national spokesperson, headlined the event, and Borowitz, author and magazine feature writer Jill Kargman, and writer Leila Sales rounded out the evening of laughter.

Opening General Session speaker Dan Savage, author of the syndicated column “Savage Love” and editorial director of Seattle’s weekly newspaper The
Stranger, spoke about the growth of the “It Gets Better Project,” which addresses lesbian, gay, bisexual, and transgender youth—children who experience rough times and even bullying to the point of pushing them to suicide.

A standing ovation greeted the man Richard M. Nixon once called the “most dangerous man in America.” Daniel Ellsberg, who released “The Pentagon Papers,” told the audience at the “War and Secrecy” program that he regretted not releasing the documents earlier because it would have made a difference by exposing lies that had been used to justify the Vietnam War.

“Unfortunately, today we don’t have the Pentagon Papers of Afghanistan,” he said. He added that information contained in WikiLeaks releases has inspired mass movements and protests throughout the Middle East, as people learned the truth about corrupt dictators.

The Public Programs Office hosted six programs addressing issues in cultural and community programming, with topics including ideas for science programming, partnership opportunities, programming with the Picturing America collection, and maximizing the impact of library programs.

In cooperation with Poets House, the New Orleans Public Library, and the Audubon Zoo, the Public Programs Office (PPO) hosted more than 100 people at “The Language of Conservation at the Audubon Zoo.” Following a wine reception, attendees were treated to a guided tour through the zoo to see the Language of Conservation poetry installations, followed by a poetry reading by nationally acclaimed poet and Audubon Zoo Poet-in-Residence Mark Doty. The event was funded by a grant from the Institute of Museum and Library Services.

The PPO presented readings from 26 authors and poets on the LIVE! @ your library Reading Stage on the exhibits floor. More than 500 conference-goers took a break to enjoy live readings from many award-winning and up-and-coming authors and poets, including Doty, Daniel Handler, Tayari Jones, R. Zamora Lindmark, and Nalini Singh.

YALSA honored its award winners at the Edwards Luncheon and the Printz Reception and Program. YALSA also again hosted its YA Coffee Klatch event, where hundreds of attendees met authors who had appeared on YALSA’s selected booklists in a speed-dating format.
The Reference and User Services Association’s (RUSA) President’s Program: "Marketing Reference on a Dime" featured a panel presentation of successful initiatives for marketing library reference services. Other topics included applying user experience to library public services, the business of social media and how librarians can help business owners leverage their social capital, and virtual reference.

RUSA also celebrated the winners of its achievement awards and travel and research grants. Those honored represented excellence in a variety of areas, including library service to the labor community, contributions to RUSA's special interest sections, most outstanding article recently published in Reference & Services Quarterly, online history resources, and excellence in book reviewing, business librarianship, adult services, interlibrary loan, and reference.

The PLA President's Program and Awards Presentation recognized the PLA 2011 award winners and hosted keynote speakers writer-producer David Simon and mystery author Laura Lippman.

In addition, PLA hosted a Mega Issue discussion on member engagement during the PLA All-Committee Meeting. The discussion was an interactive event led by a facilitator and offered public library professionals an opportunity to meet in person and provide input on the topics of leadership development and membership engagement.

For the second time, PLA also cosponsored “Consultants Giving Back,” an opportunity for attendees to meet one-on-one with nationally recognized library consultants for complimentary half-hour sessions. More than 15 consultants participated.

The Library and Information Technology Association (LITA) also offered its popular “Sunday Afternoon with LITA,” which began with a survey of top technology trends, was followed by the LITA Awards and Scholarships Reception, and closed with the LITA President's Program, which featured technology consultant Bob Boucher discussing “Building the Future: Addressing Library Broadband Connectivity Issues in the 21st Century.”

The speaker for the Library Leadership and Management Association’s Annual President’s Program was Tim Duggan, landscape architect with Brad Pitt’s Make It Right Foundation, speaking on “Community Beyond Housing.”

A standing-room-only program on student learning outcomes broke all known attendance records for a Committee on Accreditation program. The committee solicits input for the Standards for Accreditation of Master’s Programs in Library and Information Studies on an ongoing basis through the Standards Review blog.

With more than 300 attendees, the 14th Annual Diversity and Outreach Fair showcased 28 participants highlighting diverse services, including library-based family literacy programs and library services to underserved or underrepresented communities. 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.

For the fifth year, OLOS and the Subcommittee on Bookmobiles presented the Parade of Bookmobiles, bringing bookmobiles from across the country onto the exhibit floor. 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 2011 Jean E. Coleman Library Outreach Lecture was presented by Robert Wedgeworth, a member of the National Museum and Library Services Board, former ALA executive director, and president of ProLiteracy. Wedgeworth’s lecture, “The Future of Literacy in Libraries: Our Challenges, Our Opportunities,” explored why library literacy programs have not been more successful and how they might become more accountable, developing and replicating innovative strategies and demonstrating the impact of library literacy services to influence stakeholders and decision makers.

Paul Courant, University librarian at the University of Michigan, spoke on the theme “Economic Reflections on Libraries” at the ALCTS President’s Program.

The Association of College and Research Libraries (ACRL) programs “Bringing the Immersion Program Back Home,” “Making Information Literacy Instruction Meaningful through Creativity,” and “Visual Literacy Competency Standards for Higher Education: Introducing a New Interdisciplinary Information Literacy Standard for 21st Century Learners” provided focus on information literacy issues.

The Association for Library Service to Children (ALSC) and REFORMA, the National Association to Promote Library and Information Services to Latinos and the Spanish-Speaking, held a coming-of-age ceremony gala for the Pura Belpré Award in honor of the award’s 15th anniversary. The "Quinceañera Celebración" featured the 2011 medal and honor Belpré authors and illustrators; also on hand were the madrinas and padrinos, or godparents, of the award.

The ALSC’s annual Charlemae Rollins President’s Program focused on the theme “How Libraries Can Best Serve Special Needs Patrons, Especially Those with Autism Spectrum Disorders (ASD)” and featured keynote speaker Ricki Robinson, a leader in developing multidisciplinary treatment plans for children with ASD. Joining Robinson in a panel discussion were authors Cynthia Lord and Francisco X. Stork, as well as librarian Patricia Twarogowski, who has been recognized for her effective programming for special-needs children.
**Preconferences**

AASL offered a complimentary preconference, “Disaster Preparedness for School Librarians,” featuring presenters with insight on disaster planning and disaster recovery; the program was made possible by the Dollar General Beyond Words Grant. ACRL preconference sessions provided information on action research and leadership strategies.


Nearly 200 attendees participated in “RDA 201: RDA Gets Real,” a two-day preconference from the Association for Library Collections and Technical Services (ALCTS) on implementing RDA in libraries.

LITA offered three preconferences, “Getting Started with Drupal,” “User Experience Design for Websites,” and “Virtualize IT: Laying the Foundation for the Library of the Future.”

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**Other conferences**

**AASL brings 21st-century learning in focus at Fall Forum**

The AASL held its 2010 Fall Forum November 5–6 in Portland, Oregon. "IN FOCUS: The Essentials of 21st-Century Learning" featured three breakout sessions with preeminent school library researchers Gail Dickinson, Leslie Maniotes, and Ross Todd. The forum also included a keynote presentation by Paige Johnson, global manager of K–12 education for Intel’s Corporate Affairs Group, who addressed such questions as, “How do we make learning as relevant, rigorous, and meaningful inside of schools as outside?” and “What skills and competencies will students need to be successful and productive in the global economy?”

**2011 PLA Virtual Spring Symposium**

More than 675 online attendees took part in the Public Library Association's first Virtual Spring Symposium March 30. The interactive event featured eight programs highlighting topics in technology, youth services, administration/leadership, and adult services. Special programs included a lunchtime interview with author Diane Ackerman ("A Natural History of the Senses," "The Zookeeper’s Wife") led by *Booklist* editor Donna Seaman, and a

**YALSA’s YA Lit Symposium**

More than 400 librarians and library workers, educators, and authors gathered in Albuquerque, New Mexico, for the 2010 Young Adult Literature Symposium. Special events included four preconferences; the Bill Morris Author Luncheon, featuring speaker Vaunda Micheaux Nelson, Coretta Scott King Award-winning author of "Bad News for Outlaws: The Remarkable Life of Bass Reeves, Deputy U.S. Marshall"; the YA Authors' Happy Hour, featuring more than 25 popular YA authors signing books; and a General Closing Session on intellectual freedom, featuring authors Ellen Hopkins and Lauren Myracle.

**ACRL conference draws record registration**

More than 5,300 library staff, exhibitors, speakers, and guests from around the world met March 30–April 2 in Philadelphia and online for the ACRL 2011 conference. ACRL 2011 had the highest combined registrant participation ever for an ACRL conference, with 3,532 face-to-face and virtual attendees from all 50 states and 24 other countries. The conference offered more than 300 programs that explored the interdependency that exists in academic and library communities and the changing nature and role of academic and research librarians.

New to the conference this year was the "IdeaPower Unconference," a forum for the exploration of powerful ideas to transform academic libraries. Designed to be an exercise in the dynamic presentation of powerful ideas, about 20 presenters volunteered to share in a six-minute presentation an idea with the power to transform academic libraries. The ACRL continued its focus on new technologies by offering mobile conference schedules as well as SMS updates, a “text an expert” service, and an increased presence on Twitter through general conference, invited paper, panel, and Cyber Zed Shed session hashtags. Attendees were also able to check in at various ACRL 2011 locations via Foursquare.

**LITA Forum theme: “The Cloud and the Crowd”**

With the theme “The Cloud and the Crowd,” the LITA's 13th Annual Forum was held September 30 to October 3, 2010, in Atlanta. The keynote speaker, Amy Bruckman of the Georgia Institute of Technology, discussed “How Wikipedia Really Works, and What This Means for the Nature of Truth.” Roy Tennant of OCLC Research spoke at the general session about “Using the Cloud to Please the Crowd”; and the closing session was headlined by Ross Singer from Talis Information, who spoke about “The Linked Library Data Cloud: It’s Time to Stop Thinking and Start Linking.”
ACRL immersion programs

Fifty-three attendees participated in the ACRL’s Immersion Program Assessment and Intentional Teacher Tracks held November 10–14, 2010, in Nashville. The ACRL again held its popular Information Literacy Immersion Program, offering the Teacher and Program Tracks July 24 to 29 at Seattle University for 87 attendees.

Supporting scholarly communications

As part of the ACRL’s continuing efforts to promote scholarly communication, five sites were selected to host the Scholarly Communication 101: Starting with the Basics workshop. The ACRL is underwriting the costs of delivering the workshop by sending expert presenters on the road. In its third year, when the 2011 workshops were complete, the road show visited 13 different states and one territory. Effective June 1 and lasting for 12 months, the ACRL has a new visiting program officer to support its scholarly communication initiatives. Joy Kirchner, scholarly communications coordinator at University of British Columbia Libraries, will play an integral role in ensuring the Scholarly Communication 101 workshop is sustainable and robust into the future.

Rare books section addresses collecting challenges

The ACRL Rare Books and Manuscripts Section (RBMS) drew 307 registrants and 77 booksellers to its 52nd annual preconference June 21–June 24, 2011, in Baton Rouge, Louisiana. Themed “In the Hurricane’s Eye: Challenges of Collecting in the 21st Century,” the preconference explored the challenges of building and providing effective access to collections that will remain central in the future through sessions examining cultural stewardship, regional collecting, the value of special collections, and preservation and disaster recovery.

ALCTS Midwinter Symposium focuses on RDA

The ALCTS Midwinter Symposium addressed the role of the administrator in adopting RDA—Resource Description and Access. “The Administrator, RDA, and the Future Catalog” drew 86 attendees to hear from library directors, department heads, and other content experts on RDA and how it will affect the workplace and the future catalog.
ALA Editions and ALA TechSource produced and disseminated a record number of books (46), serial publications, and online learning opportunities (27) in fiscal 2011. The emphasis was on maximizing the content created by expert authors, in formats ranging from traditional print books to print/online periodicals such as *Library Technology Reports* and *Smart Libraries Newsletter*, from combined print/e-book bundles to multi-part online workshops, and from articles in *American Libraries* to partnerships with other publishers.

Repurposing content so it can be delivered in different formats, organized to meet the different needs expressed by readers and learners and for different markets or uses, underpins new directions and sources of revenue for all publishers in this digital environment. Examples of ways ALA Editions and ALA TechSource did this include *Children’s Programming Monthly*, the PDF subscription magazine filled with ready-to-use programs, story-times, and planning resources by Editions authors; workshops and eCourses by Editions/TechSource authors that often build on content from books and issues of *Library Technology Reports*; a collaboration with ALA Digital Reference to repackage *Guide to Reference* online content into print “slices”; and the Midwinter Meeting and Annual Conference Tech Wrapups, free webinars hosted by ALA TechSource with nearly 1,700 attendees in which expert panelists such as Jason Griffey, Marshall Breeding, Kate Sheehan, and Sue Polanka discussed the meetings’ technology-related content and issues and the implications they saw for the future of librarianship. Since revisions and new editions of bestsellers and classics are an ongoing part of the ALA Editions publishing program, popular *Library Technology Reports* topics like electronic resource management, web-scale discovery services, and the mobile Web led to online workshops presented by the authors.

While eEditions e-books—are produced for multiple platforms for all titles that don’t depend heavily on graphic elements—are sold separately, the print/e-book bundle option has consistently grown as customers see the benefits of being able to download ALA Editions books while the print version is being shipped. Two new ALA Editions websites launched early in the fiscal year: ALA Editions eLearning and ALAEditions.org. ALA Editions eLearning is the home of Editions eCourses, representing a dramatic improvement in the ability to host and deliver these courses.
Workshops, eCourses continue to develop

ALA TechSource and ALA Editions Workshops continued to develop, attracting nearly 5,000 learners during the year and covering topics from early literacy to the mobile Web. Jason Griffey led the two-part “Gadgets in the Library: A Practical Guide to Personal Electronics for Librarians,” which generated significant discussion on Twitter and the ALA TechSource blog. Sue Polanka helped attendees understand what they need to know about e-readers and e-books in the library, as well as the changes they can anticipate in the near future, in two iterations of “Integrating E-Books and E-Readers Into Your Library.” “RDA: Moving into the Metadata Future,” a three-part session featuring Diane Hillmann, Karen Coyle, and Chris Oliver that provided an introduction to the semantic Web and basic concepts of RDA, was repeated by popular demand.

One of the first facilitated eCourses was “Cutting the Red Tape: Finding and Using e-Government Resources on the Web,” by librarian and consultant Diane Kovacs. The course taught participants how to navigate the changing world of government resources, an area of librarianship that has gone from overwhelmingly print to primarily electronic.

ALA Editions books generally receive many positive reviews, and a Fox Business News review of "How to Pay for College" was a standout in terms of impact. "College Libraries and Student Culture: What We Now Know," edited by Lynda Duke and Andrew Asher, consists of essays that summarize findings from a 2009–10 research project, Ethnographic Research in Illinois Academic Libraries. The book and the project were discussed at length in an article at Inside Higher Education, which was then picked up in its entirety by USA Today.

Exploring new markets, ALA Editions partnered with trade publisher Skyhorse to create books for the general public that help patrons get the most out of their library’s resources: "How to Get a Great Job" and "How to Pay for College." Skyhorse also co-published "Reading with the Stars" (edited by Leonard Kniffel, former American Libraries editor-in-chief), deemed to have wide appeal to a general audience.

A digital experiment on the marketing side was adding QR (Quick Response) codes at the beginning of each subject area in the Spring/Summer 2011 print catalog, and also on the back cover of new books. When readers scan the code, they are taken to the ALA online store for further information.
Celebrity READ and character posters always put many faces to ALA Graphics, and fiscal 2011 was no exception. Among the top celebrity scores of the year were the Harry Potter movie stars (Daniel Radcliffe, Rupert Grint, and Emma Watson) and the cast of "Glee"—each launching in fall 2010 with social media/viral marketing campaigns, including daily trivia questions on Facebook. New Orleans Saints Super Bowl–winning quarterback Drew Brees joined the READ campaign in plenty of time for the ALA Annual Conference in New Orleans.

Popular children’s characters featured on posters included Judy Moody, Phineas and Ferb, Five Little Monkeys, Bad Kitty, and Scaredy Squirrel. For tweens and teens, the selection included mini posters for Dork Diaries and Wimpy Kid, exclusive art by John Rocco for the Lost Hero Poster, as well as Witch and Wizard products based on the manga adaptation of James Patterson's popular series.

Promoting awareness of the vital role of libraries in communities, the Endangered Libraries T-shirt made its debut in the spring. Based on New Jersey librarian Andy Woodworth’s concept, this subtle message was seen on T-shirts all over Annual Conference.

Notable authors get with the program

Collaboration and partnership characterize much of ALA Graphics’ product development. Building on ALA President Roberta Stevens’s initiative, the Author Advocates poster featured photos and quotes from 12 notable authors in support of libraries. In partnership with the Association for Library Service to Children (ALSC) and showcasing original art by Latina artist Maya Christina Gonzalez, a poster and bookmark commemorated the 15th anniversary of El día de los niños/El día de los libros (Día, for short). “Create your own story” materials, developed with the Public Information Office for National Library Week, invited patrons to use libraries to explore, create, and share their own stories. The Young Adult Library Services Association’s Teen Tech Week encouraged creative expression using technology at the library with “Mix & Mash.” Teen Read Week campaign items touted the theme “Picture It @ your library” and featured original art by renowned illustrator Gareth Hinds.

The Office for Intellectual Freedom brought back the popular robot from 2010 on the Banned Books Week products for 2011 and also created new Choose Privacy Week materials for 2012 using the “Freedom
from Surveillance” theme. **Friend Your Library buttons** and digital downloads were developed in partnership with the Association of Library Trustees, Advocates, Friends, and Foundations to celebrate the annual National Friends of Libraries Week, while a set of four **Knowledge Is Power** posters and bookmarks were designed to help libraries, schools, and other educational institutions support National Information Literacy Awareness Month. Expanding on the American Association of School Librarians’ popular 21st-Century Learner products, Graphics launched the **21st-Century Skills Set**, comprised of four mini posters.

A PDF version of the catalog now includes links from each product’s image to its corresponding page on the ALA online store, making shopping easier for digital catalog users. ALA Graphics experimented with stand-alone digital catalogs that highlighted products related and complementary to National Library Week, School Library Month, and summer reading programs. Flash technology was used to illustrate how to customize flyers and digital products, and an embedded video tutorial for the READ Design Studio offered an interactive experience for the reader.

Two consecutive READ Design Studio webinars offered more than 500 attendees an introduction and then more advanced ideas for creating their own READ posters.

Another first in FY11 was a poll on the **ALA Graphics Facebook** page that asked friends and conference attendees to help choose the color of the ALA Annual Conference T-shirt. The winning aubergine-colored T-shirt sold out in record time. Getting input from members and customers through short online surveys has become a vital ingredient of ALA Graphics’ product development and outreach.

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**An eventful year for RDA: Resource Description and Access**

Fiscal 2011 was an eventful year for the new unified cataloging standard RDA: **Resource Description and Access**. The first official subscribers to the **RDA Toolkit** came on board in September 2010, after an initial 90-day open-access period ended. More than 5,500 institutions and solo users tried out the RDA Toolkit during open access. Under the direction of the three U.S. national libraries—the Library of Congress, the

Based on analysis of the testing results, the three U.S. national libraries recommended implementation of RDA with certain conditions after January 2013. ALA Digital Reference worked to help catalogers and other users prepare for implementation and on the product itself to ensure the conditions are met in a timely way.

Training in RDA and related issues was offered from a number of sources, including introductory webinars archived on the RDA Toolkit site. A three-part RDA Workshop by ALA TechSource in the fall drew many subscribers and was repeated in the spring. Special outreach to LIS instructors and students continues to help them integrate RDA into their teaching/learning.

Two new RDA Toolkit blogs were launched to facilitate communication between staff and users. The RDA Toolkit blog features RDA news, tips for users, and a series of vendor interviews. The development blog serves as a platform to communicate plans, goals, and development objectives relating to the RDA Toolkit, and to provide a conduit for users to express their needs, wants, and opinions regarding RDA Toolkit development.

Translation and distribution agreements were initiated, with German, French, and Spanish leading the way. ALA Digital Reference Publisher Troy Linker attended the Frankfurt Book Fair to work with international colleagues in both publishing and the library fields.

ALA Editions published the full-text print version of RDA to serve as an offline access point to help solo and part-time catalogers evaluate RDA, as well as to support training and classroom use.

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**ALA JobLIST: Jobs even in tight times**

ALA JobLIST, the Association’s one-stop library jobs site and a top source for both job seekers and employers, has continued to embrace new opportunities. With JobLIST content syndicated through numerous avenues—including RSS, Twitter, Facebook, LinkedIn, Indeed.com, SimplyHired.com, search engine optimization, and e-newsletters—the number of impressions shows continuous growth. 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 Human Resource Development and Recruitment (HRDR) listed more than 1,400 open positions during fiscal 2011 and showed a significant increase in online advertising revenue.

Building on its active and growing presence on Facebook and Twitter, JobLIST has also established a “Librarianship Job Search and Careers”
subgroup of ALA's LinkedIn group. ALA JobLIST Direct, a free biweekly e-newsletter, also launched this year and has attracted thousands of subscribers. Each issue features about a half-dozen stories of interest to job seekers, hiring managers, and anyone interested in managing their career, as well as a selection of recent jobs posted to the site.

With the HRDR's help, 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. In addition to the face-to-face opportunities at the Midwinter Meeting and Annual Conference, the HRDR also now hosts webinars, all co-branded with JobLIST under the umbrella of the ALA JobLIST Placement Center.

American Libraries: more content, more channels

American Libraries offered more content in more channels than ever before by the end of fiscal 2011, with an increasingly robust suite of electronic products to complement the print magazine.

Offerings now include six print issues of American Libraries plus five digital supplements during the year; americanlibrariesmagazine.org, the comment-enabled website that averages more than 85,000 visitors per month; American Libraries Direct, the award-winning weekly e-newsletter, which celebrated its fifth anniversary in January; video archives at AL Focus, with coverage of conferences and events, interviews, profiles, and more; occasional webinars in partnership with ALA offices covering major trends such as new technologies and privacy; and a growing family of blogs, including “Inside Scoop” and “Ask the ALA Librarian.”

A new collaborative blog called “Censorship Watch” reports on attempts to restrict the freedom to read, listen, and/or view materials in U.S. libraries, classrooms, and public venues and in the media. Authored by Christopher Harris, “E-Content” launched in September, covering the library-related implications of what’s going on with (among other things) e-books, e-readers, e-journals, databases, digital libraries, digital repositories, and other e-content issues.

An online American Libraries readership survey in April 2011 garnered responses from more than 3,700 readers, with some clear patterns emerging. More than half of respondents gave print American Libraries high marks for relevance, reliability, variety, and depth. More than 75 percent said that print American Libraries and e-newsletter American Libraries Direct (which maintains a solid weekly click-through rate of at least 33 percent per issue) are essential
professional reading. Requests for additional coverage included more articles on academic libraries, school librarianship, youth services, cataloging, and international librarianship, as well as more about the needs of job-seekers, those new to the profession, and retired librarians. As for delivery mechanism, requests for e-reader and tablet formats tied at 49 percent, with apps for mobile devices at 43 percent.

Publishing a digital version of “The State of America’s Libraries” in April was American Libraries’ first-ever joint initiative with the Public Information Office. In one month, nearly 8,000 visitors viewed more than 92,000 pages of the report. In another collaborative outreach with Membership Development and International Relations, American Libraries printed a limited-edition international supplement promoting the benefits of ALA membership to the attendees of the International Federation of Library Associations and Institutions (IFLA) conference in San Juan, Puerto Rico. The supplement was later expanded with an IFLA conference report and international news coverage and issued in a digital version.

AL Focus produced the first four parts of a multi-installment series titled “ALA Civics,” about the Association’s mission and governance. The series is hosted by ALA Internet Strategist Jenny Levine and stars Executive Director Keith Michael Fiels and Associate Executive Director Mary Ghikas.

QR codes were also introduced in the print magazine for articles with additional online content. When readers download the app and scan the code for a given article, they will be taken to enhanced or additional material on www.americanlibraries.org.

“Youth Matters” columnist Jennifer Burek Pierce left the column after a 10-year collaboration with American Libraries. To ensure that the column continues to address the interests of all youth services specialists, American Libraries is collaborating with the AASL, the ALSC, and YALSA, each of which has selected a guest columnist.

Booklist Publications: digital and print innovations

Fiscal 2011 was another year of creativity and innovation for Booklist Publications, which introduced several new electronic publications and further developed its sponsored-webinar program while still publishing 22 print issues of Booklist and four print Book Links supplements.

The webinar program grew to 26 free webinars in FY11, moderated by Booklist editors and special guests and including presentations from numerous publishing experts. More than 50,000 people registered and either attended live or accessed the recordings after the event. The webinars covered a broad range of topics including reluctant readers, graphic novels, resources on bullying, multimedia in your library, high-demand mysteries, fresh
voices for teen readers, authority in reference, book groups, crafts and gardening, and math and science. One special event was the no-vacant-seats “Defending the Right to Read: Celebrating Banned Books Week,” a collaboration with the Office for Intellectual Freedom and featuring author Judy Blume.

Booklist Online Video Review, Bookmakers, and Corner Shelf joined the line-up of Booklist Online e-newsletters, which also include REaD Alert, Booklist Online Exclusives, and Booklist's Quick Tips for Schools and Libraries. Response to the new newsletters was enthusiastic from both readers and advertisers. Booklist Online and Baker & Taylor teamed up for the August 2011 launch of Corner Shelf. With the tagline “Where Readers' Advisory Meets Collection Development,” the free bimonthly newsletter addresses trends, ideas, and issues in the two areas, helping librarians find the common ground between them. The newsletter draws on the expertise of both Booklist and Baker & Taylor, with original writing by respected experts and in-the-trenches looks at new products and what’s coming up. The periodic Bookmakers focuses on the story behind the story of a single publishing house. The sign-up page for all the free e-newsletters is at www.booklistonline.com/newsletters.

The January 2011 issue of the e-newsletter Booklist Online Exclusives was the debut of a new business model for Booklist: the single-sponsor newsletter, with Amazon Publishing (the book-publishing arm of the online megastore) signing on to sponsor the monthly issues throughout the year. (Booklist Online Exclusives offers free access to all content published directly to Booklist Online.)

At the end of FY11, Booklist Online—the collection-development and readers’ advisory website and database with unique search and browse capabilities—rolled out a new look and added features. Updates included links to related editor-selected recommended reading, book awards, and feature articles now placed alongside reviews for easiest access; Facebook, Twitter, and Google buttons, as well as a general Share widget, for easy sharing of favorite content; more prominent young-adult recommendations; new icons for awards and e-book editions; “Great Reads” recommended by Booklist editors; and user-created subject heading searches on the main review page.

In January 2011, Booklist became a co-sponsor of the popular ALA Midwinter Meeting Author Forum, now named the ALA/ERT Booklist Author Forum, with Brad Hooper as ongoing moderator and advisor.

Booklist was selected for the third year as a lead partner for the Women’s National Book Association’s National Reading Group Month in October 2010, with Book Group Buzz named the official NRGM blog.

Readers were quick to respond to several short surveys that offered insights into what kind of coverage they look for in
reference books, database, and other areas, and on how the general workflow in collection development and readers’ advisory has changed and is changing, including the balance of print and online reviews. In the print magazine, coverage of high-demand books was expanded, as were audio reviews which moved from stand-alone to the appropriate audience section.

Numbers of friends and followers grew on both Booklist on Facebook and on Twitter, where Booklist covers, videos, news on awards, Review of the Day, and posts on a variety of topics by staff and others appear.

Guide to Reference

ALA Guide to Reference continued to attract new subscribers from among academic, public, school, and special libraries, with an increase in international subscribers. Many LIS programs in the United States and Canada, along with a number of foreign library science programs, continued to introduce Guide to Reference to their students. Renewal rates remained strong, and individual and institutional trials held steady. Webinars highlighted how to get the most from this authoritative resource.

PLA releases three titles

The Public Library Association released three titles in 2010–2011. The downloadable training program "Time Flies . . . But Where? Time Management Tips and Tools" by Sandra Nelson helps library staff evaluate the balance between their work and personal lives and understand their time management choices and challenges. It includes all the materials needed to present a day-long training program, such as formal learning objectives, a detailed agenda, a PowerPoint presentation and companion script, guidelines for leading discussion, an implementation plan for attendees, and a final evaluation form.

Published annually since 1988, the PLA's "Public Library Data Service Statistical Report" presents data from public libraries across the United States and Canada on finances, library resources, annual use figures, technology, and more. The 2010 edition of the report—available in both print and digital format—includes data from 987 libraries and also features a special section on children's services, detailing populations, materials holdings, material expenditures and fines, annual counts, literacy programming, borrowing policy, and technology in children's departments throughout North America.

The eagerly anticipated second edition of Every Child Ready to Read® @ your library was released in June 2011. The updated and expanded toolkit provides resources—including
early literacy research, customizable PowerPoint presentations, handouts, reading lists, brochures, posters, and bookmarks—for public libraries and other early-literacy centers to present workshops that help prepare parents/caregivers for their critical role as their child's first teacher. For details and to view a sneak peek webinar held in May, visit www.everychildreadytoread.org.

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**ASCLA revises standards for libraries serving blind and physically handicapped**

The Association of Specialized and Cooperative Library Agencies (ASCLA) finished its revisions of the "Revised Standards and Guidelines of Service for the Library of Congress Network of Libraries for the Blind and Physically Handicapped." The new edition includes a section on BARD—the Braille and Audio Reading Download tool offered by the National Library Service for the Blind and Physically Handicapped. Updates were also made to the recommended staffing guidelines to bring them more in line with current staffing realities at the network libraries.

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**ACRL publishing notes**


To demonstrate its commitment to open scholarship and access to research, the ACRL’s scholarly research journal, *College & Research Libraries* (C&RL), became an open-access publication April 1. The ACRL also received a $3,000 grant from the Gladys Krieble Delmas Foundation to complete the digitization of the back files of *Rare Books & Manuscripts Librarianship*. The archive of 24 back issues went live to the public in April 2011.

In January, the ACRL launched ACRLMetrics (www.acrlmetrics.com), a new online service to support evidence-based decision-making. Developed by Counting Opinions, it provides unprecedented access to the annual ACRL Academic Library Trends & Statistics Survey data as well as the biennial National Center for Education Statistics (NCES) Academic Library Survey data.

*Choice* published 7,268 new reviews in FY 2011, the second consecutive year in which it has published more than 7,200 reviews and the fifth consecutive year in which it has
published more than 7,000 new reviews. *Choice* continues to share information and reviews with readers through six free e-newsletters along with the [Choice Facebook page](http://www.ala.org/aboutala/annualreport11/publishing), Twitter feed, and review of the day iPhone app.

Resources for College Libraries (RCL), the premier list of core print and electronic resources for academic libraries, now includes nearly 80,000 titles. In 2011, the RCL and RCL: Career Resources (CR) editors added 3,680 new titles across the 117 RCL and CR subject areas. This year *Choice* and production partner R.R. Bowker relaunched the RCLweb online database in version 2.0, featuring a fresh design and improved functionality.

### ALSC rolls out four new publications


### New title in ALA Research Series published

Authors José-Marie Griffiths and Donald W. King examine public library trends in "*A Strong Future for Public Library Use and Employment.*" They discuss the strong upward trend in the use of public libraries, how public libraries are being used, the value of public libraries and taxpayer return on investment, trends in public library operations, the status of public MLS librarians, evidence of career paths of public MLS librarians, a 10-year forecast of the number of public MLS librarians in the workforce, and librarian employment and library experience during the past three recessions (1978–2004).

### YALSA publishing news

The Young Adult Library Services Association published four books in FY2011: "*Young Adults Deserve the Best: YALSA's Competencies in Action*" by Sarah Flowers (ALA Editions); "*Annotated Book Lists for Every Teen Reader: The Best of YALSA-BK*" by Julie Bartel and Pam Spencer Holley (Neal-Schuman); "*Teen Read Week™ and Teen Tech Week™: Tips and Resources for YALSA's Initiatives,*" edited by Megan Fink (YALSA); and "*Outstanding Books for the*
LITA issues two new titles

The Library and Information Technology Association released two publications through Neal-Schuman: "Getting Started with Cloud Computing," edited by Edward M. Corrado and Heather Lea Moulaison, and "Writing a Winning Technology Plan for E-Rate Compliance" by Jean V. Morrison.
Molly Raphael, former director of libraries at Multnomah County (Oregon) Library and the District of Columbia Public Library, was inaugurated as ALA president at the 2011 Annual Conference in New Orleans.

“Libraries are so essential for learning and for life,” Raphael said. “ALA is the only organization that speaks for all types of libraries, and we can all benefit from working together to serve our communities. Libraries will not just survive but will thrive when those who use and value libraries join with those who work in libraries to sustain the critical roles of libraries in our society.”

Raphael’s initiatives concentrate on two ALA priority areas: advocacy and diversity. “Why Libraries Matter: Empowering Community Voices” will focus on how librarians can engage their communities to speak out more effectively for libraries of all types—not just during times of crisis but throughout the years.

The diversity initiative will build on the effort to significantly increase funding for the Spectrum Scholarship; it will also promote inclusiveness in library leadership development efforts to help make sure that the library leaders of today and tomorrow are as diverse as the communities they serve. Strategies included linking diversity efforts to ALA leadership development programs; pursuing diversity, inclusiveness, and leadership development by building on each other’s work through collaborative efforts across many ALA constituencies and units; and including the populations libraries serve in formulating and implementing plans.

In addition, Raphael pledged to continue to defend vigorously intellectual freedom, the right to privacy, and open access to information.

“We must continue to be vigilant and watchful, for those who wish to restrict access to information remain unrelenting in their quest,” she said on her website. “People across this country and, indeed, around the world have witnessed the impact of ALA’s leadership in protecting intellectual freedom, privacy, and open access to information. We must continue to build coalitions with those individuals and institutions, both in the United States and globally, that believe in the fundamental right and value of the free flow of ideas and an individual’s right to privacy.”

Maureen Sullivan, an organization development consultant from Baltimore, was named ALA
president-elect in the 2011 election. Sullivan will serve as president-elect for the 2011–2012 term and will be inaugurated as president at the 2012 Annual Conference in Anaheim, California. Sullivan said she looks forward to working with ALA members who will help ALA lead the 21st-century information revolution.

Three new ALA Executive Board members were elected by the ALA Council in a vote taken at the 2011 ALA Midwinter Meeting, held January 7–11 in San Diego: Dora Ho, young adult librarian at the Los Angeles Public Library; Michael Porter, president of Library Renewal in Seattle; and Sylvia Norton, a state-level coordinator for school libraries in Maine. They will each serve three-year terms beginning in July 2011 and concluding in June 2014.
At the 2010 Midwinter Meeting in San Diego the Executive Board and Council affirmed the development of the FY 2011 budget within the context of the 2015 strategic plan and the previously expanded list of programmatic priorities. The ALA Programmatic Priorities were as follows:

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

ALA is an Association that is as diverse in its interests, activities and membership as any in the world. Despite this diversity we work in a profession that is heavily reliant on the general health of the overall economy. History suggests that the health of the profession lags the general economy by eighteen months when coming out of a recession. So as the economy continues to struggle in its recovery from the “Great Recession,” the negative impact continues to be felt by the profession. In FY 2011 ALA entered the year with the understanding that pressures from the mounting federal budget deficit, state/local budget cuts and a slow growing to sputtering economy would negatively impact the interests and activities that are dear to librarians and the profession of librarianship. As a result, many of our members were faced with the difficult prospects of doing more with less or doing without all together.
FY 2011 was also a year in which there were constant and changing pressures on the Association to maximize the use of its resources. This was particularly true in the General Fund. Since 2007 the General Fund has seen a steady erosion of its revenue base. Even though there has been a lack of revenue growth in the General Fund budget, significant investment in the programmatic goals and infrastructure of the ALA operations continued. In this environment it required a careful evaluation of planned expenditures across the association in order to properly match up with expected revenues. This was accomplished within the context of the Associations’ number one goal of maintaining a high level of service to the membership.

In terms of expectations FY 2011 did not disappoint. Despite entering the year with a planned 3% reduction in the General Fund from a similar reduction in the previous year’s budget—like last year—management and staff were all on high alert for the need to make some mid-year budget adjustments if the economy continued to falter and our revenue expectations did not materialize. By the time the six month results were in and analyzed it was clear that adjustments would again be necessary. Against a General Fund budget of $26.8 million, management projected a revenue shortfall of $442,000 and an expense overage of $449,000 for a total shortfall of $891,000. This shortfall was addressed with expense reductions that included the following:

- Personnel
- Publishing
- Meetings & Conferences
- Building & Technology
- Governance and Communications
- Use of Reserves

Once again 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. To the credit and hard work of management and staff, the plan for the mid-year adjustments was achieved. The General Fund ended the year with a loss of $437,067.

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**FY 2011 Financial Results**

**Financial Value Proposition**

“To develop and deploy the financial resources that supports the strategic plan and delivery of programs that
are responsive to member needs and the improvement of library service.”

As stated earlier, the FY 2011 budget represented the realization that we were still working with an economy that was to a great extent still struggling with the aftermath of the financial meltdown of 2008 and the resulting “Great Recession.” Additionally, that the economic realities facing libraries—particularly public, academic and school libraries—and the library profession were likely to be with us for the foreseeable future. Corporations and non-profit organizations alike have had to dramatically modify their spending due to significant reductions in tax revenue. Despite this scenario ALA was still well positioned to tell the story of how the Association, libraries and librarians continue to support the needs of our constituents and society at large. Our efforts in advocacy and advocacy support at the national, state and local levels continued to help reduce the severity of budget cuts on thousands of libraries. As the economy has struggled the need for our services continues to increase.

The financial plan was developed as an outcome of the recession and the 3% budget reduction in the General Fund implemented in FY 2010 was carried over into the FY 2011 budget. It included further reductions in staffing, repositioning current products, elimination of print publications for electronic and a general decrease in operating expenses. The revenue assumptions were conservative and depended significantly on new product development including, enhancement and the marketing of current intellectual property. Additionally, the FY 2011 budget included significant downward expense adjustments based on:

1. Continued changes in current business models
2. Better utilization of technology
3. Increased operating efficiencies—departmentally and physical space
4. Capitalizing on increasing CE opportunities
5. Expanding ALA’s reach internationally

FY 2011 Programmatic Highlights

- ALTAFF launched its Trustee Academy
- ALA conferences in San Diego and New Orleans supported ALA programs by generating $889,803 in net revenue
- PLA conducted a successful “Virtual Spring” symposium
- Washington Office hosted a number of webinars on advanced advocacy training
- “Every Child Read to Read” launched by PLA and ALSC
• ALA’s “Virtual” conference concept continues to expand
• ACRL conducted a successful national conference
• Support for increased electronic participation by members in Annual conference and Midwinter meeting committee activities
• ALA Connect moved into phase2 and is fully functional
• ALTAFF launched its Authors for Libraries program
• YALSA conducted a successful YA Literature Symposium

FY 2011 Financial Factoid

• ALA’s net assets improved by $462,337 (1.6%) to $30.1 million.
• The revenue producing units Publishing and Meetings & Conferences contributed $1.7 million in combined net revenue.
• General Fund dues declined marginally by $70,073 (-1.2%) to $5.8 million.
• Operationally—Total ALA revenues declined by $5.9 million (-11.3%) to $46.6 million, while to total ALA expenses declined by $3.5 million (-6.9%) to $46.8 million.
• Long-term investments improved by $2.1 million (6.6%) to $33.3 million due to improved market performance related to the overweighting of fixed income securities.
• General Fund net asset balance declined by $437,067 (-23.4%) to $1.4 million.
As stated earlier, ALA operations continue to be negatively impacted by the sluggish economy, but management and staff have worked well to adjust the budget to mute the effects. For the year, Total Revenues declined by $5.9 million (-11.3%) to $46.6 million, primarily due to lower revenues from Grants & Awards ($3.2 million) and Meetings & Conferences ($2.7 million). A number of major grants and awards were sunset during the year, while Meetings & Conferences were impacted by having one less national division conference compared to FY 2010. Total Expenses for the year declined by $3.6 million (-6.9%) to $48.3 million with reductions across the board in all expense categories. These reductions were a direct response to management and staff’s effort to better match expenses to expected revenues after a mid-year review. On an operating basis the result was a net operating loss of ($160,377), which is down from $2.3 million in 2010.

In spite of the challenges during the year, ALA was able to improve its overall financial position. Total Assets during the year increased by $2.9 million (4.3%) to $69.5 million. The improvement in the results from the Associations’ Long-Term Investment activities ($2.5 million) accounted for most of the gain. Total Liabilities also increased during the year by $1.9 million (5.0%) to $39.4 million. Increased Deferred Revenue ($1.4 million) from planned future conferences accounted for the largest change. The result was an increase in the Associations’ Net Asset Balance of $469,335 (1.6%) to $30.1 million.

The following are a number of illustrations that detail the financial results for total ALA and its primary operating activities:
ala statement of operations - total expenses
2011 and 2010

- Payroll
- Outside Services
- Travel
- Meetings & Conferences
- Publications
- Operating
- Postretirement Benefits

2011 - $12,038,701
2010 - $11,962,124

2011 - $48,329,260
2010 - $51,937,998

2011  2010
ALA Consolidated Statement of Financial Position - Total Assets
2011 and 2010

- Cash & Investments: $16,586,384, $17,578,801
- Grants Receivable: $592,385, $659,910
- Inventory: $1,214,071, $1,248,792
- Prepaid expenses: $659,748, $683,150
- Property and Equipment: $14,620,551, $14,362,980
- Long Term Investments: $21,361,616, $20,810,463
- Accounts Receivables: $3,647,129, $3,468,195

2011 - $69,542,806
2010 - $68,917,959
ALA Consolidated Statement of Operations - General Fund
Revenues
2011 and 2010

- Dues
- Publishing
- Meetings and Conferences
- Contributions
- Miscellaneous

2011: $5,020,512, $5,890,505, $10,845,485, $77,656, $2,334,097
2010: $4,064,168, $4,094,659, $6,397,200, $71,919, $2,278,631
The total ALA FY 2012 budgeted revenues, which includes the General Fund, Divisions, Round Tables, Plant Fund, Grants and Awards and the Long-Term Investments, are $50,266,072 as compared to the FY 2011 budget of $46,163,851. The year-to-year increase of $4,102,221 (8.9%) reflects having two national division conferences during the year compared to one in FY 2011, as well as additional grants during the year. The total ALA FY 2012 expenses are $50,252,558 as compared to the FY 2011 expenses of $47,225,658. The total ALA budget reflects revenues exceeding expenses by $13,514.

The following illustrations represent some of the detail with respect to the above mentioned budgeted revenues and expenses for FY 2012:
Awards and Honors

Clare Vanderpool wins Newbery

The 2010 Newbery Medal for the most distinguished contribution to children’s literature went to Clare Vanderpool for "Moon Over Manifest," published by Delacorte Press, an imprint of Random House Children’s Books. This big-hearted, multi-generational epic set in small-town Kansas alternates between World War I and the Great Depression but never strays too far from the tough-yet-vulnerable heroine, Abilene Tucker. With a mix of letters, newspaper articles and a fortune teller’s tales, the eclectic people and mysteries of Manifest spring to life. “Vanderpool illustrates the importance of stories as a way for children to understand the past, inform the present, and provide hope for the future,” said Newbery Medal Committee Chair Cynthia K. Richey. The Association for Library Service to Children (ALSC) awards the Newbery Medal, named for 18th-century British bookseller John Newbery.

Erin E. Stead wins Caldecott

Erin E. Stead, illustrator of "A Sick Day for Amos McGee," won the Caldecott Medal for the most distinguished picture book for children published in the United States during the previous year. In this tender tale of reciprocity and friendship, zookeeper Amos McGee gets the sniffles and receives a surprise visit from his caring animal friends. Stead’s delicate woodblock prints and fine pencil work complement author Philip Stead’s understated, spare and humorous text to create a well-paced, gentle and satisfying book, perfect for sharing with friends. “Endearing, expressive characterization in spare illustrations rendered in muted tones distinguish this timeless picture book,” said Judy Zuckerman, Caldecott Medal Committee chair.

Williams-Garcia, Collier win Coretta Scott King Book
Rita Williams-Garcia, author of "One Crazy Summer," and Bryan Collier, illustrator of "Dave the Potter: Artist, Poet, Slave," were the winners of the 2011 Coretta Scott King Book Awards honoring African American authors and illustrators of outstanding books for children and young adults.

"One Crazy Summer," published by Amistad, an imprint of HarperCollins, tells the story of 11-year-old Delphine and her two younger sisters as they travel to Oakland, California, in 1968 to face the emotional challenge of reaching out to a distant mother and learn about a different side of the civil rights movement. Themes of friendship, family, and identity intertwine with broader social issues in this compelling historical novel. "This winning title is thought-provoking and features complex, well-developed characters," said Jonda C. McNair, award jury chair.

In "Dave the Potter: Artist, Poet, Slave," written by Laban Carrick Hill and published by Little, Brown and Company, Dave, a slave in 19th-century South Carolina, demonstrated extraordinary talent and skill to achieve creative success. At a time when it was illegal for slaves to read and write, the eloquent poetry on Dave’s remarkable pots provided inspiration and hope to those who had none. "Bryan Collier has crafted a stunning visual tribute to the life of an unsung American artist," said McNair.

The 2011 Coretta Scott King/John Steptoe New Talent Award was given to Victoria Bond and T. R. Simon, authors of "Zora and Me," published by Candlewick Press, and Sonia Lynn Sadler, illustrator of "Seeds of Change," written by Jen Cullerton Johnson and published by Lee & Low Books. "Zora and Me" is a fictionalized account of one childhood summer of the legendary author and folklorist Zora Neale Hurston. Young Zora’s storytelling talents are on display as she and her friends cope with racial tensions, a mysterious death, and a rumored half-man, half-alligator in small-town Florida. "Seeds of Change" is an inspiring biography of Wangari Maathai (known as “Mama Miti”), the 2004 Nobel Peace Prize winner whose motto, "Plant a tree," changed the face of Kenya. Her deceptively simple words motivated the rest of the world to be more conscious of the environment. Occasionally awarded, the Coretta Scott King/John Steptoe New Talent Author Award offers visibility to excellence in writing and/or illustrations at the beginning of a career as a published children's book creator.
Author and illustrator Tomie dePaola was the recipient of the Laura Ingalls Wilder Award honoring an author or illustrator whose books have made a substantial and lasting contribution to literature for children. His works include "26 Fairmont Avenue" (Putnam, 1999), "Strega Nona" (Prentice-Hall, 1975), "The Legend of the Poinsettia" (Putnam, 1994), and "Oliver Button Is a Sissy" (Harcourt, 1979). The award is administered by ALSC and is named for its first recipient in 1954.

Sy Montgomery, Nic Bishop win Sibert

Sy Montgomery and Nic Bishop, author and photographer/illustrator of "Kakapo Rescue: Saving the World’s Strangest Parrot," were named the winners of the Robert F. Sibert Medal for the most distinguished informational book for children published in 2010. This visually appealing and engaging book takes readers on an unforgettable journey to New Zealand. Naturalist Montgomery and wildlife photographer Bishop document the successes and failures of the rescue team dedicated to saving a species of flightless parrot numbering fewer than 100.

Listening Library wins Odyssey

Listening Library, an imprint of Random House Audio Publishing Group, won the 2011 Odyssey Award for Excellence in Audiobook Production for "The True Meaning of Smekday." The award, given to the producer of the best audiobook produced for children and/or young adults, is jointly administered by ALSC and YALSA (the Young Adult Library Services Association) and sponsored by Booklist magazine. Honor recordings were "Alchemy and Meggy Swann," written by Karen Cushman, narrated by Katherine Kellgren, and produced by Listening Library; "The Knife of Never Letting Go," written by Patrick Ness, narrated by Nick Podehl, and produced by Candlewick on Brilliance Audio; "Revolution," written by Jennifer Donnelly, narrated by Emily Janice Card and Emma Bering, and produced by Listening Library; and "will grayson, will grayson," written by John Green and David Levithan, narrated by MacLeod Andrews and Nick Podehl, and produced by Brilliance Audio.

Paul R. Gagne, Melissa Reilly Ellard win 2011 Carnegie

Paul R. Gagne and Melissa Reilly Ellard of Weston Woods were the recipients of the Andrew Carnegie Medal for excellence in children’s video for "The Curious Garden."
Garden." Established with the support of the Carnegie Corporation of New York, the Carnegie Medal honors an outstanding American video production for children released during the previous year. The award is administered by ALSC. As of 2010, the Carnegie Medal Committee combined with the Notable Children’s Videos Committee to become the Carnegie Medal/Notable Children’s Videos Committee, which chooses the Carnegie winner and compiles the Notable Children’s Videos List.

Delacorte Press wins Batchelder

Delacorte Press, an imprint of Random House Children's Books, was the winner of the Mildred L. Batchelder Award for "A Time of Miracles." The award honors an American publisher 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 during the preceding year.

Kate DiCamillo, Alison McGhee, Tony Fucile win Geisel

Authors Kate DiCamillo and Alison McGhee and illustrator Tony Fucile received the Theodor Seuss Geisel Award for "Bink and Gollie," published by Candlewick Press. The Theodor Seuss Geisel Award is given to the author(s) and illustrator(s) of the most distinguished American book for beginning readers published in English in the United States during the preceding year. The award is named for world-renowned children’s author Theodor Geisel, a.k.a. Dr. Seuss. Award winners are recognized for their literary and artistic achievements that demonstrate creativity and imagination to engage children in reading.

Eric Velasquez, Pam Muñoz Ryan win Belpré

Eric Velasquez, illustrator of "Grandma's Gift," and Pam Muñoz Ryan, author of "The Dreamer," were the 2011 winners of the Pura Belpre 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. The awards are administered by ALSC and REFORMA, the National Association to Promote Library and Information Services to Latinos and the Spanish-Speaking.
Celebrating its 40th anniversary, the 2011 Stonewall Book Awards named by the Gay, Lesbian, Bisexual, and Transgender Round Table included the Stonewall Book Awards–Barbara Gittings Literature award presented to Barb Johnson for "More of This World or Maybe Another," published by Harper Perennial; the Stonewall Book Awards–Israel Fishman Non-Fiction Award presented to Emma Donoghue for "Inseparable: Desire between Women in Literature," published by Knopf; and the Stonewall Children’s and Young Adult Literature Award presented to Brian Katcher for "Almost Perfect," published by Delacorte Press.

ALA paid tribute to a new Honorary Member at the 2011 Annual Conference, bestowing its highest honor on librarian and author Yohannes Gebregeorgis, founder of Ethiopia Reads. The nonprofit organization establishes children's libraries in Ethiopia and publishes bilingual and trilingual children's books, providing the children an opportunity to discover the love of reading and increasing literacy in an entire nation.

Lois Lowry, author of more than three dozen books for young adults, including two Newbery Medal–winning novels, delivered the 2011 May Hill Arbuthnot Honor Lecture at the Main Reading Room of the St. Louis County Library in St. Louis. Her speech was titled “Unleaving: The Staying Power of Gold.” The ALSC-sponsored event honors May Hill Arbuthnot, distinguished writer, editor, and children's literature scholar. Each year, an author, artist, critic, librarian, historian, or teacher of children’s literature is chosen to prepare a paper considered to be a significant contribution to the field of children’s literature.

Illustrator and author Peter Sís was chosen to deliver the 2012 May Hill Arbuthnot Honor Lecture at Miami University in Oxford, Ohio. “Peter Sís is internationally recognized for his contributions to the field of children's literature and we are thrilled to recognize him and his body of work,” said Shawn S. Brommer, 2012 Arbuthnot Committee chair.

Awards and Honors | About ALA http://www.ala.org/aboutala/annualreport11/awards
Henrietta Mays Smith, professor emerita at the University of South Florida–Tampa, was the winner of the Coretta Scott King–Virginia Hamilton Practitioner Award for Lifetime Achievement. Smith began her career in 1948 as a children’s librarian and storyteller at the New York Public Library. She has served in numerous capacities within ALA, including on the Newbery, Caldecott, Batchelder, Wilder, and Pura Belpre award selection committees. As part of the Coretta Scott King Task Force since its inception, Smith has edited four volumes about the history of the award. “Dr. Smith’s life’s work has influenced generations of library professionals and readers and embodies the essence of this lifetime achievement award,” noted award committee Chair Barbara Jones Clark.

Three research projects received 2011 Diversity Research Grants, which include $2,000 and a $500 travel grant: “Information Needs and Barriers of Southeast Asian Refugee Undergraduates” by Clara M. Chu, Trae Middlebrooks, Leatha Miles-Edmonson, and Ashanti White, University of North Carolina at Greensboro Department of Library and Information Studies; “Diversity in Technology Integration Leadership” by Daniella Smith, University of North Texas College of Information's Department of Library and Information Sciences; and “Achievement Gap of Asian American Professional Librarians at the Top of Career Ladders,” Jian-zhong “Joe” Zhou, California State University–Sacramento Library. The Office for Diversity began sponsoring 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.

Alire recognized for achievement in library diversity research

Camila Alire, dean emerita at the University of New Mexico Libraries and Colorado State University Libraries, was named the 2011 Achievement in Library Diversity Research Honoree by the ALA Office for Diversity. Alire’s contributions to the professional literature include titles on leadership and diversity, recruitment and retention of librarians of color, library service to Latinos and diverse populations, library marketing and advocacy, and disaster recovery. Alire has served as 2009–2010 president of ALA, president of the Association of College and Research Libraries (ACRL), and president of REFORMA, the National Association to Promote Library and Information Services to Latinos and the Spanish Speaking. She received her master’s in library science from the University of Denver and a doctorate in education from the University of Northern Colorado.
The winners of the 2010 Carnegie Corporation of New York/New York Times I Love My Librarian Award were Paul Clark, Clay County (Florida) Library System; Ellen M. Dolan, Shrewsbury (Massachusetts) Public Library; Jeff Dowdy, Bainbridge College Library, Bainbridge, Georgia; Laura Farwell Blake, Harry Elkins Widener Memorial Library, Harvard University, Cambridge, Massachusetts; Melissa McCollum, County of Los Angeles Public Library; Kelley I. McDaniel, Helen King Middle School, Portland, Maine; Patricia J. Updike, Webb Street School, Gastonia, North Carolina; Doug Valentine, McKillop Elementary School, Melissa, Texas; Christina Wagner, Goodman South Madison Branch Library, Madison, Wisconsin; and Stefanie Wittenbach, Texas A&M University–San Antonio. Each of the 10 award winners received a $5,000 cash award and was honored at a ceremony and reception hosted by the New York Times.

The award encouraged library users to recognize the contributions of librarians to their communities, schools and campuses. During year three, 2,000 nominations were received, with more than 1,400 individual nominations. Nominations were received for all 50 states.

Southern State Community College library of Hillsboro, Ohio, won the 2011 Scholastic Library Publishing National Library Week Grant. Sponsored by Scholastic Library Publishing and administered by the ALA’s Public Awareness Committee, the $3,000 grant is awarded annually for the best public awareness campaign in support of National Library Week. In 2010, libraries were asked to develop a proposed public awareness campaign using the 2011 National Library Week theme, “Create your own story @ your library.”

In the summer of 2009, the community of Hillsboro and Fayette County saw three major employers leave the area, resulting in an 11.2 percent unemployment rate. The Southern State Community College library used the Create your own story @ your library theme as a platform for promoting library services that help the residents of Fayette County start a new chapter in their lives and careers.

Activities planned for National Library Week focused on the whole community as they coped with difficult economic times. A key part of the program was a job fair for adults and teens showcasing local businesses in need of employees, as well as presentations on online job seeking, resume writing classes, and interview skills workshops. In addition, a
A gallery night for people of all ages focused on how area residents have transformed their hobbies and personal interests into rewarding careers.

During National Library Week, the library worked with public and school libraries in the county to promote programs and the unique resources each library has to offer the community. The library continued to work with its National Library Week partners throughout the year with activities including reading programs, awareness campaigns, and book, food, and clothing drives in the hope of creating a unified message about the role libraries play serving the community.

**PLA awards and honors**

The Public Library Association (PLA) recognized a number of individuals and libraries for providing the best in public library service and innovation: Angelina Benedetti, winner of the Allie Beth Martin Award, sponsored by Baker & Taylor; the Huntsville (Texas) Public Library, winner of the Baker & Taylor Entertainment Audio Music/Video Product Award; Anna Bates, Rebecca Clarke, and Jenna Hecker, recipients of the DEMCO New Leaders Travel Grant; the Independence (Kansas) Public Library, winner of the EBSCO Excellence in Small and/or Rural Public Library Service Award; Melanie Miller, winner of the Gordon M. Conable Award, sponsored by Library Systems & Services LLC; Noble County (Indiana) Public Library, winner of the Highsmith Library Innovation Award; David Newyear, winner of the Polaris Innovation in Technology John Iliff Award; and the Costa Mesa (California)/Donald Dugan Library, winner of the Romance Writers of America Library Grant.

**Sara Jaffarian School Library Program Award**

The Harmony Middle School Library in Overland Park, Kansas, was named winner of the 2011 Sara Jaffarian School Library Program Award for Exemplary Humanities Programming, presented annually by the Public Programs Office in collaboration with the American Association of School Librarians (AASL). Ronda Hassig, librarian at Harmony Middle School, developed and submitted the winning program, which brought seventh graders together with local poet Bonnie Lynn Tolson to create poetry and art around the theme of homelessness. 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 during the Auditorium Speaker Series presentation of William Joyce at the ALA Annual Conference in New Orleans.

**RUSA names notable books**
The Reference and User Services Association (RUSA) announced its annual list of Notable Books—25 very good, very readable, and at times very important fiction, nonfiction, and poetry books for the adult reader published during 2011—and its Reading List, which represents the best writing in eight adult genre areas currently popular with readers. In 2012, RUSA will also announce the Listen List selections, a new award honoring outstanding audiobook titles. Lists of winners, RUSA literary news and other book recommendations are available at www.literarytastes.com.

Alex Awards

The Alex Awards are given annually to 10 books written for adults that have special appeal to young adults ages 12 through 18. The 2011 Alex Award winners were: "The Boy Who Couldn’t Sleep and Never Had To" by DC Pierson; "Breaking Night: A Memoir of Forgiveness," "Survival, and My Journey from Homeless to Harvard" by Liz Murray; "Girl in Translation" by Jean Kwok; "The House of Tomorrow" by Peter Bognanni; "The Lock Artist" by Steve Hamilton; "The Particular Sadness of Lemon Cake" by Aimee Bender; "The Radleys" by Matt Haig; "The Reapers Are the Angels" by Alden Bell; "Room: A Novel" by Emma Donoghue; and "The Vanishing of Katharina Linden" by Helen Grant.

Margaret A. Edwards Award

The Margaret A. Edwards Award for significant and lasting contribution to writing for young adults was given to Terry Pratchett for his books "The Amazing Maurice and His Educated Rodents," "The Wee Free Men," "A Hat Full of Sky," "Going Postal," "The Colour of Magic," "Guards! Guards!, Equal Rites, Mort, and Small Gods." The Margaret A. Edwards Award, presented by YALSA and sponsored by School Library Journal, was established in 1988 to honor an author, as well as a specific body of his or her work that have 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.

William C. Morris Award

The William C. Morris Award honoring a book by a first-time author writing for teens went to Blythe Woolston for "The Freak Observer." In the novel Loa—a strong, intelligent, hardworking 16-year-old girl—experiences a year of loss. While trying to take care of her family and make it through school, she ponders the
laws of physics as she tries to understand what can never make sense. “With insightful humor and an impressive economy of language, Woolston brings a fresh voice to teen fiction that will challenge and delight readers,” said Award Chair Summer Hayes.

Michael L. Printz Award

The Michael L. Printz Award for Excellence in Young Adult Literature went to "Ship Breaker" by Paolo Bacigalupi. Honor books were "Stolen" by Lucy Christopher; "Please Ignore Vera Dietz" by A. S. King; "Revolver" by Marcus Sedgwick; and "Nothing" by Janne Teller. The annual award for literary excellence is administered by YALSA 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.

YALSA honors nonfiction for teens

YALSA recognized "Janis Joplin: Rise Up Singing" with the YALSA Excellence in Nonfiction for Young Adults Award for the best nonfiction book written for teens.

YALSA member awards

YALSA awards to members included the Baker & Taylor Conference Grant, which went to Yvonne Miller and Sarah Wethern; the BWI/YALSA Collection Development Grant, which went to Melanie Feyerherm and Keri Weston; the Great Books Giveaway, which was won by Oakhurst Middle School in Clarksdale, Mississippi, followed by runners-up Colleton County High School in Walterboro, South Carolina, and Fletcher (Oklahoma) Public School; the YALSA/VOYA/Frances Henne Research Grant, which was given to Shannon Crawford Barniskis; and the MAE Award for Best Literature Program for Teens, which went to Katie George.

ALSC recognizes excellence with professional awards

ALSC recognized several libraries and librarians for their
outstanding service in the field with a number of awards and grants. Winners included Dudley Carlson, who was awarded the Distinguished Service Award; West Palm Beach Library, which received the ALSC/BWI Summer Reading Program Grant; and the three winners of the Bookapalozza Program Grant: Houston Elementary School in Spartanburg, South Carolina; the Meade County Public Library in Brandenburg, Kentucky; and the Florence (South Carolina) County Library System in Florence. The Maureen Hayes Author/Illustrator Visit Award went to the McArthur Public Library and Biddeford (Maine) Intermediate School Literacy Team; Richmond (California) Public Library was the recipient of the 2011 Light the Way: Library Outreach to the Underserved Grant; Victoria Penny and Allison G. Kaplan were winners of Louise Seaman Bechtel Fellowships; and the four winners of the Penguin Young Readers Award were Patricia M. Carroll, from Shamona Creek Elementary School in Downingtown, Pennsylvania; Allison Hill, from the Bloomington (Indiana) Public Library; Mellissa Sanchez, from Highlands Elementary School in Sugar Land, Texas; and Laura Simeon, of the Open Window School/Vista Academy in Bellevue, Washington.

Outstanding school library programs recognized

AASL recognized programs in three schools with its National School Library Program of the Year Award: Henrico County (Virginia) Public Schools, North East Independent School District in San Antonio, Texas, and Pine Grove Middle School in East Syracuse, New York. Established in 1963, the award recognizes exemplary school library programs that are fully integrated into the school's curriculum. Each winning program receives an obelisk and a $10,000 prize donated by Follett Library Resources.

Freedom to Read Foundation awarded grants

For the second year, the Freedom to Read Foundation (FTRF) awarded grants to local libraries and organizations so they could hold their own Read-Outs and other events to celebrate the freedom to read. Grants included $2,500 each to Bay County (Florida) Public Library and the Thomas Jefferson Center for the Protection of Free Expression in Charlottesville, Virginia, and $1,000 each to the Thomas F. Holgate Library at Bennett College in Greensboro, North Carolina; the Springfield–Greene Country (Missouri) Library District; Skokie (Illinois) Public Library; and the North Dakota Library Association.

Chris Finan, president of the American Booksellers Foundation for Free Expression and trustee of the FTRF, was
presented with the FTRF Roll of Honor Award for his 30 years of work with booksellers to promote free speech and fight censorship.

**AASL names best websites for teaching and learning in 2011**

For the third year in a row, the AASL announced the Top 25 Websites for Teaching and Learning, honoring those sites that enhance learning and curriculum development for school librarians and their teacher collaborators. The websites honored include Aviary, CK-12 Flexbooks, Conduit, Digital Vaults, Dipity, Edistorm, Edmodo, Exploratorium, Geocube, iCyte, i-Earn, i-nigma QR codes, Kerpoof, Khan Academy, Lingt Language, Microsoft Tag Codes, Myths and Legends, Nota, PicLits, SpicyNodes, Symbaloo, Tagxedo, Yolink Education, You Are What You Read, and ZooBurst.

**Marquette University library dean named top academic librarian**

ACRL honored 22 outstanding individuals and institutions in 2011, including the recipient of its Academic/Research Librarian of the Year Award, Janice Welburn, dean of university libraries at Marquette University. The ACRL also recognized the staffs of a community college, a college, and a university library with its Excellence in Academic Libraries Award for exemplary programs that deliver outstanding services and resources to further the educational missions of their institutions. This year’s recipients were the Santa Barbara (California) City College Luria Library, the Grinnell (Iowa) College Libraries, and the Z. Smith Reynolds Library at Wake Forest University (Winston-Salem, North Carolina).

**ALCTS award highlights**

The late Jan Merrill-Oldham, former preservation librarian at Harvard University, was honored with the Ross Atkinson Lifetime Achievement Award, bestowed by the Association for Library Collections and Technical Services (ALCTS) and sponsored by EBSCO. The late Edward Swanson was awarded the Margaret Mann Citation for outstanding contributions to cataloging. The Open Folklore Project was named Outstanding Collaboration, and Carol
Mandel received the Hugh Atkinson Memorial Award. Presidential Citations were awarded to Mary Beth Weber, outgoing ALCTS newsletter editor, and Kristin Martin, e-forum coordinator.

**LITA awards**

The Library and Information Technology Association (LITA) recognized current and future leaders in the field with a number of scholarships and awards. Among the winners were Carol A. Mandel, New York University, who received the Hugh C. Atkinson Memorial Award; Daniel J. Cohen, George Mason University, who received the Frederick G. Kilgour Award for Research in Library and Information Technology; Abigail McDermott, University of Maryland College of Information Studies, recipient of the LITA/Ex Libris Student Writing Award; John Wilkin, University of Michigan and HathiTrust, who was given the LITA/Library Hi Tech Award; Frederica Lush, who won the LITA/Christian (Chris) Larew Memorial Scholarship in Library and Information Technology; Diamond Camille Sankey, who won the LITA/OCLC Minority Scholarship in Library and Information Technology; and Andrea Galbo, recipient of the LITA/LSSI Minority Scholarship in Library and Information Technology.

**Friends groups win ALTAFF awards**

Friends of the San Benito County (California) Free Library and Friends of the Ennis (Texas) Public Library won the 2010 National Friends of Libraries Week Awards bestowed by the Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF). Each group received a $250 check and a certificate. The two groups were recognized for creativity and innovation; involvement of Friends, library staff, trustees and/or advisory committee; recognition of the Friends group; and promotion of the Friends group to the community during National Friends of Libraries Week, Oct. 17–23, 2010. In addition, the Friends of the Rains County (Texas) Public Library and the Friends of the Joliet (Montana) Public Library received honorable mentions.

Friends groups at the Salt Lake City (Utah) Public Library, the Carpinteria (California) Library, and the Princeton (N.J.) Public Library received ALTAFF’s Baker & Taylor Awards recognizing them for outstanding efforts to support their library. Each received a $1,000 check and a plaque.

**ALTAFF recognizes top trustees**
ALTAFF named David B. Hargett (posthumously) and Rose Mosley winners of the 2011 ALA Trustee Citation Award. Established in 1941 to recognize public library trustees for distinguished service to library development, the Trustee Citation honors the best contributions and efforts of the estimated 60,000 American citizens who serve on library boards.

In Hargett’s three-year tenure as a library Trustee at the Fountaingdale Public Library in Bolingbrook, Illinois, he worked tirelessly for his own library and also served on the ALA Website Review Committee. He played a key role in lobbying for funding for a new library and subsequently became chairman of the Building Committee. Hargett died in 2010, but the new library was dedicated March 26, 2011—as was the David B. Hargett Quiet Reading Room. Mosley is serving her fifth six-year term as Trustee at the Maywood (Illinois) Public Library, which thanks to her role in four successful referenda to support its operating budget and building program has grown from one of the smallest (950 square feet) in Cook County into a 42,000-square-foot information and resource center serving the community. Mosley was ALTAFF president in 2009–2010.

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New Jersey State Library wins advocacy award

ALTAFF, in cooperation with ALA President Roberta Stevens and President-elect Molly Raphael, announced that the New Jersey State Library (NJSL) was the recipient of the 2011 ALA Presidential Award for Advocacy for its Snapshot Day campaign to show New Jersey lawmakers the value of library services to their constituents. In 2009, when the campaign was developed, 288 participating libraries of all types took more than 900 photos of visitors using library services; the photos, comments, and a summary sheet were used as both the NJSL and the New Jersey Library Association went on legislative visits. Library patrons and staff also contacted their elected officials…with the result that $3.6 million was added back into the state library’s budget. The Snapshot Day idea has been adopted by ALA as an initiative, and more than 30 states have used it to provide visible evidence of the way libraries change lives every day. The ALA President’s Award for Advocacy brings with it $1,000 for the winning state campaign for the further development of citizens as advocates.

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Other ALTAFF awards

Dottie Howard Bell, a trustee of the Shreve Memorial Library in Shreveport, Louisiana, was awarded the 2011 ALTAFF/Gale Outstanding Trustee Conference Grant of $850 to attend the 2011 ALA Annual Conference. The grant, made annually to a public library trustee who has demonstrated qualitative interests and efforts in support of his or her local library, is made possible by an annual gift from Gale Cengage Learning and is administered by ALTAFF.…..U.S.
Rep. Raúl M. Grijalva (D-Ariz.) received ALTAFF's 2011 Public Service Award during National Library Legislative Day activities in Washington in May. In 2009, Grijalva introduced the Strengthening Kids' Interest in Learning and Libraries (SKILLS) Act, which would establish a goal of having not less than one highly qualified school library media specialist in each public school. While the bill has not been passed, Grijalva remains a strong supporter of the act and of libraries. The Public Service Award is given annually to a legislator who has been especially supportive of libraries.

ALTAFF designates three Literary Landmarks

Mansfield (Texas) Public Library was designated a Literary Landmark by ALTAFF in recognition of the contributions of author John Howard Griffin (1920–1980). Griffin’s book "Black Like Me" chronicles his experiences in 1959, when he darkened his skin and lived as a black man for seven weeks while traveling through Louisiana, Mississippi, Georgia, and Alabama. Griffin and his family lived in Mansfield during the time his social experiment took place.

The Tahlequah (Oklahoma) Public Library won Literary Landmark status in honor of Woodrow Wilson Rawls (1913–1984), the author of two children’s books: "Where the Red Fern Grows" and "Summer of the Monkeys." Rawls’s early childhood was spent on his mother's Cherokee allotment 13 miles northeast of Tahlequah, along the Illinois River in Cherokee County. Rawls visited the Carnegie Library in Tahlequah when he was young and later wrote, “The day I discovered libraries was one of the biggest days of my life. Practically all of my spare time was spent there. I read everything I could get my hands on pertaining to creative writing. I didn’t just read those books, I practically memorized them.”

The Beauregard-Keyes House in New Orleans was named a Literary Landmark in honor of Frances Parkinson Keyes (1885–1970), who made the house at 1113 Chartres St. her winter residence from 1945 until her death. Two of her 51 books, "The Chess Players" and "Madame Castel's Lodger," are set at the house and tell of its construction and early habitation, and it was there that Keyes wrote "Dinner at Antoine's," her best known work. The house was the residence of Confederate General Pierre Gustave Toutant Beauregard from 1866–1868, while he was the president of the New Orleans, Jackson and Great Northern Railroad.
Other Highlights

Banned Books Week includes virtual readout

The 30th annual Banned Books Week—held September 24–October 1, 2011, with the theme “Free Your Mind: Read a Banned Book”—included for the first time a Virtual Readout on its redesigned website, www.bannedbooksweek.org. The Office for Intellectual Freedom (OIF) event doubled its media coverage from the previous year, with 2,300 TV, radio, and newspaper media placements; drew millions of friends and fans on Facebook; and saw 800 videos posted on BBW’s YouTube channel.

Choose Privacy Week

The OIF celebrated its second Choose Privacy Week, an initiative that invites library users into a national conversation about privacy rights in a digital age. This year’s events saw new sponsors such as the Society of American Archivists and Data Privacy Day, along with a webinar, “Hot Topics in Privacy,” with national experts on library privacy. OIF and the Open Society Foundation also sponsored a Privacy and Youth Conference in Chicago March 24–25, inviting 25 scholars, librarians, journalists, privacy activists, and government officials (including from Canada and Norway) to discuss the work they are doing to engage and educate young people in privacy protection.

Member satisfaction grows

A 2011 survey by Membership Development and the Office for Research and Statistics (ORS) showed a nine percent increase in member satisfaction when compared with data collected in a 2007 survey by the Allegheny Marketing Group and a 2008 survey by Harris Interactive.
**ORS releases analysis of member demographic data**

In March, ORS analyzed data collected from 39,874 (69 percent) of ALA members. Among its findings were that baby boomers—those born from 1946 to 1964—represent 46.2 percent of the ALA membership. Members already at retirement age (older than 65 and born in years before 1946) represent 6.2 percent (2,413) of those who provided a date of birth in their response, while 13 percent (about 5,030) would be considered of retirement age when that age is estimated as beginning at age 62.

Some aspects of the membership have remained largely unchanged since ALA began collecting this information in 2005. Not dissimilar from the library profession overall, ALA members are about 80 percent female and about 87 percent white, and most hold either an MLS or other master’s degree (about 64 percent and 26 percent, respectively).

The full report, **ALA Demographic Studies (PDF)**, is available online.

**ALA events, issues draw media interest**

ALA saw an increase in media coverage surrounding such topics as library use during the economic recession, budget cuts, e-books, privatization/outsourcing, young adult literature, and book banning and challenges.

On September 11, 2010, the ALA and guests from Chicago Islamic organizations participated in a Quran Read-Out outside ALA headquarters in response to a Florida pastor’s threat to burn the Quran on the ninth anniversary of the 9/11 terrorist attacks. The event was covered by numerous local and national print, newswire, television, and radio organizations, including the Associated Press. More than 2,600 websites posted the Associated Press coverage, while social media outlets such as Facebook and Twitter provided links to coverage as well. Event coverage garnered more than 36 million in circulation and reached more than 3.5 million households.

During the 13th anniversary of Teen Read Week, the Public Information Office (PIO) secured media coverage that promoted teen literacy and the role libraries and young adult librarians play in encouraging teens to read. Web, print, radio, and social media coverage reached a combined total of more than 269 million people. PIO also worked with Clear Channel Radio to place Teen Read Week public service announcement (PSA) scripts to make them available to more than 1,300 radio and television stations in the United States.

ALA Midwinter publicity kicked off with PIO responding to press queries about a new version of the "Adventures of
Huckleberry Finn” by Mark Twain. ALA received interview requests from several high-profile media groups, which resulted in placements with various national media, including NBC Nightly News, USA Today, and AOL News.

The ALA Youth Media Awards—announced during ALA’s 2011 Midwinter Meeting—help parents, educators, librarians, and others select the best materials for youth. A flurry of national and local coverage was achieved, including an interview with Association of Library Service to Children (ALSC) member leaders by The New York Times and an Associated Press article that was picked up by about more than newspapers. Other large-audience media such as the Wall Street Journal, CBS News, AOL News, NPR.org, and Salon.com also provided coverage.

As part of Roberta Stevens’s “Our Authors, Our Advocates” presidential initiative, PIO helped develop a series of public service announcements on the value of library service. Best-selling authors participating in the initiative included Laurie Halse Anderson, M. T. Anderson, David Baldacci, Holly Black, Judy Blume, Harlan Coben, Carmen Agra Deedy, Sharon Draper, Neil Gaiman, Jeff Kinney, Sara Paretsky, Jerry Pinkney, Kathy Reichs, Pam Muñoz Ryan, Brandon Sanderson, Molly Shannon, Tony Di Terlizzi, Scott Turow, and Mo Willems. The PSAs were converted to Web PSAs that library advocates can download for free.

ALA also received support from national celebrities throughout the year, including Dwyane Wade, Olympic gold medalist and NBA star, who served as the 2010 Library Card Sign-up Month honorary chair; actor and author Ted Danson, who was keynote speaker at the Midwinter Meeting President’s Program; Richard Rhodes, Pulitzer Prize–winning author who spoke at the 12th Annual Arthur Curley Memorial Lecture; best-selling author John Grisham, who lent his likeness to a print PSA campaign as the Honorary Chair for 2011 National Library Week; and Brad Meltzer, author and host of the History Channel’s “Decoded,” who agreed to serve as honorary chair for 2012 National Library Week.

**ALA-APA certification programs grow**

The ALA–Allied Professional Association’s [Certified Public Library Administrator Program](http://www.ala.org/aboutala/annualreport11/otherhighlights) grew to 133 candidates and 48 graduates from libraries small and large, and the [Library Support Staff Certification Program](http://www.ala.org/aboutala/annualreport11/otherhighlights), which officially began in January 2010 through a grant from the Institute of Museum and Library Services (IMLS), had 188 candidates and six graduates. The first grant for the LSSC program, which was primarily a planning grant, officially came to a close June 30, 2011; a second grant, also funded by the IMLS, intended to enhance the program, began in July 2010 and runs through June 2013. As part of this grant, once a month, a series of webinars are conducted to introduce the program widely as well as to provide an orientation to registered candidates. These efforts generated more than 241,806 page views to the LSSC program’s website.
Online scholarship application goes live

In October, the online scholarship application went live, offering more than $300,000 for students in library science or school librarianship at the master’s level. ALA's Scholarship Clearinghouse received a total of 760 scholarship applications, from which 73 awards were given for a total of approximately $404,000. Scholarships typically ranged from $1,500 to $7,000 per student per year.

JobLIST Placement Center

More than 188 people registered for the JobLIST Placement Center's free webinar, “Take Your Job Search Campaign Up a Level: What to Do When You’re Still Not Getting That Job You Want (And Need!),” held October 20, 2010. Presented by Caitlin Williams, the webinar was designed for those who are one week, one month, three months, or longer into a job search and feeling frustrated, stuck, a bit down, and just not sure what to do to change things. Williams has partnered with ALA for nearly 10 years to offer ALA members, students, and professionals in the field the latest information on managing their careers. Participants had the opportunity to ask specific questions about their individual job search efforts and were encouraged to have a résumé and other marketing documents with them when attending the webinar. The goal was to get participants “unstuck” and moving forward toward a desired job offer.

2011 Emerging Leaders program

The Emerging Leaders program began its fifth year with a day-long session at the 2011 Midwinter Meeting. Eighty-three individuals were selected through a competitive process for the program, which enables librarians and library staff from across the country to participate in project planning workgroups, network with peers, gain an inside look into ALA structure, and have an opportunity to serve the profession in a leadership capacity early in their careers.

Participants received two days of orientation and education with Maureen Sullivan, an organizational development consultant whose practice focuses on leadership development for the profession, and Peter Bromberg, assistant director of the Princeton (N.J.) Public Library.

Following the kickoff session, the program continued in an online learning and networking environment for six months, culminating with a poster session that showcased the results of their project-planning work at the 2011 Annual Conference in New Orleans. Nearly half the participants received sponsorships from ALA divisions, offices, round
tables, state chapters, affiliate groups, and other organizations.

A March 22 webinar by Pat Wagner of Pattern Research, Inc., titled “Influence, When You Don’t Have Power or Authority,” discussed ways to build influence, avoid certain mistakes, and take action to become an effective leader. On April 21, the cohort participated in another webinar, “ALA Demystified: How to be Effective within ALA.” Leslie Burger, a past ALA president and creator of the Emerging Leaders program, shared her strategies on getting the most out of the ALA experience.

ALSC celebrates the 15th anniversary of Día

ALSC celebrated the 15th anniversary of El día de los niños/El día de los libros (Children’s Day/Book Day) April 30, and libraries nationwide hosted Día celebrations with family programs, including bilingual story hours, book giveaways, and other literacy-driven events. To help these libraries celebrate, the ALSC offered webinars, book lists, bookmarks, a registration site, and a media kit.

Public Libraries turns 50

In January 2011, the Public Library Association (PLA) released the 50th issue of Public Libraries, which featured a new design with a more contemporary look and feel.

Library Card Sign-up Month

As the Honorary Chair of Library Card Sign-up Month, Dwyane Wade, Olympic gold medalist and 2008–2009 NBA top-scoring player, donated his time and image to print PSAs. In 2009, Wade donated $25,000 through his Wade’s World Foundation to help save the struggling William Leonard Public Library in Robbins, Illinois. Library Card Sign-up Month, held annually in September, is a time to remind parents that a library card is the most important school supply of all.

atyourlibrary.org

ALA’s public awareness website, Atyourlibrary.org, continued to enjoy dramatic growth,
with the average number of visitors to the site increasing by 86 percent and with page views increasing 95 percent. Facebook and Twitter followers and newsletter subscribers have more than doubled.

The website was developed for the general public—library users and non-users—and encourages the use of libraries by people of all ages. Articles cover such topics as job hunting, finances, how to use the library as a resource for family outings, and arts and entertainment as well as interviews with authors. The site has also featured promotional tie-ins with National Library Week, Library Card Sign-up Month, and other ALA initiatives. The website also grew its “show us your library card” initiative to include photos of library lovers at New York Comic Con and the Chicago Comic and Entertainment Expo (C2E2) posing with an oversized library card.

ALSC, PLA release second edition of ECRR toolkit

ALSC and PLA released the second edition of the “Every Child Ready to Read (ECRR) @ your library” toolkit and launched an updated and redesigned Every Child Ready to Read (ECRR) website. The new edition of the toolkit reflects new research in the field of early reading development and what parents can do to ensure that their children are successful.

PLA expands online professional development programs

Among PLA’s professional development opportunities were a webinar series on the theme “Public Libraries at Work”; a sold-out, four-week online course titled “Accidental Public Library Technology Trainer”; and “New Lessons in Library Leadership,” a free webinar featuring three PLA Leadership Fellows. In March, the PLA held its first-ever Member Update Webinar, a free 45-minute session to inform and encourage member engagement within the organization and throughout the field of public libraries.

OIF gets into webinars

OIF aggressively entered the webinar market in the summer of 2011 with “Intellectual Freedom Summer School,” which featured several webinars targeting school, academic, and public libraries. Plans for the year include a series of webinars for international consumption, as well as a Lawyers for Libraries continuing education series.
PLA-ALA publication helps libraries address privatization

PLA President Audra Caplan and a group of PLA leaders, including Christine Hage, Carolyn Anthony, and Kathleen Hage joined the ALA Committee on Library Advocacy's Task Force on Privatization to create “Keeping Public Libraries Public: A Checklist for Communities Considering Privatization of Public Libraries (PDF).” This publication revised and improved a previous PLA resource, “Outsourcing: A Public Library Checklist.” The new publication is designed to help librarians, trustees, Friends, and other library supporters address the issue of privatization and prepare for any discussions about it that might arise in their communities.

PPO by the numbers

The Public Programs Office (PPO) was awarded more than $2.2 million in funding in fiscal 2011 to bring cultural programming grant opportunities and resources to libraries. On the other side of the ledger, school, public, academic, and special libraries nationwide benefited from PPO initiatives as more than 600 libraries and community centers received grant awards totaling $592,300. Recipients included 320 public, 155 academic, 25 special, and 57 school libraries, along with more than 50 community centers.

ProgrammingLibrarian.org

More than 40 writers contributed to PPO’s ProgrammingLibrarian.org in 2011, providing insight into such topics as promoting civic engagement, conducting surveys, developing film series, organizing community reads, setting up author events, marketing programs, reaching out to underserved populations, and programming on a budget. The PPO launched the online community and resource center in 2008. Some of the most popular articles on Programming Librarian in 2011 included: “Programming on a (Long, Colorful) Shoestring,” “A Crash Course in Program Marketing,” and “Film Programming That’s Off the Wall.” In addition, a powerful new search feature, the Brainstormer, allows programming librarians to conduct topical searches, resulting in curated lists of resources to support program development.

The ProgrammingLibrarian.org community grew in 2011, with more than 47,000 site visitors, and subscriptions to the Programming Librarian newsletter grew by 10 percent. Social media outreach resulted in an 83 percent growth in Twitter followers and 22 percent in Facebook fans. Development of ProgrammingLibrarian.org is funded by a grant from the IMLS and the ALA Cultural Communities Fund.
In January 2011, the Association of Library Trustees, Advocates, Friends, and Foundations (ALTAFF) and ilovelibraries.org launched Library Quotes, a resource that deals with libraries, reading, books, and literacy. This collection of quotes by authors, celebrities, politicians, historic figures, activists, philanthropists, and others helps library advocates make the case for libraries in their communities. Library Quotes was an initiative of ALA President Roberta Stevens, ALTAFF, and the ALA Office for Library Advocacy.

National Bookmobile Day 2011 festivities were led by Honorary Chair Audrey Niffenegger, library supporter and acclaimed author of "The Time Traveler’s Wife," "Her Fearful Symmetry," and the illustrated novel "The Night Bookmobile." A collaborative effort of the Office for Literacy and Outreach Services (OLOS), the Association of Bookmobile and Outreach Services, and the Association for Rural and Small Libraries, the April 13 event honored the nation’s bookmobiles and the dedicated professionals who provide valuable and essential mobile library service every day.

Libraries nationwide celebrated Preservation Week April 24–30, with more than 120 libraries contributing their programs to the Preservation Week website and nearly 2,000 people attending free webinars on selecting and preserving digital memories, protecting and saving family treasures, and protecting future access. A partnership of the Association for Library Collections and Technical Services (ALCTS), the Library of Congress, and the IMLS, Preservation Week promotes the preservation of cultural heritage of families and individuals; its website hosts numerous resources and toolkits for libraries to use during the celebration and all year long.

A newly updated version of the popular “Small but Powerful Guide to Winning Big Support for Your Rural Library” toolkit was published by OLOS as a free print or digital edition. Developed by the ALA Committee on Rural, Native and Tribal Libraries of All Kinds, the
Association for Rural & Small Libraries, and OLOS, the revision features strategies for advocating for and promoting library services to rural communities, tips for utilizing technology in advocacy efforts and examples of essential marketing and promotion tools.

### AASL toolkit helps implement learning standards

The American Association of School Librarians’ (AASL) new “[Building Level Toolkit: Implementing AASL’s Learning Standards and Program Guidelines in Your School Library](http://www.ala.org/aboutala/annualreport11/otherhighlights)” was designed to help practitioners learn more about the key ideas of the learning standards and program guidelines and share those messages with others. The toolkit includes official AASL materials as well as online resources and additional materials created by L4L coordinators, practicing school librarians, library school faculty members, and experts in the field of education.

### School librarians are valuable resource as digital content expands

According to the 2010 [School Libraries Count!](http://www.ala.org/aboutala/annualreport11/otherhighlights) longitudinal survey by the AASL, 61 percent of school library staff respondents provided professional development for teachers in the use of digital content. Of those providing training, 71 percent spent between one and six hours (and sometimes more) a week training teachers on digital resources. No significant shift from print to digital content was noted by survey participants; however, while 86 percent of elementary schools reported less than 5 percent of their collection moved to digital content, only 51 percent of high school libraries fell within that range. Middle school libraries fell almost squarely in the middle, with 69 percent reporting less than a 5 percent shift. Survey responses confirmed that the impact of increased digital content extends beyond the school library walls, with 58 percent noting that as digital resources continue to affect school library programs and student learning, the need for remote access to school library resources from within the school will increase.

### AASL launches online tool to encourage collaborative lesson plans

AASL launched the [Standards for the 21st-Century Learner Lesson Plan Database](http://www.ala.org/aboutala/annualreport11/otherhighlights), a public online database providing
school librarians a fast and user-friendly way to create and share quality lesson plans with their peers. Building on the template provided in “Standards for the 21st-Century Learner in Action,” the database is an interactive resource to support school librarians and other educators in teaching the essential learning skills defined in AASL learning standards.

**School librarian stories highlight School Library Month**

In April, AASL marked School Library Month, which carried the theme "Create Your Own Story," highlighting school librarian stories to emphasize the essential role school librarians and strong school library programs play in a student’s educational career. To prepare for the celebration, the AASL offered a three-week webinar series by Nancy Dowd, “How to Create Strategic Stories to Gain Support for Your Library,” and through a collaboration with the ALA Washington Office, a webinar titled “Advocating for Federal School Library Legislation” with Stephanie Vance. The month began with the announcement of winners of the AASL’s “Learning4Life in My School Library Student Video Contest,” in which one student from elementary, middle, and high school grade levels were each awarded a flip camera from Cisco, and their school library received $500 in books from Mackin. Winning schools were Robert N. Wilentz School in Perth Amboy, New Jersey; Johnston Middle School, Houston; and Avon (Indiana) High School.

**ACRL notes**

ACRL offered a variety of professional development activities, from face-to-face programming to publications and e-learning. Highlights included 18 webcasts and 17 multi-week courses, as well as the popular Online Information Literacy Seminar Series, cosponsored with TLT Group. More than 1,010 individuals and 128 groups participated in this year’s e-learning offerings. The ACRL OnPoint chat series continued with sessions on “The Value of Academic Libraries,” “Changing Roles of Subject Librarians,” and “New Ways to Ask: Poll Everywhere and the Next Generation of Student Response Systems.” The hour-long chat sessions, held in a Meebo chat room, were free and open to the public.

**Task force looks at privatization of public libraries**
In response to increasing concern about the privatization of public libraries, the Committee on Library Advocacy formed a year-long Task Force on Privatization. Among its duties, the task force created a new publication, “Keeping Public Libraries Public: A Checklist for Libraries Considering Privatization of Public Libraries,” which launched at the 2011 ALA Annual Conference. It is available online at www.ala.org/outsourcingandprivatization.

Amelia Bloomer List

The Amelia Bloomer Project, a product of the ALA Social Responsibilities Round Table’s Feminist Taskforce, announced the 2011 Amelia Bloomer List featuring 68 well-written and illustrated books with significant feminist content, intended for young readers from birth to 18 years old. Named for Amelia Bloomer, a pioneering 19th-century newspaper editor, feminist thinker, public speaker, and suffragist, the list highlights books about girls and women that spur the imagination while confronting traditional female stereotypes.

Rainbow Books list

The 2011 Rainbow Project book list, a joint project of the Gay, Lesbian, Bisexual, and Transgender Round Table and the Social Responsibilities Round Table, featured more than 33 quality fiction and nonfiction titles for young readers through age 18, noted for their significant and authentic GLBTQ content. In addition, the GLBTRT announced its Over the Rainbow Project list, which features 108 quality fiction and non-fiction books recognized for their authentic expression of gay, lesbian, bisexual, and transgender experiences.

Academic library statistics collected

ORS provided survey support to the National Center for Education Statistics (NCES) for its 2010 biennial survey of all libraries of degree-granting colleges and universities. NCES produces national and state tabulations of the final data in a report and also releases the final data file online. More information about the survey is available on the Academic Library Survey home page.

LLAMA notes
The Library Leadership and Management Association (LLAMA) moved forward with a number of initiatives to streamline the organization, launch new programs and services, and recruit and retain members. Steps included the creation of a New Leaders Discussion Group, the elimination of several division-level committees or revision of their charges, and the first joint meeting of section and division officers. LLAMA offered 10 fee-based webinars and four free webinars, including “Job Hunting for the Recent or Pending MLS Graduate,” a free webinar by Brian Keith of the Human Resources Section that drew more than 500 attendees. The Library Leadership & Management journal became a totally online, open-access journal licensed under Creative Commons in 2011. LLAMA sponsored two Emerging Leaders for 2011: Melissa Barger-Brisbin, of Cape May County (N.J.) Public Library, and Melissa Cardenas-Dow, of University of Redlands (Calif.) Armacost Library.

YALSA’s journal wins fourth APEX Award

Young Adult Library Services, the quarterly journal of the Young Adult Library Services Association (YALSA), won its fourth APEX Award for Publication Excellence in a row, this time for issues from 2011, edited by Sarah Flowers.

ALA Library notes

The ALA Library uses a variety of social media tools to respond to inquiries and to get information out. In the past year, the library continued to build information into the Professional Tips Wiki, its Facebook fan base grew 50 percent, and some of its nearly 15,000 Twitter followers use that vehicle to send inquiries or comments on ALA activities. Inquiries received through these new channels were a small but growing portion of the more than 6,000 inquiries fielded each year; well over half of these are e-mailed, with about one-third coming from staff and members.

More traditionally, the ALA Library maintains extensive professional resources material arranged in an A–Z listing at http://www.ala.org/ala/professionalresources/atoz/index.cfm.

The ALA Library also publishes more than two dozen ALA Library Fact Sheets, which collectively receive well over 200,000 hits each year. Built around the most frequently asked questions, the fact sheets provide a useful starting point for those wishing to know more about the number of libraries, the largest libraries, disaster response, starting a library, donating materials to libraries, and selling to libraries. Both common and topical questions are also blogged for the American Libraries magazine website.
Under the leadership of half-time reference librarian Rebecca Gerber, the ALA Library launched a portal on ALA’s new strategic goal, transforming libraries. The portal was built using Drupal, the platform onto which the main ALA website is being migrated. Also developed for integration with the ALA website is a database of resources documenting the value of libraries.

ALA Librarian Karen Muller, an alumna of the University of Michigan, again coordinated weeklong internships by four students from the UM’s School of Information participating in the SI’s Alternative Spring Break program. ALA hosted the students in several units of the Association, and for the first time, one of the students selected a project for the ALA Library, cataloging a substantial portion of ALA’s Publishing Archive—a single copy of many of ALA’s publications through the year.

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**ALCTS webinars draw 5,000**

With topics covering a range of such topics as institutional repositories, copyright, cataloging icky things, and preservation, 38 webinars from ALCTS drew more than 5,000 participants. The most sought-after webinars, on Resource Description and Access (RDA), drew more than 2,500 attendees.

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**Two ALCTS sections are renamed**

Two ALCTS sections have been renamed to better reflect their missions. The Cataloging and Classification Section is now the Cataloging and Metadata Management Section, and the Collection Management and Development Section is now the Collection Management Section. Also, the Council of Regional Groups dissolved itself and became the Affiliate Relations Committee of ALCTS.

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**ALSC offers enhanced online courses and webinars**

ALSC set up a series of webinars and online courses that address youth services topics. Updated each month, the schedule includes one- to two-hour webinars taught by leading librarians and consultants. The multi-week online courses, 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,” are offered via Moodle Web-based software. More information is available at [http://www.ala.org/alsced](http://www.ala.org/alsced).
Three states offer ALTAFF Trustee Academy to their libraries

In the fall of 2010, ALTAFF launched the Trustee Academy, a series of online courses to help trustees gain proficiency in their roles on behalf of their libraries. Taught by professionals in the field, the courses are available for individual registration or as a full curriculum with discounted pricing per course. In addition, a board of trustees can sign up for further discounts, and ALTAFF developed pricing to be attractive to states or regions that want to purchase the series as a way to help fulfill their mission for trustee education. All courses are recorded as webcasts to allow trustees flexibility in completing the courses, which can be viewed on an individual basis or in a group setting. In 2010–2011, Utah, Nebraska, and Kansas made the Trustee Academy available for their libraries through a multiple-use purchase.

YALSA notes: journals, blogs, and booklists

In November, YALSA launched an open-access, peer-reviewed quarterly, *Journal of Research on Libraries and Young Adults*, which debuted with papers presented at the 2010 Young Adult Literature Symposium. In January, YALSA introduced The Hub, a teen literature blog aimed at all fans of YA literature, from librarians to teens themselves. The first Best Fiction for Young Adults list, which evolved from the Best Books for Young Adults list, was introduced in 2010, with 99 titles drawn from 191 official nominations. The division created *Best of the Best*, a new website to market its lists and awards, offering downloadable tools and quick links for librarians to connect YA readers with award-winning books.

A toolkit on attracting and keeping Baby Boomer volunteers

ALTAFF has made available to its Friends and Foundation members a new toolkit, “Tapping Into the Biggest and Most Active Group of Volunteers in Town—The Baby Boomers.” This 13-page toolkit, by ALTAFF Executive Director Sally Gardner Reed, explains why Friends groups need new active members, how today’s volunteers are different, and how these differences will affect future Friends groups. By changing the leadership structure of the Friends group, says Reed, Friends will be able to attract and engage a new generation of volunteers. “The number one issue Friends face all across the country is the struggle to recruit new active members,” Reed said. “The good news is that the next generation of volunteers is just now retiring, and many more will be retiring over the next decade. If your Friends group understands and adapts to their new
perspective, and choices, it can capture this great opportunity.”

Membership dips slightly

ALA’s official membership stood at 59,401 as of August 31, 2011, including all personal, organizational, and corporate members—a decrease of 2.94 percent from the previous year. Although the membership roster was down slightly, more than 7,500 new members joined, and more than 7,700 people re-joined ALA after a break. ALA has almost 10,000 student members, with about 2,800 of those participating in joint memberships with state chapters. This year, ALA recognized its 3,300th Continuing Member—an individual who has 25 or more unbroken years of membership and is now retired.

Personnel changes

- **Larra Clark** was named director of the Program on Networks and associate director of the Program on America’s Libraries for the 21st Century; her responsibilities include overall management of the Office for Information Technology Policy (OITP) telecommunications portfolio and day-to-day management of projects in partnership with the Bill & Melinda Gates Foundation.
- **American Libraries** Senior Editors **George Eberhart** and **Beverly Goldberg** shared the role of acting editor-in-chief during the search for a new editor-in-chief and publisher after **Leonard Kniffel** left American Libraries to focus on developing the “@ Your Library” website.
- **Booklist** appointed **Gillian Engberg** in May as the new editorial director of Books for Youth. She is responsible for all children’s and YA content in Booklist and Book Links, on Booklist Online, and in Booklist’s e-newsletters and youth-themed webinars.
- **Katharine Fronk**, previously ALA Graphics coordinator, moved to Booklist as marketing associate.
- **James Hennelly** joined the ALA Digital Reference team as managing editor.
- Effective July 5, 2011, **Lorelle Swader**, director of ALA’s Office for Human Resources Development &
Recruitment, also became the director of the ALA–Allied Professional Association.

- **Marijke Visser** became the new assistant director of the OITP in October. Her responsibilities include primary management of the OITP’s e-rate activities as well as projects focused at the intersection of children and youth and information technology policy.

- In the Office of Government Relations, **Ted Wegner** became grassroots coordinator. He is responsible for coordinating the annual National Library Legislative Day, developing advocacy strategies and tools for members, and offering advocacy programs and training on effective grassroots outreach.
In Appreciation

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 2011! 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 2011, ALA and its divisions, offices, and round tables raised more than $7.2 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 @ your library® Partners, visit the @ your library® Sponsors web page.
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Candlewick Press
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DEMCO Incorporated
EBSCO Information Services
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Gale Cengage Learning
Gaylord Bros., Inc.
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LexisNexis
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LSSI - Library Systems & Services, LLC
Library Champion since 1998

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 $28.8 million to $29 million thanks in part to the 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 ALA 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 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 725 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 Molly Raphael, ALA President-Elect Maureen Sullivan, Immediate Past President Roberta Stevens, 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.

Please visit the ALA Spectrum website for a list of our most significant supporters.

In 2007 the ALA—the largest and most influential library association in the world—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.

LeRoy C. Merritt Humanitarian Fund

The LeRoy C. Merritt Humanitarian Fund provides direct financial assistance to librarians who have been denied employment rights because of their defense of intellectual freedom principles or due to discrimination on the basis of gender, sexual orientation, race, color, creed, religion, age, disability, or place of national origin.

For more information on the Merritt Fund, visit the Merritt Fund web page.

Other giving opportunities

The ALA 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, 2010–2011

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, 2010, and August 31, 2011.

Thank you!

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Lisa Browar
Christian Dupont

Individual Contributions

The 2010–2011 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 2011, ALA received more than $258,000 in donations. Thank you!
Legacy Society

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:

Anonymous (2)
Peggy Barber*
Francis J. Buckley, Jr.
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Estate Gifts

The American Library Association would like to acknowledge the following individuals for making provisions in their estate to support the Association, its divisions, offices, round tables or programs. Gifts from these estates were realized during the 2010–11 fiscal year.

Estate of Margaret “Peg” Oettinger

To find out how you can include ALA or any of its divisions, offices, or round tables in your estate plans and become a member of the ALA Legacy Society, please visit the Planned Giving web page.

Giving to America’s Libraries—include your name in the ALA Annual Report

giveALA 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 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 59,000 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.