ALA addressed its strategic goals in 2012 by continuing to connect and transform communities, and by equipping and leading advocates for libraries, library issues, and the library profession.

In 2012, President Molly Raphael concentrated on two of ALA’s strategic priorities: advocacy and diversity.

Her advocacy initiative, "Empowering Voices, Transforming Communities," focused on engaging our communities to speak out more effectively for libraries of all types. The initiative was launched at the 2012 Midwinter Meeting with a two-part “conversation” facilitated by author R. David Lankes, and by the ALA President’s Program, which featured Richard Harwood of the Harwood Institute of Public Innovation. Between March and June, a series of three webinars focused on engaging communities, the evolving role of libraries, and strengthening the librarian’s voice to help shape community perception.

As President, Raphael also worked to promote inclusiveness in the Association’s leadership development efforts, in order to ensure that library leaders of the future are as diverse as the communities we serve. Her “Empowering Diverse Voices.” initiative included two webinars that featured leaders from across the Association, including past ALA presidents, division presidents, round table and state chapter leaders, and presidents of affiliate associations.

ALA also continued to promote diversity in the library field through its Spectrum Scholarship program, which completed a $1 million fundraising initiative to support scholarships that allow students from racially and ethnically diverse backgrounds to become librarians. Since its inception a decade ago, Spectrum has provided nearly 800 scholarships to qualified applicants.

At the national level, ALA monitored a number of policy issues, including the status of federal funding for school libraries. ALA also took an assertive stance on library access to ebooks, meeting with publishers and other groups involved in the ebook “ecosystem.” In August, ALA released “Ebook Business Models for Public Libraries,” a report created by the new ALA Digital Content & Libraries Working Group.

ALA also continued to lead the way in the transformation of libraries and library services in an increasingly global digital information environment. The Public Library Funding & Technology Access Study funded by the Bill & Melinda Gates Foundation reported that more than 62 percent of libraries report offering the only free Internet access in their community. More than 90 percent of public libraries now offer formal or informal technology training. In addition, more than three-quarters of libraries offer access to e-books, a 9 percent increase from the previous year, while e-book readers are available for check-out at 39 percent of public libraries.

In 2013, ALA will be focusing on “The Promise of Libraries Transforming Communities,” a groundbreaking libraries-as-change-agents initiative of ALA President Maureen Sullivan. In partnership with the Harwood Institute for Public Innovation, and funded through a grant from the Institute of Museum and Library Services,
the initiative’s goal is to provide librarians with the tools and training they need to lead their communities in achieving their aspirations through library-led community engagement and innovation.

ALA also continues to address the many concerns of the library community about e-book publishing, including pricing, availability, accessibility and preservation. As in the past, the Association will lead the library community in navigating this digital revolution.

A Presidential Task Force on School Libraries will continue ALA’s campaign to promote awareness and understanding of the impact of the de-professionalization and curtailment of school library instructional programs on student learning and achievement. Many school libraries are at risk in today’s budget environment, and the Association must make them a top priority.

Last, ALA will be launching a new annual Leadership Institute. Led by ALA President Sullivan, the Institute will provide a group of mid level professionals with the training and skills they will need to become the library leaders of the future.

This is a critical period for libraries and the library community as a whole. The challenges we face are real and substantial, and we count on your support as we work together to surmount them, secure in the knowledge that libraries are essential for learning and essential for life.

Maureen Sullivan
ALA President

Keith Michael Fiels
ALA Executive Director
Image: 2011-2012 ALA President Molly Raphael and ALA dignitaries open the 2012 Annual Conference Exhibits through a virtual ribbon cutting after the conclusion of the Opening General Session.
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 approximately 58,000 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 20 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.

Divisions

The ALA's member divisions are:

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

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

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

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Mission | Divisions | ALA Offices | ALA Officers | Executive Board

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**ALA Officers 2011–2012**

![President Portrait]

**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)
2011–2012 ALA President Molly Raphael's presidential initiatives centered on “Empowering Voices,” and one component focused on “Empowering Diverse Voices,” for which five separate products were developed:

- At the 2012 ALA Midwinter Meeting, 18 “Champion Seekers” and 24 “Champions” participated in Champion Connections that allowed each Seeker the opportunity to spend 10 minutes with eight Champions hand-picked to serve as potential mentors based on geographical proximity, demographics, library specialties, and organizations of interest. Seekers were also encouraged to volunteer for committee service and given personalized help in choosing and securing meaningful service opportunities.

- An Association Options Fair was held at the 2012 Annual Conference, providing interested members from diverse backgrounds a chance to discuss volunteer opportunities with Association, division, committee, and round table representatives. About 120 conference attendees participated in the event, which took a “speed dating” approach in which members visited briefly with various member groups, enabling both to take note of possible leads for future involvement.

- Two Leadership Series webinars were presented and recorded for ongoing access. Library Leadership 2.0: The Intersection of Diversity and Leadership featured Karen Downing, education liaison and foundations and grants librarian, and Alexandra Rivera, student enrichment and community outreach librarian, both at the University of Michigan Library. A recording of "Library Leadership 2.0: The Intersection of Diversity and Leadership" can be viewed online.

Perspectives on Leadership featured five library leaders—Camila Alire, dean emerita at the University of New Mexico and Colorado State University and past president of ALA; Maribel Castro, high school librarian at Coronado High School in Lubbock, Texas, and past president of the Texas Library Association; Trevor Dawes, circulation services director at Princeton University Library and 2012–2013 president-elect of the Association of College and Research Libraries (ACRL); Marcellus Turner, city librarian at the Seattle Public Library; and Patty Wong, county librarian/archivist at Yolo County Library, Woodland, California—in a conversation moderated by Janice Welburn, dean of Marquette University Raynor Memorial Libraries; a recording of the conversation, "Perspectives on Leadership," is available online.

- A Leadership Video Series featured more than 30 leaders from across the Association, including past ALA
The Office for Research and Statistics shared PLFTAS results with legislators and legislative staff at the National Conference of State Legislatures Legislative Summit in Chicago during 2012. Pictured left to right are the Hon. Liza M Fernández Rodriguez, Senado de Puerto Rico, Marci Merola, Director of the ALA Office for Library Advocacy (OLA), Katie Kirsch, North Shore Country Day School, and Lesley Williams, Evanston Public Library.

presidents, division presidents, round table and state chapter leaders, and presidents of affiliate associations. The video series provides examples of how people have become involved in ALA and developed leadership positions. The six videos are available on ALA's YouTube Channel.

- The Building Bridges Across Mentoring Program resulted in an updated ALA mentoring program website. A checklist was developed to guide ALA in improving existing mentoring programs, guiding the development of new programs, and promoting the suite of programs to mentees and mentors.

The second component of Raphael’s initiative centered on “Empowering Voices, Transforming Communities” and focused on engaging communities to advocate for libraries based on factors that matter to the communities and their leaders. The initiative was kicked off at the 2012 Midwinter Meeting with a two-part “conversation” facilitated by author R. David Lankes and the ALA President’s Program featuring Richard Harwood, of the Harwood Institute in Bethesda, Maryland.

Between March and June, a series of three webinars was created, focused on engaging communities, the evolving role of libraries, and strengthening the librarian’s voice to help shape community perception. Read more at Empowering Voices, Transforming Communities.

Raphael’s “Empowering Voices, Transforming Communities” initiative was continued and built upon by her successor, Maureen Sullivan, through a partnership being developed with the Harwood Institute.

Libraries as tech centers

The Office for Research and Statistics (ORS) once again collaborated with the Information Policy and Access Center at the University of Maryland to conduct the 2011–2012 Public Library Funding & Technology Access Study, funded by the Bill & Melinda Gates Foundation. Begun in 1994, this annual study is the largest existing study of Internet connectivity in public libraries. Its findings provide an annual “state of the library” report on the technology resources brokered by public libraries and the funding that enables no-fee public access to these resources.

Facing fiscal challenges on all sides—local, state, and federal—public libraries strive to meet the expanding technology needs of their communities. Public computer and wifi use increased last year at more than 60 percent of libraries.
Nationwide, more than 62 percent of libraries report offering the only free Internet access in their community. More than 90 percent of public libraries now offer formal or informal technology training.

More than three-quarters of libraries (76.3 percent) offer access to e-books, a significant increase (9.1 percent) from the previous year. Additionally, e-book readers are available for checkout at 39.1 percent of public libraries.

After more than four years of consecutive budget cuts, it is unclear whether libraries will be able to recover the funding needed to return to pre-recession levels of staffing, open hours, collections, and technology services. While a segment of U.S. public libraries reported budget improvements, many libraries continue to grapple with the negative, cumulative effects of ongoing budget woes.

ORS collects academic library statistics

The ORS continued to provide research assistance to the National Center for Education Statistics (NCES). The 2012 biennial survey collected data from approximately 3,700 libraries of degree-granting colleges and universities. The NCES report includes data about collections, staff, services and facilities. More about the Academic Library Survey is available online.

ALA conducts membership demographic study

More than 40,776 current ALA members have participated in a voluntary, self-selected membership demographics survey.

Baby boomers—born between 1946 and 1964—represent 46.9 percent of the ALA membership responding as of the March 2012 analysis of the ALA Member Demographic Survey. Members already at retirement age (over age 65) represent 7.5 percent (2,940) of those who provided a date of birth in their response. If we estimate retirement age beginning at age 62, then approximately 14.7 percent of members reporting their date of birth fall into that range (5,735 respondents).

Membership characteristics remain largely unchanged since ALA began collecting these data. Much like the library profession overall, ALA members:

- Are predominantly female (80.7 percent).
- Are predominantly white (88.7 percent).
- Hold an MLS or other master’s degree (63.8 percent and 26.5 percent, respectively).
Another active year for the Campaign for America’s Libraries

Season six 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. Baseball Hall of Fame Library Director Jim Gates chose Kelsey Willems, 12, of New Berlin, Wisconsin, as the winner.

The program teams up two American classics—libraries and baseball—to promote libraries and important information centers. Fans of all ages used the print and electronic resources at their library to answer a series of baseball trivia questions developed by the library and research staff at the Baseball Hall of Fame.

The seventh season kicked off in June 2012 on ALA's atyourlibrary.org. Participants were challenged to answer one baseball trivia question per week for a chance to win the grand prize: a trip to the Hall of Fame for a behind-the-scenes tour of the museum’s library and archives.

The National Baseball Hall of Fame and Museum is a partner in the Campaign for America’s Libraries.

Connect with your kids @ your library

Launched at the ALA Annual Conference in New Orleans, Connect with your kids @ your library continued to position the library as the place for quality family time.

With content for parents housed on atyourlibrary.org/connectwithyourkids, Connect with your kids @ your library promotes the library as a trusted place to spend quality time with children by making parents aware of all the free high-quality programs at the library for parents and their children and teens.

Each week, the Connect with your kids @ your library blog features new content for parents. Recent content has included tie-ins with The Hunger Games, steampunk, and comics. As part of the atyourlibrary.org website, this content is available for use by librarians under a Creative Commons license.

Lifetime Networks continued to air the campaign’s public service announcements (PSAs), which feature families engaging in activities such as reading together, using computers, and researching family history. Lifetime provided ALA with a grant to support the development of the two television PSAs in 2011. These PSAs, a Connect with your kids @ your library Family Activity Guide, and other materials are available to libraries for free on the Connect with your kids @
A digital supplement to *American Libraries* magazine featured highlights from the second round of the American Dream Starts @ your library program. The supplement tells the story of how libraries expanded their print and digital ESL collections, added new technologies, increased outreach and bookmobile services, built community partnerships, and engaged the media to promote library resources.

In the second round, the Dollar General Literacy Foundation provided 73 public libraries in 23 states $5,000 grants to build innovative literacy services for adult English language learners living in their communities.

The program was administered by the Office for Literacy and Outreach Services (OLOS). The Dollar General Literacy Foundation is a partner in the Campaign for America’s Libraries.

### Library Card Sign-up Month

As honorary chair of Library Card Sign-up Month, Hall of Famer and author Cal Ripken donated his image to a print PSA that appeared in national publications including *Time* magazine, with placements totaling almost $500,000. 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.

### National Library Week

Bestselling author Brad Meltzer was honorary chair of National Library Week 2012, held April 8–14. A full-page PSA of the author and host of the History Channel’s “Decoded” appeared in *Time* magazine and other publications with national reach. The total circulation for the publications is 5.4 million, and the donated ad value is more than $400,000.

Electronic banner ads are appeared on *Time* magazine’s website during National Library Week. Electronic ads appeared on other media websites as well through
a PSA donation from a D.C.-based ad network that works with nonprofits.

**atyourlibrary.org**

ALA's public awareness website continued to enjoy dramatic growth during 2011–2012, with the average number of visitors to the site increasing by 263 percent and page views increasing 208 percent. Facebook and Twitter followers and newsletter subscribers have increased by more than 100 percent.

The website offers resources that everyone can take advantage of at their local library. Content targets teens, parents and kids, seniors, job seekers, and many others. Recent pop culture promotions that relate to libraries have included "The Hunger Games," "The Lorax," and downloadable Facebook cover art in support of National Library Week. New promotions are launched on a regular basis.

All content on atyourlibrary.org is available though a Creative Commons license so that librarians can repurpose articles for local publications.

**The Campaign for the World’s Libraries**

The @ your library logo is currently available in 32 languages and in the colors of each partner country's flag colors, and several library associations expanded their @ your library programs in 2012.

In March, the Library and Information Association of South Africa (LIASA) developed its latest South African Library Week campaign, Develop @ your library. The theme reminded users that libraries create programs that focus on skills development, providing access to information, granting access to computers and online tools, enabling users to develop their computer skills, as well as providing tools that allow them to write resumes and search for jobs. Posters featuring the theme were sent out to all LIASA member libraries, along with downloadable bookmarks, t-shirt designs, and customizable graphics.

The Library and Information Association of Jamaica (LIAJA) launched its own @ your library campaign in partnership with the Jamaica Library Service (JLS), the Public Library Network, and the School Library Network to provide reading activities under the theme Learn to Read—Read to Learn @ your library. The objective of the partnership included developing lifelong voluntary readers and promoting the role of libraries and librarians.

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.
250 libraries participate in Money Smart Week @ your library

Libraries from Maine to Hawaii helped members of their communities become “money smart” during Money Smart Week @ your library, held April 21–28. Money Smart Week @ your library is a partnership initiative between ALA and the Federal Reserve Bank of Chicago to expand Money Smart Week® to libraries nationwide. More than 250 libraries in 39 states presented programs related to personal financial literacy for all ages and all stages of life.

Libraries partnered with community groups, financial institutions, government agencies, educational organizations, and other financial experts to help consumers learn to better manage their personal finances. General topic areas ranged from “Credit and Debt Management” to “Kids and Money” to “Retirement Planning” to “Savvy Shopping and Bargain Hunting.”

One of Falmouth (Maine) Memorial Library’s programs was “Healthy Skepticism: Tips for Keeping Your Identity Safe,” while the Hawaii State Library’s program included “Money Smart Family Storytime” to teach kids about money through stories and crafts.

For some libraries, programs in Spanish are important. Kern County (Calif.) Library held a session on “Curso Bancario Basico” (“Basic Bank Course”), and Pima County (Ariz.) Library provided homebuyer education with “Aprende el Proceso de Comprar Casa” (“Learn How to Buy a House”).

Smart Investing @ your library gives $5.9 million in grants

As of December 2011, Smart Investing @ your library approved 80 grants totaling $5.9 million. These grants support projects to improve access to quality, unbiased financial education resources and learning opportunities for library users nationwide. Smart Investing @ your library establishes, tests, and shares models that other libraries can adopt or adapt for their own communities.

Smart Investing @ your library is administered jointly by the Reference and User Services Association (RUSA) and the Financial Industry Regulatory Authority (FINRA) Investor Education Foundation. FINRA is a partner in the Campaign for America’s Libraries.
ALA Library increases social media presence

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 by more than 20 percent, and some of its 25,000 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 4,000 inquiries fielded each year; well over half of these are e-mailed, with about one-third coming from staff and members. New this year is a Pinterest board linking to the questions blogged for the American Libraries magazine website.

More traditionally, the ALA Library maintains extensive professional resources material arranged in the Professional Tools portal on the ALA website. The portal includes topical access to information arranged in an A-Z listing, as well as the popular ALA Library Fact Sheets, which received upward of 265,000 hits in the past year—a 33 percent increase. 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.

Under the leadership of half-time reference librarian Rebecca Gerber, the ALA Library launched a portal on ALA's new strategic goal, transforming libraries. 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 week-long internships by four students from the UM’s School of Information participating in the SI’s Alternative Spring Break program.

ACRL focuses on advocacy

Public policy issues affecting higher education remain a critical focus of the association. Each year, the Association of College and Research Libraries (ACRL) Government Relations Committee, in consultation with the ACRL Board of Directors and staff, formulates a legislative agenda. Drafted with input from the ACRL Scholarly Communication and Copyright committees, along with additional committees, ACRL leaders, and the ALA Washington Office, the legislative agenda is prioritized and includes objectives for legislative action at the national level on issues that may affect the welfare of academic and research libraries. The 2012 ACRL Legislative Agenda focuses on seven priorities, including public access to federally funded research, “safe harbor” provisions of the Digital Millennium Copyright Act, government information, the Freedom of Information Act, and section 215 of the USA PATRIOT Act.
ACRL joined eight other national and regional library, publishing, research, and advocacy organizations in a letter to thank members of Congress who introduced “The Federal Research Public Access Act” as H.R. 4004 in the U.S. House of Representatives and S. 2096 in the U.S. Senate. The letter states, “This bill will provide an important mechanism to ensure that manuscripts of peer-reviewed scientific articles reporting on research funded by the U.S. government can be freely accessed and used by all American taxpayers—including researchers, teachers, students, and businesses. Timely, barrier-free access to the results of federally funded research is an essential component of our collective investment in science.”

ACRL 2011–12 President Joyce L. Ogburn sent a letter on behalf of the association to William Boarman, public printer of the United States, and Mary Alice Baish, superintendent of documents, in regard to U.S. Government Printing Office rulings on multistate depository libraries. Through the letter, ACRL lent its voice to the conversation on the state of depository libraries.

On January 24, 2012, ACRL joined ALA and eight other library, publishing, and advocacy organizations in sending a letter to the U.S. House of Representatives Committee on Oversight and Government Reform to express strong opposition to H.R. 3699, “The Research Works Act.” The letter states, “This proposed legislation would unfairly and unnecessarily prohibit federal agencies from conditioning research grants to ensure that all members of the public receive timely, equitable, online access to articles that report the results of federally funded research that their tax dollars directly support.”

In January 2012, ACRL additionally submitted comments in response to the request for information (RFI) issued November 3, 2011, by the White House Office of Science and Technology Policy (OSTP). ACRL recommended approaches for ensuring long-term stewardship and encouraging broad public access to unclassified digital data that result from federally funded scientific research. ACRL's comments address the first nine questions posed in the RFI about policy for preservation, discoverability, and access. This second set of comments followed comments to the OSTP in December 2011 about public access to the peer-reviewed scholarly publications that result from federally funded scientific research.

ACRL continues to be an active partner with ALA and the Association of Research Libraries in the Library Copyright Alliance. Over the course of the past year, the group issued comments on pending legislation and court cases, joined briefs, and released papers and guides on a range of copyright and fair use issues, including the Stop Online Piracy Act, the Online Protection and Enforcement of Digital Trade Act, anticircumvention, Authors Guild vs. HathiTrust, lending rights, and orphan works.

**OIF expands online learning**

The Office for Intellectual Freedom (OIF) continued to aggressively pursue new online learning opportunities for libraries
this year. In the fall, OIF sponsored a free webinar on Banned Books Week programming and also partnered with IFLA/FAIFE to offer three webinars focusing on international intellectual freedom issues. The Merritt Fund partnered with Human Resource Development and Recruitment/JobLIST on a webinar, “Moving Difficult Conversations Toward Positive Outcomes: Coping with Challenges in the Library Workplace.” OIF delivered three recorded webcasts as resources for Choose Privacy Week in May 2012, along with two live sessions on self-service holds in response to a resolution passed by ALA Council. In 2012–13, OIF will continue to focus on meeting growing demand for flexible, online learning and also on using technology to strengthen its 50-state network of intellectual freedom advocates.

OIF grant helps provide news literacy training to students

OIF received a two-year grant from the Open Society Foundations to design, market, and deliver a news literacy training program to high school students—using libraries and librarians as the information literacy hubs. News Know-how was successfully implemented in several rural Iowa libraries; Oak Park (IL); and the YouMedia Center at CPL.

Librarians and nationally renowned journalists team up for the training. The goal is to create young news “watchdogs” who can discern fact from opinion in the news, in all formats. OIF’s partner is the News Literacy Project of Bethesda, Md. Libraries held summer schools for students, who learned about their “news neighborhoods” and studied examples of fact-checking various press stories. The focus of the student projects was the 2012 national election. Some students reported that the project broadened their horizons for future career choices and changed the way they look at the news.

Banned Books Week marks 30 years

Banned Books Week’s 30th Anniversary demonstrated how the annual event has captured the imagination of library users and readers worldwide. Honorary Chairs Bill and Judith Moyers created a video that explained how libraries change lives. The black, white, and red posters for 2011–2012 were finalists for a national design award. The OIF website featured a “50 State Salute,” in which almost every state library association contributed a video to celebrate Banned Books Week. OIF also partnered for the second time with the American Association of School Librarians on “Banned Sites Awareness Day” to address the growing problem of blocked websites.

Another highlight of the site this year was the timeline “Thirty Years of Liberating Literature,” which featured one book a day. This innovative visual representation of challenged books over time garnered lots of attention on social media, particularly
Facebook.

The bannedbooksweek.org website is shared with our partners, including the Association of American Publishers, the American Booksellers’ Foundation for Free Expression, and the National Coalition Against Censorship.

This year for the first time, the Chicago Humanities Festival included ALA and OIF specifically as a sponsor of a program, “The Case for Henry Miller's Tropic of Cancer,” by Loren Glass of the University of Iowa’s Center for the Book. The program was introduced by Peggy Sullivan, former ALA president and executive director.

This was the third year the Freedom to Read Foundation awarded grants to several libraries and organizations around the United States to make local engagement possible. One highlight was the Lawrence (Kans.) Public Library’s popular baseball trading cards designed by seven artists.

The OIF’s Barbara Jones and Jonathan Kelley spoke at the International Federation of Library Associations and Institutions conference in Helsinki about Banned Books Week’s international reach, including the Freedom of Access to Information and Freedom of Expression (FAIFE) Book Club’s second selection, Ray Bradbury’s Fahrenheit 451. (FAIFE is the free expression committee of IFLA.) Several countries are participating in the online book club.

**Freedom to Read Foundation notes**

In the summer of 2012, the Freedom to Read Foundation (FTRF) unveiled its new website, newsletter, and blog—all graphically striking and user-friendly—and began its largest membership campaign using social media for the first time to reach Generation X.

**Awards**

Michael Bamberger was presented with the 2012 FTRF Roll of Honor award at the Opening General Session of ALA’s Annual Conference in Anaheim. Bamberger is the general counsel of the Media Coalition, of which FTRF is a member, and has helped overturn dozens of federal, state, and local laws intended to censor art and information in the United States. His amicus brief was key in the U.S. Supreme Court decision to overturn the violent video games case *Brown v. Entertainment Merchants Association*.

**Events**

FTRF hosted a sold-out event at Midwinter Meeting, as banned author John Green appeared before a mob of screaming young fans and their parents at the Dallas Public Library to discuss why censorship is wrong. Green has been the subject of significant controversy, with "Looking for Alaska" being challenged in several school libraries.
At the 2012 Annual Conference, FTRF hosted a free sneak preview of the new film "The Perks of Being a Wallflower." Banned author Steven Chbosky appeared to answer questions and sign his books.

**Court Cases**

One of FTRF’s longstanding lawsuits, *Florence v. Shurtleff*, reached a successful conclusion after many years of litigation and negotiation with the state of Utah. On May 16, 2012, the district court entered an order and declaratory judgment in favor of FTRF and other plaintiffs, ruling that the Utah “harmful to minors” statute violates the First Amendment. In its order, the court said that people cannot be prosecuted for posting content constitutionally protected for adults on generally accessible websites, and further held that those publishing constitutionally protected material on the Internet are not required by law to rate or label that material.

In January 2012, FTRF joined another member of the Media Coalition to file an *amicus curiae* brief in *United States v. Alvarez*, a challenge to the constitutionality of the Stolen Valor Act, a federal law that made it a federal crime to lie about having received military honors. The *amicus* brief argued that the Act violated the First Amendment since all speech is presumed to be protected by the First Amendment unless it falls under one of the historic categories of unprotected speech such as defamation or obscenity.

Alvarez, the defendant, was charged with violating the act after he falsely told the audience at a meeting that he had been awarded the Congressional Medal of Honor. After the district court rejected Alvarez’s attempt to have the charges dismissed on the grounds that the act violated his First Amendment right to free speech, Alvarez pleaded guilty but reserved the right to challenge the constitutionality of the act on appeal. On June 28, 2012, the Supreme Court ruled the Stolen Valor Act unconstitutional, ruling that even false speech was presumptively protected by the First Amendment, firmly rejecting the government’s argument that lies fall into a general category of unprotected speech.

FTRF also monitors lawsuits that raise significant First Amendment issues. Most prominent among these are lawsuits filed by library users who claim that the library’s use of Internet filtering software denies their right to freely access general interest web sites or view websites that express a disfavored viewpoint.

One such lawsuit, *PFLAG, Inc. v. Camdenton R-III School District*, ended with a February 2012 judgment that upheld minors’ First Amendment right to access information that is constitutionally protected for youth. Students and parents sued after the school district installed filtering software that blocked access to websites supportive of lesbian, gay, bisexual, and transgender people while allowing full and free access to sites that opposed LGBT rights and criticized LGBT people. The filtering software censored the pro-gay rights websites by employing a discriminatory “sexuality” category that classified pro-LGBT sites as smut, no matter their content. The court ordered the school district to stop using the discriminatory filter and required the school district to submit to monitoring for 18 months to confirm compliance with the court’s order. The school district was also required to pay $125,000 in legal fees to the plaintiffs and
their attorneys.

A second Internet filtering lawsuit, *Bradburn et al. v. North Central Regional Library District*, concluded with a judgment in favor of the library. Three library users, represented by the American Civil Liberties Union (ACLU) of Washington State, filed a federal lawsuit against the library in 2006 after the library refused to temporarily disable Internet filters so that the users could access websites addressing several general interest topics, such as youth tobacco use, art galleries, and weapons. In April 2012, the federal district court held that the library filtering policy ruled that the library could make content-based decisions about what materials are provided to patrons on Internet terminals in the same manner as it makes collection decision for books in the library, even though the space limitations and funding issues that require libraries to choose among books do not apply to Internet materials. The court upheld the policy in part because of its belief that the libraries’ relatively small size and lack of separate children’s space made such a policy necessary.

The court’s decision to uphold the library’s filtering policy appears to be in conflict with the decision of the Supreme Court in the Children’s Internet Protection Act (CIPA) case, which was upheld because the justices accepted the solicitor general’s argument that the law permitted adults to request disabling of the filter with no need to justify their request. As such, FTRF firmly believes that the *Bradburn* case is wrongly decided and inconsistent with the Supreme Court’s decision on CIPA.

The ACLU decided not to appeal the decision, based on both factual and legal considerations; important among these is the decision of the North Central Library to alter its filtering policies in response to the lawsuit. In addition, the court refused to allow the opinion to be published. As such, the decision has little or no precedential value in other courts and offers no assurance that a library will not be sued if it adopts a filtering policy that does not allow users to disable or unblock the filter to access constitutionally protected materials. In brief, the court’s decision cannot be used to justify or defend filtering policies that do not conform to the CIPA statute and the Supreme Court’s decision.

**Choose Privacy Week focuses on “Freedom from Surveillance”**

Choose Privacy Week 2012, held May 1–7, focused on the theme “Freedom from Surveillance,” with the overall goal of helping individuals understand how government agencies and corporations are monitoring and tracking their activities by collecting, storing, and using their personal data and identifying information.

Choose Privacy Week featured the debut of a new documentary, “Vanishing Liberties: The Rise of State Surveillance in the Digital Age,” which examined the government’s growing
use of surveillance tools to track and spy on immigrant communities. Featured speakers included Michael German, ACLU senior policy counsel for national security and privacy; Margaret Huang, executive director of the Rights Working Group; Paromita Shah, associate director of the National Immigration Project; Julia Shearson, executive director at the Council on American Islamic Relations in Cleveland; and Vincent Warren, executive director of the Center for Constitutional Rights.


OIF’s online outreach for Choose Privacy Week happens via privacyrevolution.org, its dedicated website for the Privacy for All initiative. The site includes a blog, online videos, downloadable graphics, and other privacy-related resources for librarians and the general public. OIF also employs Facebook and Twitter to remain in touch with librarians, their constituents, and individuals concerned with privacy issues. Facebook and Twitter are especially valuable tools for highlighting and broadcasting information about Choose Privacy Week and privacy-related information. The Twitter feed at twitter.com/privacyala has a current total of 3,091 followers who regularly retweet and amplify messages; the Facebook page has reached 1,150 fans.

During Choose Privacy Week, privacyrevolution.org featured four guest bloggers who expanded on the theme of “Freedom from Surveillance.” Bloggers included OIF Director Barbara Jones writing about the important role librarians can play as privacy experts for their community; George Christian, executive director of the Library Connection, writing about libraries as the best defenders of privacy rights; Neil Richards, professor of law at Washington University, on privacy and the perils of social reading; and J. Douglas Archer, reference and peace studies librarian at the University of Notre Dame and chair of the ALA-IFC Privacy Subcommittee, writing on why each citizen needs to care about privacy.

ALA’s offices, divisions, and round tables also served as active allies and partners, promoting Choose Privacy Week resources to their constituencies and creating their own “Choose Privacy” resources to support the event, including an online quiz that attempted to dispel common privacy myths. A particular highlight was the “@ Your Library” campaign’s widely distributed online article that provided parents with tips on online privacy and safety for youth.

**OIF launches initiative on immigrants, libraries, and privacy**
With Choose Privacy Week an established ALA event, OIF moved forward with a new initiative to develop programming that will help immigrants understand their privacy rights under a national security scheme that targets immigrants for surveillance.

The initiative builds on the work of many libraries in immigrant communities, with the goal of enhancing existing library programs for immigrants rather than inventing new programs.

Planning for the initiative included visits to libraries with active and award-winning library services for immigrants, including the Lexington (Ky.) Public Library System; the Queens (N.Y.) Library System, and the Orland Park Public Library in suburban Chicago. OIF Director Barbara Jones then returned to the Lexington Public Library’s Village branch with assessment consultants Michael Zimmer and Adriana McCleer of the University of Wisconsin–Milwaukee to test and evaluate proposed privacy programming for immigrant youth. An April 21, 2012, pizza party and evening program for immigrant teenagers discussed how teens can protect their privacy in such venues as school, doctors’ offices, clothing stores, and banks and was attended by approximately 20 engaged teens. Zimmer and McCleer were able to suggest ways to improve the slides and program to make it more relevant to that group.

“Vanishing Liberties: The Rise of State Surveillance in the Digital Age,” the new Choose Privacy Week documentary, fulfilled a second goal for this phase of the Privacy for All initiative by establishing a foundation for discussion of immigrant privacy issues and forging alliances with groups working to protect immigrants' privacy rights and civil liberties.

A June 2012 event at the Queens Public Library’s Jamaica branch brought together the librarians from the Lexington, Queens, Orland Park, and Blue Island public libraries with the OIF staff and the UW/Milwaukee assessment team to discuss next steps for the initiative. Discussions with Queens Library professionals involved with the library’s New Americans program led to the group’s conclusion that the best way to introduce the concept of privacy to immigrant library users is to embed privacy concepts and themes into existing library programming that addresses topics like financial planning, parenting skills, and preparation for citizenship. Michael Zimmer and others are now working on a grant proposal to be presented to government and private funders that will enable OIF to create programming materials to achieve this goal.

**New survey evaluates librarians’ attitudes about privacy**

To follow up on its 2008 survey of librarians’ attitudes and behaviors regarding privacy, OIF worked with its consultant, Michael Zimmer, to design a new survey instrument and to administer the survey to a new sample of library professionals in early 2012. The goal was to provide better context and greater insights for addressing the issue of library privacy and government surveillance.
“Librarian Attitudes Regarding Information and Internet Privacy” provides important data and benchmarks that will help OIF and ALA evaluate the attitudes of librarians and guide the development of future initiatives aimed at engaging librarians in public education and advocacy to advance privacy rights.

The survey results confirmed librarians’ general concerns over privacy and desire to control access and use of personal information. For example, 95 percent of respondents agree or strongly agree that individuals should be able to control who sees their personal information, 90 percent agree or strongly agree that companies are collecting too much personal information, and 70 percent are similarly concerned about government data collection practices.

The survey also revealed how libraries are addressing patron privacy, with some enlightening results to drive future advocacy. For example, nearly 100 percent of respondents agreed that “libraries should never share personal information, circulation records, or Internet use records with third parties unless it has been authorized by the individual or by a court of law,” but only 76 percent felt libraries are doing all they can to prevent unauthorized access to individuals’ personal information and circulation records. Similarly, while nearly 80 percent felt libraries should play a role in educating the general public about privacy issues, only 13 percent indicated their library has hosted or organized public information sessions, lectures, seminars, or other events related to privacy and surveillance in the past five years.

The full results are being prepared for publication in the peer-reviewed academic journal Library & Information Science Research in 2013.

Privacy for All initiative wins award

In June 2012, Consumer Action, a nonprofit consumer rights organization based in Washington, D.C., recognized OIF’s advocacy on behalf of privacy rights with its 2012 Consumer Excellence Award. In presenting the award, Consumer Action cited OIF’s ongoing efforts to educate consumers on their privacy rights via Choose Privacy Week, the privacyrevolution.org website, and its short videos on privacy, including the 2012 Choose Privacy Week video, “Vanishing Liberties.” Consumer Action formally presented the award to OIF on October 2, 2012.
School library funding rescued

From 2002–2010, the Improving Literacy through School Libraries program under the U.S. Department of Education was the primary source for federal funding of school libraries. However, in recent years, the president and U.S. Congress have either consolidated or zero-funded this program to the point that it was not funded at all in fiscal 2011 or fiscal 2012. In 2011, Senator Jack Reed (D.-R.I) recognized that school libraries needed a direct funding source in the federal budget and redirected the money—through report language in the fiscal 2012 Appropriations Bill—to the U.S. Department of Education for the Innovative Approaches to Literacy program.

In fiscal 2012, which was the first year of this redirected money, the Innovative Approaches to Literacy program was appropriated at $28.6 million. By law, at least half this money ($14.3 million) must be allocated to a competitive grant program for underserved school libraries. The remaining money is allocated to competitive grants for national nonprofit organizations that work to improve childhood literacy. The first grants from this program were announced September 28, 2012.

National Library Legislative Day

More than 350 librarians and library supporters convened in Washington, D.C., April 22–24, 2012, to attend National Library Legislative Day. Activities began with preconference sessions—also known as “new participant training”—hosted by the Association of Library Trustees, Advocates, Friends, and Foundations (United for Libraries) and the Washington Office. Advocacy Associates representative Stephanie Vance facilitated the session with ALA Grassroots Coordinator Ted Wegner and ALA Office of Government Relations (OGR) Director Lynne Bradley. More than 50 attendees got tips on the right things to say and do in meetings with a member of Congress and strategies to build and maintain advocacy efforts at home.
**ALA takes stance on copyright issues**

In January, grassroots advocates effectively stopped two Congressional bills: the Protect IP [Intellectual Property] Act (PIPA) and the Stop Online Piracy Act (SOPA). ALA took a strong stance in opposition to these bills, and OGR constructed the PIPA, SOPA and OPEN [Online Protection and Enforcement of Digital Trade] Act Quick Reference Guide. On January 18, 2012, also known as Internet Blackout Day, several popular websites such as Google, Wikipedia, and Flickr protested the two congressional bills by holding a day-long protest, during which the websites temporarily blocked access to their content. In addition, shortly after the bills were introduced, OGR issued a “legislation action alert” to ALA members asking them to contact their representatives to express opposition to them. In October 2012, a court ruled that the HathiTrust Digital Library’s use of digitized works is a fair use permitted under the U.S. copyright law. The ruling allows HathiTrust to continue serving scholars and the print-disabled, and also provides helpful guidance on how future library services can comply with copyright law.

In July, the Library Copyright Alliance (LCA)—comprising ALA, the Association of College and Research Libraries, and the Association of Research Libraries—filed an *amicus curiae* brief with the U.S. Supreme Court in support of petitioner Supap Kirtsaeng in the case *Kirtsaeng v. Wiley & Sons*. Wiley, a publisher of textbooks and other materials, claims Kirtsaeng infringed its copyrights by reselling cheaper foreign editions of Wiley textbooks in the U.S. that his family lawfully purchased abroad. The LCA believes an adverse decision in this case could affect libraries’ right to lend books and other materials manufactured abroad.

In October, the Association of American Publishers announced they had reached a settlement in their lawsuit filed in 2005 against Google, Inc. The lawsuit was brought by authors who alleged that Google violated copyright by scanning books to create Google Book Search, a search tool similar to its Internet search engine. Since the settlement only applies to the five publishers, questions remain since the orphaned works situation (when copyright holders cannot be identified or located) is not yet resolved within Google Books.

**ALA launches text-message advocacy service**

ALA launched Mobile Commons, a new advocacy tool that will allow library supporters to receive text message alerts from OGR. Advocates can sign up for the text alerts from the Washington Office to receive up-to-date information on advocacy alerts and events by texting “library” to 877877. The opt-in service will allow ALA to communicate advocacy messages in a quick and effective fashion using an innovative texting and calling feature. Advocacy subscribers have the option of calling legislators to discuss particular issues toll-free through Mobile Commons. The text messages will provide subscribers with talking points on issues before automatically transferring the advocates to the offices of their legislators.
On February 9, 2012, bills were introduced with bipartisan support aimed at improving access to federally funded research. In the House, the Federal Research Public Access Act (FRPAA) was introduced by Rep. Mike Doyle (D.-Pa.) and referred to the House Committee on Oversight and Government Reform. In the Senate, a bill by the same name was introduced by Sen. John Cornyn (R.-Tex.) and then referred to the Senate Committee on Homeland Security and Government Affairs. FRPAA legislation is the antidote to the anti-open access Research Works Act introduced in December 2011 by Rep. Darrell Issa (D.-Calif.). In a somewhat unusual development on February 27, Elsevier publicly announced it was retracting support for the Research Works Act—essentially rendering the bill dead. Additional information is available on the ALA website. In May, the Washington Office participated in the research panel “Knowledge and Innovation: Understanding Public Access to Research,” hosted by the Brookings Institution’s Center for Technology Innovation in Washington, D.C. The discussion focused on increasing public access to federally-funded research.

Gates Foundation Benchmarks Project

The ALA Office for Information Technology Policy (OITP), along with the Public Library Association (PLA), continues its work as a member of the Public Access Technology Benchmarks coalition. OITP and PLA 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.

OITP releases technology reports

OITP released two reports: “E-content: The Digital Dialogue” and “Restoring Contemplation: How Disconnecting Bolsters the Knowledge Economy,” as well as a backgrounder that shares some highlights from the newest Pew Research Center report on “Libraries, Patrons, and E-books.” OITP also outlined some possible messaging and local angles for leveraging this new research with local media and decision makers.

Rep. Zoe Lofgren receives Madison Award

Lofgren received the award during the National Freedom of Information Day Conference held at the Knight Conference Center at the Newseum in Washington, D.C. for her efforts against SOPA—legislation that would require Internet service providers to police users’ activities in an attempt to combat online infringement overseas. Recognizing the potential harm that SOPA could have on First Amendment rights, intellectual freedom, and privacy, Lofgren fought tirelessly to oppose the bill.

Washington Office hosts webinars

OITP hosted a webinar in October 2011 on the policy brief “Confronting the Future: Strategic Visions for the 21st Century Public Library,” which presented a range of possible responses as contrasting visions: physical vs. virtual library, individual vs. community focus, portal vs. archive service, collection vs. creative approach. An archived version of the webinar is available on District Dispatch, the blog of ALA's Washington Office.


L. Ray Patterson Awardeee named

Winston Tabb, dean of libraries and museums at Johns Hopkins University, was the 2012 recipient of the the L. Ray Patterson Copyright Award: In Support of Users’ Rights. Sponsored by OITP and the ALA Copyright Advisory Subcommittee, the award recognizes Tabb’s decades-long support for balanced copyright law, advancement of library and user copyright exceptions worldwide, and commitment to an international copyright law to support the information needs of people with print disabilities.

E-books: Promising new conversations

OITP released two digital supplements to American Libraries magazine: “E-content: The
Digital Dialogue” and “E-books: Making New Connections.” In August 2012, ALA released “E-book Business Models for Public Libraries,” a report that describes general features and attributes of the current e-book environment and outlines constraints and restrictions of current business models. Additionally, the report suggests opportunities for publishers to showcase content through public libraries. The report was created by the ALA Digital Content & Libraries Working Group (DCWG). In September, ALA took an aggressive messaging approach by releasing an open letter from President Maureen Sullivan to America’s publishers denouncing the refusal of several large trade publishers to sell e-books to libraries. Sullivan led an ALA delegation to New York City to meet with publishers to discuss the many concerns of the library community about e-book publishing. Uppermost in their minds were the e-book concerns that have come from ALA members across the country—especially about pricing and availability and the slow pace of progress in finding solutions.

The DCWG has been very active in the e-book arena. In addition to co-releasing a report on the pricing of e-books, the group released “E-books and Libraries: An Economic Perspective,” a report that was commissioned by ALA that explores and explains some of the economic underpinnings for the pricing of e-books. In August 2012, OITP Program Director Carrie Russell was a guest panelist on National Public Radio’s Diane Rehm Show; DCWG member Vailey Oehlke also participated in this session, which focused on e-books and library lending.

**OITP partners with PLA on new grant for digital literacy education**

The Institute of Museum and Library Services awarded PLA a $291,000 grant to develop an online collection of digital literacy resources that will be accessible to libraries, patrons, and community-based organizations. The grant will fund handouts, the development of training curricula in English and Spanish, and library patron skills assessments. PLA will partner with the OITP and the chief officers of state library agencies to generate the online digital literacy resource collection.

**Copyright law book available for school librarians and educators**

ALA released “Complete Copyright for K–12 Librarians and Educators,” a copyright law guidebook specifically written for teachers and librarians. The book addresses the challenges that school librarians and teachers face concerning copyright-protected print and online materials at schools and outside the traditional educational environment. The book, which includes original illustrations by cartoonist Jessica Abel, explores complex situations often encountered in classrooms, such as the use of copyrighted material for school assignments, library operations, and extracurricular activities, as well as on the Web.
More than 5,000 libraries joined in Teen Read Week 2011, celebrated October 16–22 with the theme Picture It @ your library. The weeklong initiative encouraged teens to visit their school or public library and listen to audiobooks and read books about music or poetry, among other topics for the fun of it.

Programs ran the gamut from drawing workshops and photo sessions to book trailer film festivals and more. Edgewood Middle School in Wooster, Ohio, celebrated its first Teen Read Week with an all-school assembly and a dress-as-your-favorite-character day. Liberty Middle School in Madison, Ala., offered a number of events, including a book drive for teens in need and a book trailer contest. The Wareham (Mass.) Free Library held an anime night and a graphic novel design workshop.

Through the generous support of the Dollar General Literacy Foundation, the Young Adult Library Services Association (YALSA) offered grants to libraries to support the implementation of Teen Read Week activities.

More than 1,400 libraries registered to participate in the fifth annual Teen Tech Week, held March 4–10, 2012, with the theme “Geek Out @ your library.” The weeklong initiative encouraged teens to explore the non-print resources available at their libraries, including DVDs, databases, audiobooks, and electronic games while advocating for teens to learn how to safely and properly navigate these new technologies. Promotional partners included ALA Graphics, Audio Publishers Association, AudioGo, Figment, Hackasaurus, Peachtree Publishers, and Tutor.com.

More than 1,800 libraries took up the 2012 WrestleMania® Reading Challenge, sponsored by YALSA and World Wrestling Entertainment. The
Steve Berry first spokesperson for Preservation Week

New York Times best-selling author Steve Berry was the first national spokesperson for Preservation Week, held April 22–28, 2012. Berry kicked off the week addressing a large audience at the Association for Library Collections and Technical Services (ALCTS) Forum and entertaining visitors in the Preservation Week booth at the ALA Midwinter Meeting in Dallas. Berry’s most recent novel, "The Columbus Affair" (Ballantine, 2012), introduces a new protagonist, Tom Sagan, a disgraced Pulitzer Prize–winning journalist. Berry is the author of 10 books, which have been translated into 40 languages with more than 12 million books in print in 51 countries worldwide.

Berry and his wife, Elizabeth, are founders of History Matters, a nonprofit organization dedicated to aiding the preservation of the fragile reminders of our past.

A partnership of ALCTS, the Library of Congress, and the Institute of Museum and Library Services (IMLS), Preservation Week advocates for the preservation of cultural heritage from families and individuals, thus helping to preserve the nation’s cultural heritage. More than 120 libraries contributed their programs to the Preservation Week website.

On the Road with PPO

The ALA Public Programs Office (PPO) toured 11 traveling exhibitions to 306 public, academic, and special libraries, reaching an estimated audience of more than 255,000 library patrons through related programs. The following

In 2012, PPO also began two new traveling exhibitions in partnership with the National Center for Interactive Learning at Space Science Institute, the Lunar and Planetary Institute, and the National Girls Collaborative Project. Ten libraries were selected to host “Discover Earth: A Century of Change” from January 2012 to December 2013. The exhibition focuses on local earth science topics—such as weather, water cycle, and ecosystem changes—as well as a global view of our changing planet. “Discover Tech: Engineers Make a World of Difference” will be hosted by eight public libraries from through June 2014. The traveling exhibition was developed to raise awareness that engineers are real people who, through a creative and collaborative design process, arrive at practical solutions to help solve society's problems in the United States and throughout the world.

The Great Stories CLUB sponsors author tour

The Great Stories CLUB (Connecting Libraries, Underserved teens, and Books) received more funding from the National Endowment for the Arts to support library visits from Great Stories Club (GSC) authors, including Coe Booth, Jennifer Brown, Walter Dean Myers, and Coert Voorhes. This GSC Author Tour included visits with 370 teens in seven juvenile justice facilities, involving them in readings, Q&A sessions, journaling workshops, and book signings. The Great Stories CLUB was developed to reach troubled teens through reading and discussing books that are relevant to their lives. Funding was provided for this program by Oprah’s Angel Network.

Grants support understanding of Louisa May Alcott

Thirty libraries hosted a series of 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 a collaboration among the National Endowment for the Humanities (NEH), PPO, and Nancy Porter and Harriet Reisen for Filmmakers Collaborative. The film, biography, and library programs re-introduce audiences to Alcott by presenting a story full of fresh insights, startling discoveries about the author, and a new understanding of American culture during her lifetime.
Talking about the Civil War

“Let’s Talk About It: Making Sense of the American Civil War” follows the popular Let’s Talk About It model, which engages participants in discussion of a set of common texts selected by a nationally known scholar for their relevance to a larger, overarching theme. Sixty-five public and academic college libraries hosted the reading and discussion program each received a $3,500 cash grant from PPO and NEH to support program expenses. Grant recipients also received program support materials, including 30 copies of three titles, promotional materials, and training for the local project director and scholar.

A total of 37 state humanities councils were also given “Making Sense of the Civil War” grants, which included $10,000 program support stipends and 100 copies each of three titles in the series. Each state council selected a minimum of four libraries to receive the collection of books and host a five-part reading and discussion series. Another 148 libraries hosted programs during 2012 with state council support.

Libraries build common ground through discussion

“Building Common Ground: Discussions of Community, Civility and Compassion,” a multi-format discussion program for public audiences funded by the Fetzer Institute, brought audiences together in the library for programs and events that include reading, viewing, reflection, discussion, and civic engagement initiatives, as well as community-created tours of sites of local memory and meaning. Cumulatively, Building Common Ground programs were attended by 15,588[1] people in 30 towns, cities and villages in 18 states across the United States. This programming initiative supports public libraries as they strive to enhance the quality of life and learning in their communities.

PPO celebrates America’s music

“America's Music: A Film History of Our Popular Music from Blues to Bluegrass to Broadway” is a new, six-week series of public programs created by Tribeca Film Institute in partnership with PPO and NEH and in consultation with the Society for American Music. The programs feature documentary screenings and scholar-led discussions of 20th-century American popular music. Successful libraries will host the series of six viewing and discussion programs that will be open to the public until Dec. 31, 2013.

An opportunity to celebrate women in science

“Astro4Girls and Their Families” is a collaboration between PPO and NASA-funded Astrophysics education and public outreach. The project is designed to offer participants an opportunity to celebrate women in science, learn about the
universe through hands-on activities, and empower girls in our community to explore the role of science in life and in their careers. The nine participating libraries were chosen from libraries that had hosted the traveling exhibition “Visions of the Universe: Four Centuries of Discovery.”

**Exploring Muslim culture through books**

PPO partnered with NEH to develop the “Bridging Cultures Bookshelf: Muslim Journeys.” In the pilot program, six libraries from across the country hosted programs designed to help public audiences in the United States become more familiar with the people, places, history, faith, and cultures of Muslims around the world, including those within the United States, through book discussions. In 2013, the program will be expanded to up to 1,000 libraries and state humanities councils.

**Demonstrating the value of academic libraries**

As part of its ongoing Value of Academic Libraries initiative, the Association of College and Research Libraries (ACRL) was awarded a National Leadership Collaborative Planning Grant Level II by IMLS for the project “Building Capacity for Demonstrating the Value of Academic Libraries.” Grant funding supported ACRL, in partnership with the Association for Institutional Research (AIR), the Association of Public and Land-grant Universities (APLU), and the Council of Independent Colleges, in convening two national summits to address the library profession’s need to develop skills to document and communicate library value in alignment with the missions and goals of their colleges and universities.

The two summits were held in December 2011 in suburban Chicago. Teams from a broad spectrum of institutions gathered with representatives from accreditation commissions and higher education organizations for dialogue around the assessment of student learning and faculty research productivity. In the first summit, a wide range of participants from the higher education sector discussed the data campus administrators would like libraries to provide and what collaborative assistance is available through institutional research offices. In the second, librarian participants addressed strategies to prepare the library community to document and communicate the library’s value in advancing the missions and goals of their colleges and universities.

An update on the summits was presented at the 2012 ALA Midwinter Meeting in Dallas. In addition, “Connect, Collaborate, and Communicate: A Report from the Value of Academic Libraries Summits,” a white paper of summit findings and recommendations authored by Karen Brown of Dominican University and Kara Malenfant, ACRL senior
strategist for special initiatives, was published in June 2012. The report summarizes broad themes about the dynamic nature of higher education assessment that emerged from the summits and presents five recommendations for the library profession. A series of podcast interviews with summit participants is also available on the Value of Academic Libraries website.

Following the success of the 2011 summits, ACRL has already taken steps to continue this crucial work. In September 2012, ACRL and its partners AIR and APLU were awarded a second IMLS grant to design, implement, and evaluate a team-based professional development program to strengthen the competencies of librarians in campus leadership and data-informed advocacy.

### PLA receives grant to design leadership training model

The Public Library Association (PLA), in partnership with the International City/County Management Association, was awarded a collaborative planning grant from IMLS to facilitate the development of a replicable leadership training model that assists public library administrators, senior managers, and staff who want to increase their capacity to lead not only within the library but also in the community. The training model builds on PLA’s leadership training experience and will take a groundbreaking focus on developing skills for leadership outside of the library, teaching participants how to work with municipal officials towards enhancing the position and activities of the library within the community.

PLA will receive $45,145 from IMLS with $31,017 in cost share, for a total of $76,162 to put toward the initiative. The funding will allow for design and pilot testing of the training model as well as creation of an outcomes assessment tool to evaluate the effectiveness of the pilot training.

### IMLS grant for National Digital Summer Reading program

In May 2012, PLA was awarded a planning grant of $50,000 from IMLS to support the research and design of a national digital summer reading (NDSR) program website application. PLA will work in partnership with Influx Library User Experience (Influx) to manage the grant project and plan development of the app.

This initiative will not only enhance the resources of public libraries to connect with children and teens in an interactive and modern way but also take advantage and showcase the possibilities of open access through the DPLA. The anticipated NDSR website app will enable children and teens to interact with public libraries and summer reading content in numerous ways, including: reading, listening, watching, playing, writing, reviewing, drawing and recording. The ubiquity and flexibility of the digital
environment also offers entirely new ways to expand the success of the traditional summer reading program. The initial phase of the grant project will result in an interactive online locator of summer reading programs, while the second phase (Spring 2013) will result in a white paper reflecting user research and outlining a plan for the creation of the NDSR website app. The white paper will reside online to allow for public contributions to the NDSR plan.

**Public access technology benchmarks—The Edge Initiative**

PLA continues to collaborate on the Edge Initiative, a groundbreaking effort funded by the Bill & Melinda Gates Foundation. The Edge Roundtable comprises 12 organizations, including PLA and ALA's Office for Information Technology Policy, working to develop, pilot, and promote the adoption of public access technology benchmarks for public libraries.

The Edge Roundtable drafted a beta benchmarks framework consisting of 14 benchmarks and 30 indicators. The benchmarks are divided into three subject areas: Community Value, Engaging the Community & Decision Makers, and Organizational Management. A full version of the benchmarks can be found at the Edge Initiative website. The benchmarks have been shared and tested with several libraries with very positive results. Members of the round table continue to work on refining terminology, instructions, and support materials. Extensive pilot tests began in fall 2012.

PLA's granted-mandated responsibility in the Edge Initiative is to develop a training curriculum. In consultation with Organizational Resource Services, PLA has mapped out a series of training outcomes related to using the benchmarks for advocacy activities, technology management, and library leadership. Libraries will have the option of taking training after they complete the assessment and receive their benchmarks score.

**Dollar General renews, expands support of school libraries affected by natural disaster**

The Dollar General Literacy Foundation renewed its commitment to the American Association of School Librarians (AASL) and school libraries nationwide by dedicating an additional $435,000 in grants to Beyond Words: The Dollar General School Library Relief Fund. This donation brings the Dollar General Literacy Foundation's support of rebuilding school libraries affected by natural disaster to a total of $1.6 million. In addition, a new round of grants offers two annual catastrophic awards and an increase in grant amounts. Previous grants ranged from $5,000 to $15,000' grants now range from $10,000 to $20,000.

A catastrophic grant of $50,000 will be awarded to two schools that meet the Beyond Words eligibility requirements and
receive the highest application evaluation scores. Additional requirements are outlined on the AASL website. Previous Beyond Words grant recipients that meet the above criteria may apply for a catastrophic grant. If selected, they will be awarded the difference between their already granted funds and $50,000.

The Beyond Words program, a collaboration between AASL and the National Education Association (NEA), is fully funded by the Dollar General Literacy Foundation. To date, the program has awarded more than $1 million in grants to rebuild and expand library programs at more than 130 schools affected by natural disasters across the country.

In 2006, Dollar General, in collaboration with ALA, AASL, and NEA, began sponsoring a school library disaster relief fund for public school libraries in the states served by Dollar General. Beyond Words provides funding to public schools affected by disasters to rebuild and expand library programs. The grants can be used to defray the cost of replacing or supplementing books, media and/or equipment in the school library.

**AASL continues and explores new partnerships and collaborations**

AASL joined the Alliance for Excellent Education and other national educational associations and organizations in celebrating the inaugural Digital Learning Day February 1, 2012. The yearly event celebrates innovative teaching practices that make learning more personalized and engaging and also encourage exploration of how digital learning can provide more students with more opportunities to get the skills they need to succeed in college, career, and life. To learn more visit the Digital Learning Day website.

AASL, an original outreach partner, once again lent its support to the National STEM Video Game Challenge presented by the Joan Ganz Cooney Center at Sesame Workshop and E-Line Media. The challenge aims to motivate interest in science, technology, engineering, and math (STEM) learning by tapping into students’ natural passion for playing and making video games. More information can be found on the National STEM Video Game Challenge website.

AASL joined 30 other stakeholder groups representing educational and school and community leaders in support of the new National Center for Literacy Education (NCLE). The center, a project of the National Council of Teachers of English and the Ball Foundation, provides a clearinghouse for educator teams and schools engaged in innovative literacy education practices to share and learn from one another. More information about the initiative can be found on the National Council of Teachers of English website.
AASL and others from the non-defense discretionary (NDD) community delivered a letter to Congress urging leaders to avert sequestration by adopting a “balanced approach to deficit reduction that does not include further cuts to NDD programs.” Joining AASL in this effort were nearly 3,000 national, state, and local organizations from all 50 states representing the education, public safety, and health communities. Despite the diverse interests, the organizations share a common purpose of protecting the core government functions that make up NDD spending from further cuts.

AASL joined with the Consortium for School Networking (CoSN) and other leading education associations in releasing a new report aimed at helping inform and guide education decision makers as they revise policies related to the use of mobile technologies and social media in schools. The report, “Making Progress: Rethinking State and School District Policies Concerning Mobile Technologies and Social Media,” was produced by CoSN and the FrameWorks Institute. The report can be read in its entirety on the CoSN website.

The U.S. Department of Education declared August Connected Educator Month (CEM), and AASL signed on as a participating organization. CEM was celebrated with four-plus weeks of online events and activities, including forums, webinars, guided tours, open houses, contests, badges, and more. CEM was aimed at broadening and deepening educator participation in online communities and networks while providing opportunities for education leaders to work together to move the field forward. CEM included educators at all levels, from all disciplines, and more than 60 leading education organizations, communities, and companies, all moving together toward a fully connected and collaborative profession.

**El día de los niños/El día de los libros has a busy year**

In September 2011, 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) co-sponsored an El día de los niños/El día de los libros (Día)—Children’s Day/Book Day—education program during the REFORMA National Conference. A proposal for a Día-focused program, also to be co-sponsored by ALSC and REFORMA, was accepted for the Joint Conference of Librarians of Color, scheduled for September 2012. In addition, multiple sessions of three Día-themed webinars, “Making Every Day a Día Day: Incorporating Día into Current Youth Programming,” “Connecting with Many Children from Many Cultures: Cultural Literacy @ your library,” and “Día 101: Community Partnerships, Marketing and Additional Funding,” were held this past winter and spring.

On November 14, 2011, a completely redesigned and expanded Día website was launched. The new site includes a free, downloadable toolkit containing programming and outreach ideas, book lists, activity sheets, and other resources; it also features a new section with resources directed at parents, caregivers, and children. In addition, parts of the website have been translated into Spanish and Chinese. For the first time, this year’s Día brochure was available in
Chinese, as well as English and Spanish. Also, ALSC’s Quicklists Consulting Committee updated the Día book list for 2012.

For Día 2012, libraries registered more than 435 Día events via the online database on the Día website. On April 21, author and Día Founder Pat Mora participated in a Día event in Houston: Día at Discovery, sponsored by the Houston Public Library, Houston PBS, Arte Publico Press, and Discovery Green (an urban park). ALSC, as in past years, distributed free stickers (English, Spanish, and Chinese), bookmarks (English and Spanish), and “Ask Me about Día” buttons (English, Spanish, and Chinese) to all libraries that registered events in the database. For more about Día, please visit the Día website.

Every Child Ready to Read

ALSC and PLA continue to administer the early literacy initiative Every Child Ready to Read @ your library. A new curriculum launched in June 2010 enjoyed great success over the past year. The new edition includes a toolkit with customizable PowerPoint presentations/workshops, handouts, reading lists, brochures, posters, and bookmarks designed to enable 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.

In mid-January, PLA, in partnership with ALSC, hosted a live, hour-long Facebook Forum with guest Saroj Ghoting, early childhood literacy consultant, on the Every Child Ready to Read (ECRR) Facebook page. The forum provided a free, easy, and convenient opportunity for busy practitioners to learn more about the ECRR second edition.

ALSC produced a 90-minute ECRR webinar, “Every Child Ready to Read—New Conversations on Research, Relationships, and Partnerships,” hosted by Elaine Meyers and presented three times in the spring. The presentation addressed intermixing materials from ECRR first and second editions and strategies for community partnerships. The ECRR Oversight Committee, established in 2011, presented “ECRR in Action” at the PLA National Conference in Philadelphia in March. A moderator and panel of library practitioners shared real-world experiences around the ECRR workshop “Fun with Science and Math for Parents and Children,” which is part of the toolkit, and responded to questions. More information is available on the ECRR website.

Money as You Grow

ALSC is a partner in Money as You Grow, developed by the President's Advisory Council on Financial Capability. The initiative provides 20 essential, age-appropriate financial lessons with corresponding
activities. Written in down-to-earth language for children and their families, Money as You Grow helps equip kids with the knowledge needed to live fiscally fit lives. In addition to promoting the initiative, ALSC provided a themed book list, compiled by the Quicklists Consulting Committee, for the campaign. Other partners in the initiative are PLA, the FINRA Investor Education Foundation, Junior Achievement USA, National Association of Elementary School Principals, National Endowment for Financial Education, and the Parent Teacher Association, among others.

ALSC encourages storytime inspiration

ALSC has partnered with LEGO® DUPLO® in a campaign to celebrate children’s librarians—the community stewards of storytime. Together LEGO DUPLO and ALSC worked to provide inspiration for storytime in libraries and at home by offering engaging activities and creative ideas. Two hundred libraries were set to receive a special Read! Build! Play! toolkit chock full of cutting-edge, early literacy programming that combines preschool books with a versatile collection of DUPLO bricks. LEGO DUPLO was also scheduled to participate in the 2012 ALSC National Institute as an official sponsor.

JumpStart/Read for the Record

A record-breaking 2,184,155 people enjoyed "Llama Llama Red Pajama" by Anna Dewdney on October 6, 2011, as part of Jumpstart's Read for the Record campaign, which highlights the importance of early education and reading through a one-day challenge to get as many individuals as possible to read the same book. As in past years, ALSC helped promote the annual event with announcements on ALSC-L and in the ALSConnect newsletter.

Career development activities

As part of the ALA 2015 Strategic Plan, the Office for Human Resources Development and Recruitment (HRDR) was awarded an internal grant to support a series of career development activities for job seekers through August 2012. The array of services was designed to provide a comprehensive response to the full range of career-related needs of ALA members (including needs expressed by attendees at the ALA conferences) and those services which were frequently requested by professionals going through job search, networking, career transition, professional development and retirement-related challenges. The program was designed to include items that individuals could immediately implement, as well as items that provided more in-depth coverage of a particular topic that required more reflection and, at times, "homework" on the part of the participants. Additionally, the overall program was meant to focus on the needs of
individuals at different stages of their career development as library professionals, from first time job seekers graduating from college to mid and late library-related professionals. The program included several components, which members opted to participate in—choosing one, several or all of these offerings, depending on their current and anticipated career-related challenges:

- Online Virtual Chats (held monthly)
- Webinars (held quarterly)
- Individualized Counseling Sessions (held onsite in the JobLIST Placement Center during the Midwinter Meeting in Dallas)
- Telephone counseling sessions (held during the week following the Midwinter Meeting in Dallas)

Services were contracted with consultant, Dr. Caitlin Williams who has been in the field of career development for more than 20 years. She writes, speaks, conducts research and coaches individuals on ways to continue growing professionally, as well as ways to remain employable in a challenging economy. As a faculty member of San Jose State University at the time, she has been partnering with ALA for nearly 10 years to offer individuals help with managing their career and providing free one-on-one career coaching sessions at ALA conferences.

Nearly 2,000 individuals took advantage of the services over the course of the year.

**Continuing Education Units (CEUs) program**

The International Association for Continuing Education and Training (IACET) awarded ALA the prestigious Authorized Provider status. IACET Authorized Providers are the only organizations approved to offer IACET Continuing Education Units (CEUs). The recognition period extends for five years, and includes all programs offered or created during that time.

In order to achieve Authorized Provider status, ALA completed a rigorous application process, including a review by an IACET site visitor, and successfully demonstrated adherence to the ANSI/IACET 1-2007 Standard addressing the design, development, administration, and evaluation of its programs. ALA is now authorized to use the IACET name and Authorized Provider logo on promotional course material. Although not all ALA programs will be eligible for CEUs, the HRDR staff is working with units across the association to establish quality standards for programming. In addition, we are now linked to the IACET website. YALSA was the first unit to offer ALA CEUs as part of its continuing education program.

**Emerging Leaders program**

75 individuals were selected to participate in the 2012 class of Emerging Leaders and they came from all across the United States, British Columbia and the United Kingdom, and represented a variety of types of libraries. ALA divisions, round tables, chapters or affiliate organizations sponsored approximately one-third of the participants.
The ALA 2012 class of ELs showcased their final projects at the poster session at the ALA Annual Conference in Anaheim, Calif. The poster session was the culminating event for this class of Emerging Leaders. The groups worked virtually on projects related to ALA or a professional concern between Midwinter and Annual. These groups were supported by ALA staff and member mentors from the profession. The poster session allowed each group to showcase its creative and innovative solutions for their projects.

[1] The attendance figure of 15,588 people excludes participation numbers reported by libraries from large public events such as community fairs, installations and exhibits and discussion programs broadcast over public media. Should those numbers be included, the reach of Building Common Ground initiatives stretches to another 19,000 individuals, bringing the total measurable reach of the project to 35,577 people. The averages per program type listed above include the large events, installations and media programs.
Midwinter Meeting, Annual Conference, Virtual Conference

2012 Midwinter Meeting and Annual Conference were launched with new taglines to reflect a major focus for each, including increased interactivity. In past post-conference surveys, attendees had said they would welcome greater interactivity and more opportunities to build on unstructured conversations. The new kinds of sessions, programs, and events were appreciated and well attended.

Now regular features at Midwinter Meetings and Annual Conferences, Friday’s Unconference, Monday’s Library Camp, and the ongoing Networking Uncommons all help meet those needs, in addition to other types of programs such as facilitated conversations, “Ignite” sessions, and “Conversation Starters.” Positive comments from attendees in post-event surveys and social media suggest they noticed and appreciated the innovations. Increased outreach and buzz about the content of the conferences especially in American Libraries, emails, and social media fueled enthusiasm before attendees arrived in Dallas in January and Anaheim, Calif., in June. Channels for active communication during the conferences for both attendees and those not attending (including many who use the hashtag #AILeftBehind) have grown to encompass blogs, Facebook, Twitter, Pinterest, and Flickr.

The third ALA Virtual Conference took place in July, building on the focus of Midwinter Meeting and Annual Conference under the tagline “Mapping Transformation.”

Midwinter Meeting in Dallas, Texas

“The conversation starts here . . .”

The 2012 ALA Midwinter Meeting, held January 20–24 in Dallas drew 6,236 attendees and 3,693 exhibitors.

More than 1,800 meetings probed such issues as the ongoing struggle for libraries facing budget cuts, the emergence of e-books, and best practices
on a range of library-related concerns. A major content focus introduced by ALA President Molly Raphael was the facilitated conversations about the transformation of libraries.

“Empowering Voices, Transforming Communities” and Presidential Initiatives

Bookending this Presidential theme were the Unconference, a participant-guided experience organized by the crowd that harnesses unstructured conversations into the conference itself, and the first-ever Midwinter Library Camp on Monday afternoon that got an enthusiastic and eclectic group together to talk about what had inspired them, issues on their minds, and what they were taking home from Midwinter.

The Unconference set the stage for “Empowering Voices, Transforming Communities,” two afternoons of conversation hosted by ALA President Molly Raphael on the evolving needs of our communities and how we can transform libraries and librarianship. Syracuse iSchool professor and author of “Atlas of New Librarianship” (Association of College and Research Libraries/MIT Press, 2011) David Lankes led small groups in addressing questions about transforming our communities and the profession. Lankes’s focus is on reconceptualizing the library field through the lens of “new librarianship.” Facilitators from the graphic recording company Sunni Brown helped create visual images of the plenary conversations that concluded each afternoon.

The Saturday session focused on “Understanding Your Communities,” and the Sunday session on “Transforming Librarianship.” Picking up and continuing the conversation as the featured speaker in Raphael’s President’s Program on Sunday afternoon was Rich Harwood, described as “one of the great thinkers in American public life.” President and founder of the Harwood Institute for Public Innovation, he has become a leading national authority on improving America’s communities, raising standards of political conduct, and reengaging citizens in today’s most complex and controversial public issues.

Part of President Raphael’s diversity leadership initiative “Empowering Diverse Voices,” Champion Connections provided selected new and emerging leaders with an opportunity to meet with established leaders within ALA, its divisions, round tables, and affiliates.

ALA Youth Media Awards

The ALA Youth Media Awards were announced on Monday morning, January 23. Approximately 15,000 webcast viewers joined more than 1,300 onsite audience members for the announcement of 18 awards that honor children’s and young adult authors and illustrators and producers of children’s audio and video materials, including the prestigious Caldecott and Newbery medals, as well as the Coretta Scott King Book Awards and Printz awards. Results were
followed live on Twitter and through live updates on the ALA website. Highlighted videos from winning authors are now posted each year to a dedicated YouTube channel.

**ALA Masters**

The ALA Masters Series was introduced to offer insight into hot trends and issues, with experts from across library specialties describing their latest in-house innovations in fast-paced 30-minute sessions. To kick off the program, a special hour-long Masters Series session, “A Library Occupies Occupy Wall Street,” allowed attendees to learn firsthand from five librarians on the front lines of the Occupy Wall Street movement who helped build the People’s Library. The second Masters Series session was “Reimagining the Public Library in a Post-Recession Economy,” addressing how Dallas Public Library rethought everything during the transition out of the 2008 economic collapse. In the final session, Carl Lennertz described how attendees could be part of World Book Night, a giveaway of one million books to underserved readers across the United States on April 23.

**Updates and Hot Topics**

ALA divisions and offices and other organizations and companies across library-related fields provided expert updates on policy, research, statistics, technology, and more, based on new research, surveys, reports, legislation/regulation, projects, beta trials, focus groups, and other data. Topics included orphaned works and digital libraries, grassroots strategies for saving libraries on the verge of closure, e-books and ownership, ensuring the use and discoverability of digital collections, and others.

**Business/Financial Meetings**

The usual roster of business and financial meetings was covered, including the Executive Board, Council, Budget Analysis and Review Committee (BARC), Planning and Budget Assembly, Finance and Audit (F&A) Committee, and the ALA–Allied Professional Association (ALA-APA).

**The Exhibits**

With more than 400 exhibiting organizations, the exhibit floor was as always an integral part of the education at the Midwinter Meeting. Authors and illustrators were on hand at publishers’ booths, and the PopTop stage focused on various genres each day, including Mystery Day, Romance Day, and Storytelling Day. The Spotlight on Adult Literature on Saturday afternoon, jointly sponsored by United for Libraries and Conference Services, is an opportunity at each Midwinter for conference attendees to learn more about new authors as well as new books from seasoned authors of adult literature. Participating publishers provide free books and some host author signings.
The ALA Conference Store, located again on the exhibit floor, offered promotional and continuing education items. The nearby Membership Pavilion offered a wide range of information and resources, and New Members Round Table representatives were on hand to answer questions and help newer members find ways to get involved.

Authors

The ERT/Booklist Author Forum kicked the Midwinter Meeting off with authors discussing their work as it relates to exploring social conditions past and present in fiction and nonfiction. Authors Helen Schulman and Hillary Jordan shared their own special approaches to capturing society at large and family in particular, either in contemporary times or in the historical past, with moderator Brad Hooper, Booklist adult books editor.

The Auditorium Speaker Series featured authors Susan Cain and John Green. Cain is the author of “Quiet: The Power of Introverts in a World That Can’t Stop Talking,” a title that became an award-winning bestseller. Green, author of several bestselling titles and with more than 1.1 million Twitter followers and more than 600,000 subscribers to and 185 million views of his vlogbrothers YouTube channel, looked at how social networking relates to literature and how librarians can reach patrons through fun and inventive social networking. Green was also the featured speaker at the annual Freedom to Read Foundation (FTRF) fundraising author event.

Author and activist Jamal Joseph presented the 13th annual Arthur Curley Lecture, and talked about his personal odyssey from the streets of Harlem to Rikers Island and Leavenworth, and to the halls of Columbia, also detailed in his book, “Panther Baby: A Life of Rebellion and Reinvention.”

Rev. Dr. Lewis V. Baldwin, professor of religious studies at Vanderbilt University in Nashville, Tennessee, keynoted the Dr. Martin Luther King Jr. Sunrise Celebration on Monday morning, the theme of which was “Dr. Martin Luther King Jr.: Honoring a Legacy that Still Inspires.”

United for Libraries (then still the Association of Library Trustees, Advocates, Friends, and Foundations) hosted the annual Gala Author Tea on Monday, featuring Kim Edwards, Erin Duffy, Pam Houston, Taylor Stevens, and Leonard Kniffel (former Publisher and Editor of American Libraries).

The Midwinter Meeting wrapped up and plans for Annual Conference in Anaheim revved up starting in the exhibit hall on Monday afternoon. The fun culminated in the Wrap Up/Rev Up Celebration with Grammy-nominated pop star Lisa Loeb bringing her humor and creativity.
ALA JobLIST Placement Center

The ALA JobLIST Placement Center, provided by ALA’s Office for Human Resource Development and Recruitment, was again a hub of activity, from its orientation session to its open house and in between. Counselors were available to guide job seekers in strategizing for the next phase of their careers, solve current job situation problems, and provide assistance in rejuvenating careers, including a number of 20-minute, confidential one-on-one sessions.

Think Fit @ ALA

Following an eight-year hiatus, the ALA Fun Run returned when a “Think Fit @ ALA” focus was added to encourage both personal and environmental health at Association events. The well-attended Fun Run 5K and Walk took place early on Saturday. Going forward, ALA Conference Services will continue to host and identify events promoting personal or environmental health.

Annual Conference in Anaheim, Calif.

“Transforming Our Libraries, Ourselves.”

The 2012 ALA Annual Conference, held June 21-26 in Anaheim, Calif. drew 14,746 attendees and 5,388 exhibitors, with a strong focus on transformation and innovation.

New highlights at the 136th Annual Conference included a revamped ALA Awards presentation, a first Inaugural Brunch (rather than an evening event), where ALA President Molly Raphael honored incoming President Maureen Sullivan and division presidents-elect, and the first ever Andrew Carnegie Medals for Excellence in Fiction and Nonfiction.

Attendees have said in post-conference surveys that ALA Annual Conference is the “best gathering for professional development opportunities, exhibits and vendor reps, and networking possibilities that a librarian is likely to find” and “the gold standard in professional development and networking.” A new resource, "Making Your Case for Attending," was made available to help potential attendees communicate these strengths and the many ways that ALA conference attendance can pay dividends, especially in times of tight budgets and reduced staffing.

Attendees could keep track of everything on the go for the first time with the new mobile app for the Conference...
Scheduler that put all the information people needed right at their fingertips, including their existing schedule, list of exhibitors, and notes from the full Scheduler site. Highlights of the Conference Scheduler itself have grown to include: multiple ways to browse sessions; an easy-to-create personal schedule that can be shared or kept private; tailored lists of recommendations; ease of adding, prioritizing, and updating sessions and events; and ease of adding booth visits and meetings with specific exhibitors.

Key issues covered at the 2012 ALA Annual Conference included digital content and e-books, technology in libraries, innovation, books and authors, leadership, library advocacy, civic engagement, library marketing, and many other topics that are top of mind for librarians in this era of rapid change.

E-books and digital content were a major focus of conference content, covered in many sessions, including the Opening General Session, where Rebecca MacKinnon, journalist, internet policy specialist, and author of "Consent of the Networked," focused on why it is time to stop arguing over whether the internet empowers people, instead addressing the urgent question of how technology should be governed to support the rights and liberties of users around the world. Auditorium Speaker David Weinberger, celebrated Internet philosopher and coauthor of "The Cluetrain Manifesto," addressed conference on his vision of the future of knowledge in a connected world, shaking the foundations of our concept of knowledge—from the role of facts to the value of books and the authority of experts. ALCTS and RUSA cosponsored the program “The Ebook Elephant in the Room: Determining What’s Relevant and Effective for Your Patrons and Making Effective Decisions for Your Future E-Collection,” the ALA Washington Office presented “Digital Literacy and Libraries: Designing What Comes Next,” and Booklist Reference hosted “Why Can’t an Ebook Be More Like the Print?”

**Featured speakers**

A strong lineup of authors and thought leaders addressed attendees on a wide variety of topics and tales. ALA President Molly Raphael welcomed the mother-daughter author team Jodi Picoult and Samantha Van Leer for her ALA President’s Program. Bestselling author John Irving talked about his 13th and latest novel, "In One Person," described as his most political since "The Cider House Rules" and "A Prayer for Owen Meany."

A unique Auditorium Speaker session focused on three courageous and creative young adults who have already changed things for the better within their communities, cultures, and societies—William Kamkwamba, Talia Leman, and Gaby Rodriguez. Best known for his starring role as Kurt Hummel in the Golden Globe and SAG Award–winning comedy "Glee," Chris Colfer introduced his first children’s book, "The Land of Stories." George R. R. Martin, most
famous for his ongoing series A Song of Ice and Fire, and Blake Charlton, known for his Spellwright Trilogy, discussed the increasingly mainstream aspect of the science fiction and fantasy genres. Behavioral economist and bestselling author Dan Ariely, New York Times bestselling author of "Predictably Irrational" and "The Upside of Irrationality," took a groundbreaking look at the way we behave, examining the contradictory forces that drive us to cheat and keep us honest.

Sapphire, author of the bestselling novel "Push," that was adapted into the blockbuster movie "Precious" in 2009, introduced her recent novel, "The Kid," which brings readers deep into the interior life of Abdul Jones, son of Precious. J. R. Martinez, inspirational speaker and 2011 winner of "Dancing with the Stars," spoke in the Closing General Session about the experiences behind his book "Full of Heart: My Story of Survival, Strength, and Spirit." Dan Rather, the award-winning journalist who anchored CBS Evening News discussed his memoir "Rather Outspoken" for Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF, now United for Libraries) President Donna McDonald’s President’s Program. Henry Winkler and Lin Oliver discussed their jointly created Ghost Buddy series for middle-school-age kids that addresses topics such as bullying and living in a blended family.

**Division President’s programs**

In addition to the ALTAFF (now United for Libraries) President’s Program featuring Dan Rather, the following programs were hosted by division presidents:

American Association of School Librarians (AASL)—Carl Harvey: Lori Takeuchi, director of research at the Joan Ganz Cooney Center at Sesame Workshop, presented on the Families Matter report issued in June 2011.

Library Leadership and Management Association (LLAMA)—Janine Golden: Heather Krasna, career expert and author of "Jobs That Matter: Find a Stable, Fulfilling Career in Public Service."


Association of Specialized and Cooperative Library Agencies (ASCLA)—Norma Blake: John Jantsch, bestselling author of "Duct Tape Marketing" and "The Referral Engine," applied his theories specifically to libraries.

Public Library Association (PLA)—Marcia Warner: Following the recognition of PLA’s 2012 award winners, President Marcia Warner welcomed Sherman Alexie, bestselling author of 22 books, including "The Absolutely True Diary of a Part-Time Indian."

Library Information and Technology Association (LITA)—Colleen Cuddy: “The Fourth Paradigm: Data-Intensive
Research, Digital Scholarship and Implications for Research Libraries” with Tony Hey, corporate vice president of Microsoft Research Connections, and Clifford Lynch, director of the Coalition for Networked Information.

Association for Library Service to Children (ALSC)/Young Adult Library Services Association (YALSA)—Mary Fellows, Sarah Flowers: “The Digital Lives of Tweens and Young Teens” with Stephen Abram, then vice president at Gale Cengage Learning, and Michelle Poris, quant savant at Smarty Pants.

Association for Library Collections and Technical Services (ALCTS)/Association of College and Research Libraries (ACRL)—Betsy Simpson, Joyce L. Ogburn: “Future of the Book: Innovation in Traditional Industries” with Duane Bray, a partner at IDEO, a global innovation and design consulting firm.

Other programs

ALA Annual offered a wealth of other opportunities to satisfy multiple professional interests and groups such as the launch of the Reforma Educational Foundation; “First Author, First Book,” a conference tradition sponsored by United for Libraries that features first-time authors; the latest on legislation affecting libraries and cutting-edge technology updates during the ALA Washington Office Update; a Bookmobile Saturday Author Luncheon, Bookmobile learning sessions, and the 2012 Parade of Bookmobiles in conjunction with the 2012 Diversity and Outreach Fair; and the International Relations Round Table’s International Librarians Reception welcoming and celebrating with librarians from more than 80 countries. Now Showing@ ALA has become a popular center of activity for film-related programming at the conference.

Award events

Perennial award-related favorites at Annual Conference included the Newbery-Caldecott-Wilder Awards Banquet, the Coretta Scott King Book Awards Breakfast, the Stonewall Book Awards Brunch, Margaret A. Edwards Luncheon, and Michael L. Printz Program and Reception. In 2012, the celebrations included the first ever Andrew Carnegie Medals for Excellence in Fiction and Nonfiction announcement and reception—a standing-room only event with authors, editors, and publishers present to hear and celebrate the winners, Anne Enright’s “The Forgotten Waltz” for fiction and Robert K. Massie’s "Catherine the Great: Portrait of a Woman" for nonfiction. (The new awards are made possible by a grant from Carnegie Corporation of New York and are cosponsored and administered by Booklist, ALA’s review journal, and the Reference and User Services Association.)

A host of things to do in the Exhibit Hall

The exhibit hall, with more than 1,500 booths showcasing the latest publications, products, and technologies available to libraries, also offered an array of informative and entertaining events, stages and pavilions. Vendors were on hand to
discuss and demonstrate everything from virtual libraries and mobile book-stacking systems to premium quality library furniture. Attendees had a chance to meet and greet favorite adult and children’s authors and illustrators throughout the conference.

The exhibit hall included the ALA Membership Pavilion with information from ALA divisions, round tables, offices, and ALA-affiliated groups; the ALA Store offering the most current professional development materials and gifts, posters, and other items to help promote literacy and libraries; “Artist Alley” located in the Gaming/Graphic Novel Pavilion, with original artwork by leading artists and illustrators; DVD/Video Pavilion showcasing recorded materials for libraries of all types; Gaming/Graphic Novel Pavilion with educational and recreational games and graphic novels; the new Government Information Pavilion offering the latest and greatest information from featured government agencies; the Green Pavilion showcasing products and services to help libraries be ecologically smart; the International Pavilion with multilingual and multicultural publications and library materials; the Library School and Instruction Pavilion, a showcase of LIS educational programs by the Association for Library and Information Science Education and individual schools; the Mobile Applications Pavilion with the latest mobile apps and technologies to manage libraries and improve services; the Small Press/Product Area where new and independent presses often launch their newest titles and new vendors introduce themselves to the library community; the Spanish Publishers Pavilion; the Technology/Library 2.0 Pavilion featuring the latest products and service designed to increase efficiency, effectiveness, and creativity; and the Zine Pavilion for zine creators and librarians who manage zine collections. Other highlights not to miss included “What’s Cooking @ ALA” Cooking Demonstration Stage, the PopTop Stage focused on popular librarian favorites including mystery, romance, travel, sci-fi, religion, and horror, the Graphic Novel/Gaming Stage, and the “LIVE! @ Your Library” Reading Stage. The Wrap Up/Rev Up celebration featured musician Bettye LaVette who kept the party going from the exhibit hall to the Ballroom.

ALA/ProQuest Scholarship Bash

The Bash on Saturday evening offered a once-in-a-lifetime opportunity—to rock out at the very last performance of the beloved Rock Bottom Remainders. The band included some of today’s most shining literary lights—Dave Barry, Ridley Pearson, Amy Tan, Scott Turow, Mitch Albom, James McBride, Roy Blount Jr., Matt Groening, Stephen King, and Greg Iles. As always, the money raised provides scholarships for graduate students in library and information studies, including Spectrum.

2012 ALA Virtual Conference

For the third year, ALA hosted a Virtual Conference in July, offering individuals and groups the chance to participate in an interactive two-day event based on the theme
"Mapping Transformation." The focus of the keynotes and sessions was a wide range of innovation and dynamic experiments.

The two days of interactive Web sessions, discussions, and insights attracted hundreds of engaged participants, as thought leaders offered starting points for discussion as well as practical ideas for moving forward and trying something new. From building e-book platforms to publishing the local community's unique content and adding a DIY/Maker service for users, the presenters highlighted how new services are transforming both their libraries and their communities.


Booklist editors hosted what have become popular 30-minute author lunches at Virtual Conference. Brad Hooper talked through a monsoon with Pulitzer Prize-winning journalist and New Yorker staff writer Katherine Boo ("Behind the Beautiful Forevers: Life, Death and Hope in a Mumbai Undercity") and Donna Seaman interviewed Christian Kiefer, an active poet, songwriter, and recording artist.

In the post-event survey, attendees had this to say: “One of the best distance workshops I've ever attended.” “Great content in a convenient place.” “Interesting topics, new perspectives, great speakers.” “The price was reasonable, the content was outstanding.” “Very inexpensive for a good lineup of events.” “Enlightening.” “Very engaging.” “Interesting insights.” “Amazing, inspiring.” “New and fresh.”

Other conferences

ALA Virtual Membership Meeting
Nearly 550 ALA members from around the world participated in the first-ever ALA Virtual Membership Meeting June 6, which presented an opportunity to convene the membership in an online setting to discuss current projects, ongoing initiatives, and the direction of the Association. Members were able to participate directly in the discussions through chat and voiceover IP, asking questions from ALA leaders while sharing information and insights from their own libraries. A full video and document archive of the Meeting is available online.

Membership Meetings are convened for two main reasons: to communicate with members about the Association’s work and to allow members an opportunity to participate in setting policy for the Association by submitting resolutions for consideration.

Highlights of the 2012 meeting included ALA President Molly Raphael’s report detailing her two initiatives focusing on diversity and leadership development and advocacy, along with a recap of extensive meetings that she and other ALA leaders have had with publishing and author communities about e-books and libraries.

Raphael went on to detail the activities of the School Libraries Task Force empaneled to address the urgent need for advocacy for school libraries. Her complete report is available in the video archive.

Executive Director Keith Michael Fiels presented an “ALA Progress Report” on work achieving the goals of the ALA 2015 Strategic Plan. He detailed Association and member efforts in Advocacy, Building the Profession, Transforming Libraries, Members Engagement, and Organizational Effectiveness. Highlights included the Connect with your Kids @ your library advocacy campaign; the new ALA continuing education portal that drew more than 100,000 participants in online learning in its first year; the "Transforming our Libraries, Transforming Ourselves" theme for Annual Conference; new ways to engage with other members on Connect; and the success of several joint ALA and divisional membership recruitment campaigns. A full video and slide archive is on ALA Connect.

Clara Bohrer, chair of the Budget Analysis and Review Committee, presented the ALA Financial report. She began with a discussion of the Association’s financial health and went on to detail ways that ALA management and member leaders continue to address the Association’s budget in a challenging economy. She also discussed efforts to reduce expenditures and achieve efficiencies, actions taken to reallocate resources when possible, and new business initiatives like the acquisition of Neal Schuman by ALA Publishing. Bohrer’s full report is included in the video archive.

Under the leadership of the ALA Committee on Membership Meetings, this virtual event was held to provide new access to Association information and business for members while allowing more participation by members who do not attend conferences regularly.

On ALA Connect, Committee members convened several discussion topics identified in a recent member survey as conversation starters. Two discussion threads were highlighted, with members invited to comment during the live event about their own experiences. The first topic, “Improving the Role of Libraries in our Communities,” elicited some
interesting examples of the ways that libraries and librarians identify and address diverse needs in their communities. The second topic, “eBooks and Libraries,” was a wide-ranging discussion that included an update about ALA’s ongoing leadership in the area from Alan Inouye, director of the OITP. Both discussions are included in the [video and chat archives](http://www.ala.org/aboutala/annualreport12/conferences) on Connect. Membership meetings are the venue for members to present resolutions for consideration and possible referral to ALA Council as policy recommendations along with memorials and tributes to honor fellow members, both living and deceased, who have made a significant contribution to the profession and to libraries.

### 2012 ALSC National Institute

ALSC spent much of 2011–12 planning for the National Institute held in Indianapolis September 20–22. The event featured award-winning authors Peter Brown, Denise Fleming, Kevin Henkes, Eric Rohmann, Gary Paulsen, Bryan Collier, Doreen Rappaport, and April Pulley Sayre, with 20 educational programs spread over two days. Programs delve into some of the most important topics in library service to children, such as using technology in programming, what’s hot in children’s spaces, working with underserved populations, putting Every Child Ready to Read into practice, and using local partnerships to improve programming. Special events included a celebration of the 75th anniversary of the Caldecott Medal during Friday morning’s Breakfast for Bill, a Friday reception at Indiana University–Purdue University Indianapolis, and a tour of the infoZone and Children’s Museum of Indianapolis.

### Peter Sís delivers 2012 May Hill Arbuthnot Honor Lecture

In April, the 2012 May Hill Arbuthnot Honor Lecture was delivered by Czech-born author and illustrator Peter Sís, a three-time Caldecott Honor recipient. The lecture, hosted by Miami University, Oxford, Ohio, and titled, “Reading in the Dark.” An [archived webcast of the lecture](http://www.ala.org/aboutala/annualreport12/conferences) is available. The 2013 Arbuthnot Lecture will be given by the United Kingdom’s Children’s Laureate, author Michael Morpurgo.

### National Library Legislative Day

On April 22–24, ALSC leaders participated in the 2012 National Library Legislative Day in Washington, D.C. The division was represented by ALSC President Mary Fellows, Vice-President Carolyn Brodie, and Executive Director Aimee Strittmatter. ALSC leaders met with key members of the House and Senate committees charged with education and library issues to impress upon them the critical role that children’s librarians and public libraries play in early learning development. They also attended the signing ceremony with Institute of Museum and Library Services and the U.S. Department of Health and Human Services for the Information Memorandum on Public Libraries and Head Start. The group also met with the bipartisan advocacy organization First Focus to discuss commonalities and initiate a relationship that may result in future collaboration.
AASL national conference

TURNING THE PAGE

Dedicated solely to the needs of school librarians, the AASL 15th National Conference & Exhibition, “Turning the Page,” featured preconference workshops, several school and educational tours, more than 100 top-quality continuing education programs, thought-provoking opening and closing general sessions, author events, and exhibiting companies. Held in October 27–30, 2011, in Minneapolis, more than 3,000 school librarians, educators, exhibitors, and guests discussed key issues that impact the profession.

Best-selling author Nicholas Carr opened the conference with a discussion of his book "The Shallows: What the Internet is Doing to Our Brains," which asks the question, “As we enjoy the Net’s bounties, are we sacrificing our ability to read and think deeply?” Carr also remained on hand to join the One Book, One Conference panel discussion.

Mimi Ito, international expert on mobile technologies and using new digital media in everyday life, headlined the closing general session, discussing the value of digital social media in education, countering the perception that new media is hostile to learning. Attendees enjoyed two screenings of the documentary "Digital Media: New Learners of the 21st Century," which complemented the overall theme of the conference, which was to identify and embrace new technologies and resources that will engage 21st-century learners.

The conference also included a variety of preconferences that addressed new technologies, gaming, and best practices for using 21st-century learning skills. In addition, a variety of local tours showcasing sites in and around Minneapolis were offered, as well as school tours for attendees interested in new ideas from local library programs.

More than 40 tabletop displays were part of the Exploratorium, the conference’s best-practice showcase. Topics included e-book implementation, grant-writing strategies, intellectual freedom, matching the right book to the right reader, preparing students for college, subscription databases available to K–12 school libraries, and creating lessons for English language learners.

National conference concurrent sessions were specially chosen to help attendees “turn the page” in their careers, including those focused on helping school librarians implement the AASL learning standards and program guidelines, raising the level of learning in school library programs, and addressing the needs of a new generation of students.

Other special events included as part of the conference festivities includes an author banquet featuring Andrea Davis Pinkney, Pat Mora, and Joan Bauer, along with two author brunches—one with Gennifer Choldenko and the second with Maggie Stiefvater. Attendees were also invited to a closing celebration held at the picturesque Nicollet Island Pavilion for food, dancing, and roasting s’mores around outdoor fire pits.

PLA Conference
The PLA 2012 Conference, held March 13–17 in Philadelphia, drew more than 8,700 library staff, supporters, exhibitors, and authors. The conference included nearly 200 educational programs, special events, and tours, along with some 400 exhibitors representing everything from large library vendors to ALA divisions.

Programming focused on key public library issues of advocacy, technology, literacy, and serving adults and youth. At the forefront were emerging technologies, e-books, and digital rights management. PLA President Marcia Warner, director, Grand Rapids (Mich.) Public Library, wrote an article, “Becoming Proactive: Taking the E-Book Initiative,” for the onsite paper, the PLA Daily News.

The conference also hosted a series of entertaining author events featuring best-selling adult, young adult, and children's authors David Baldacci (“Absolute Power”), Ally Carter (Gallagher Girls series), Joyce Carol Oates (“We Were the Mulvaneys”) and Jerry Pinkney (“Gulliver’s Travels”). PLA also played host to the Audio Publishers Association Dinner, which featured authors Carl Hiaasen (“Hoot”), Lisa Scottoline (Rosato & Associates series), Karen Slaughter (“Beyond Reach”) and narrator Wanda McCaddon.

New to the conference this year was the PLA Unconference, a participant-driven event where conference attendees shared ideas, presented brief discussions and networked with other attendees with similar interests.

PLA President-Elect Eva Poole, chief of staff at the District of Columbia Public Library, introduced the closing keynote speaker, actor and comedian Betty White. The Emmy winner is also an outspoken animal advocate and author of seven books. White had the standing-room-only audience laughing throughout her interview with PLA staff member Brendan Dowling.

Those who were not able to attend the conference in Philadelphia had an opportunity to attend online through the PLA Virtual Conference, held March 15–16. The Virtual Conference included five live, hour-long programs each day and special events such as daily author interviews, audio poster sessions, Web tours with audio narration, and opportunities for networking.

**PLA Results Boot Camp**
After a brief hiatus, the popular and respected PLA Results Boot Camp returned in October of 2011 and August of 2012 with attendance by more than 120 people. “Results Are What Matters: Management Tools and Techniques to Improve Library Services and Programs” is a four-and-a-half-day intensive education program designed around PLA’s Results series and is intended to offer public library management training not provided in library school. Taught by Sandra Nelson and June Garcia at the Nashville (Tenn.) Public Library, the programs tackled topics like strategic planning, data-based decision-making, effective resource allocation, implementation strategies, and change management.

2011 LITA National Forum

The annual LITA Forum offers three days of content-rich programming for library technologists along with much appreciated networking opportunities. Attendees have the opportunity to get to know leaders, Forum speakers, and peers in the library and information technology field across all types of libraries. The 2011 LITA Forum convened in St. Louis from September 29 to October 2. The theme was “Rivers of Data, Currents of Change”. The three keynote speakers were John Blyberg, assistant director for Innovation and User Experience at Darien Library and open source advocate, Karen Coyle, consultant investigating the possibilities offered by the semantic web and linked data technology, and Barbara McGlamery, taxonomist at Martha Stewart Living Omnimedia who has been creating taxonomies and employing semantic solutions for websites for many years. Two full day preconferences, 39 concurrent sessions, and 13 poster sessions addressing critical technology topics and sharing practical experiences in implementing technology in libraries provided an in-depth educational opportunity.
Publishing

ALA Editions

Expanding Professional Opportunities

The ALA Editions Imprint has been expanding its publishing operation to tap into the growing importance of electronic access to its rich content in professional development.

In December of 2011, ALA acquired the Neal-Schuman Publishing Company, which is being incorporated into the unit as a separate imprint focused on MLS education. Its content base provides as-yet-unrealized potential for online and digital delivery. The acquisition also offers co-publishing opportunities by way of an exclusive US distribution agreement with Facet Publishing, the official imprint of UK's CILIP. ALA Editions authors have played a growing role in online continuing education for the profession; Neal-Schuman’s rich content and author-experts allow ALA to expand the range, as well as enrich ALA Editions’ growing list of e-books.

In the spring of 2012, the unit created a trade imprint named The Huron Street Press to cover library-related topics for the general public. Its first book, "Read with Me: Best Books for Preschoolers," by ALA editor Stephanie Zvirin, garnered excerpts and reviews in high-profile parenting and educational publications. "Build Your Own App for Fun and Profit" followed with comparable success. Huron Street Press titles are designed to appeal to a broad consumer and library market, harnessing the expertise of the association while encouraging library use among the public. Huron Street Press titles are distributed by the Independent Publishers Group (iPg) and are stocked in traditional retail outlets as well as being widely available as ebooks.

Standouts among the new publications included "College Libraries and Student Culture: What We Now Know," which created unusual buzz in the general market before publication (including substantial articles in Inside Higher Education and USA Today), and the highly anticipated Tech Set 11-20, published in collaboration with LITA.

The emphasis on these new revenue sources supports ALA’s strategic goals in expanding high quality service to
libraries and ALA members as well as in developing new markets and products.

Highly subscribed workshops, eCourses grow in scope

ALA TechSource and ALA Editions workshops and online offerings grew significantly in FY12, with 34 distinct workshop events (50 sessions total) that attracted 6,000 attendees, and 21 eCourses with more than 1,300 registrations, many of which included groups. Workshops and eCourses have become an increasingly important source of revenue for ALA Editions, and cover a growing range of topics, some built on content from new or bestselling backlist books and Library Technology Reports topics such as electronic resource management, web-scale discovery services, and the mobile Web.

Workshops included the new iterations of popular topics such as Integrating E-Books and E-Readers into Your Library with Sue Polanka, Gadgets in the Library with Jason Griffey, and Integrating iPads and Tablet Computers into Library Services with Rebecca Miller, Carolyn Meier and Heather Moorefield-Lang. Other well received workshops included: Taking Embedded Librarianship to the Next Level with Buffy Hamilton; Hiring, Training and Supervising Library Shelvers with Patricia Tunstall; Libraries and Linked Data: Looking to the Future with Karen Coyle; and many more.

ALA Editions eCourses included subjects such as the following: Rethinking Library Instruction: Libraries as Social Learning Centers with Paul Signorelli; Demystifying Copyright: Educating Your Staff and Community with Lesley Ellen Harris; Planning and Preparing for RDA with Paul Weiss; Understanding and Applying Dewey Decimal Classification with Cheryl Tarsala; Using WordPress to Build Library Websites with Polly-Alida Farrington and Amanda Goodman; and Using Drupal to Build Library Websites with Sean Fitzpatrick.

In January, ALA TechSource offered nearly 1,700 attendees a free 2012 ALA Midwinter Tech Wrapup webinar, featuring a panel discussion with Sue Polanka, Jason Griffey and Marshall Breeding. Other free webinars were Introducing the Book as iPad App with Nicole Hennig and Introducing Grassroots Library Advocacy with Lauren Comito, Aliqae Geraci and Christian Zabriskie.

In the midst of focusing on the Neal-Schuman acquisition and launching Huron Street Press, ALA Editions and ALA TechSource produced 137 new products. The catalog was redesigned to accommodate the developing range of types of content and formats. The emphasis continued to be on maximizing the content created by expert authors, in formats ranging from print books to print/online periodicals such as Library Technology Reports and Smart Libraries Newsletter,
to combined print/e-book bundles, and to multi-part online workshops. American Libraries magazine also increased its use of content by ALA Editions and TechSource authors.

Booklist Publications

New subscription model introduced and cosponsorship of new award

Two major events marked fiscal 2012 for Booklist Publications: the introduction of a new subscription model in January offering a combination of print and online access, and Booklist's cosponsor role (with the Reference and User Services Association—RUSA) in the high-profile launch of the Andrew Carnegie Medals for Excellence in Fiction and Nonfiction (see Awards and Honors section).

FY12 was also no exception to the annual addition of new products and marked Booklist's regaining ground and exceeding pre-recession revenue.

The new Booklist subscription model, with the tagline “Feel like print? Want online too? Get both with the new Booklist!” includes the added benefit of 24/7 password-access to Booklist Online. The combination offers libraries another way to streamline collection development and readers’ advisory workflows. Unlimited access multi-user subscriptions to Booklist Online still offer unlimited simultaneous use, patron/faculty/student access, and remote access and remain the most popular option for larger institutions.

The current multi-platform suite of 11 products (up from two in 2006) includes the print issues of Booklist and four of Book Links; Booklist Online (now serving 1.25 million pages per month); six revenue-generating e-newsletters (some with exclusive sponsorships, some selling advertising on an issue-by-issue basis); Booklist webinars (sponsor-supported online programs, free to registrants); and Booklist Delivers (an e-blast service delivering sponsors’ HTML promotions to the Booklist audience).

Booklist webinars have been the most successful of the new ventures, with 54,317 registrants (averaging 1,598 for each program) for the 34 programs moderated by Booklist editors and special guests. Registrants who couldn’t attend were offered access to archived recordings. In post-webinar surveys, 91 percent of attendees noted that they find the programs useful. The two most popular programs were “Struggling Readers” (3,000 registrants) and “Books for Boys” (2,812 registrants). The broad range of topics also included series nonfiction, reaching reluctant readers, what's new in audio books, the new face of reference, graphic novels, young-adult romance, YA announcements, the Common Core State Standards (CCSS) initiative, book group–related topics, new cookbooks, Nancy Pearl presenting Book Lust Rediscoveries, and a brand new format pitting publishers against one another.
Throughout the year, *Booklist* and *Book Links* increased content and guidance for implementing CCSS, providing ongoing resources, strategies, and proven practices for seamless integration of the standards while extending the mission of getting the best books for children into the classroom and into the hands of students. The increased coverage includes in-depth, CCSS-focused feature articles by leading educators and more ideas for using informational texts in the classroom and across the curriculum, with CCSS-linked book lists and an expanded version of the *Quick Tips* e-newsletter column “Unpacking a Standard” in *Booklist*. Educators, publishers, and other experts have also appeared in free CCSS-related webinars. A convenient dedicated Common Core landing page on *Booklist Online* offers single-point access to new articles, archived materials, and useful links.

*Booklist Online* e-newsletters remain strong, and the newest addition, *Corner Shelf*, a collaboration between *Booklist Online* and Baker & Taylor, has attracted a wide readership. This free bimonthly newsletter, “Where Readers’ Advisory Meets Collection Development,” addresses trends, ideas, and issues in the two areas, helping librarians find the common ground between them. All *Booklist’s free e-newsletters* are available on the sign-up page.

At the Public Library Association (PLA) 2012 conference, *Booklist* was the toast of Philly when it hosted a mystery authors cocktail party, where 15 authors from seven different publishing houses mingled with fans and signed their books. A lively panel at the ALA Midwinter ERT/*Booklist* Author Forum was moderated again by Brad Hooper, and the *Booklist* Books for Youth Forum at Annual Conference provided both entertainment and serious ideas about what boys want to read.

*Booklist* was selected for the fifth year as a lead partner for the Women’s National Book Association’s *National Reading Group Month* in October 2012, with *Book Group Buzz* named the official NRGM blog. During the month, a dedicated webinar celebrated NRGM’s Great Group Reads, hosted by Kaite Mediatore Stover with selected authors and publishers.

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

**Booklist adds key staff**

New staff in FY12 included Readers’-advisory expert Rebecca Vnuk, editor for reference and collection management (replacing the position of reference editor). Vnuk is responsible for all print and electronic reference reviews in *Booklist*, as well as the development of feature articles on readers’ advisory and collection development, and editorship of *Corner Shelf*. She is an award-winning public librarian, consultant, speaker, writer, and blogger, served as chair of the ALA RUSA CODES RA Committee, and is author of two readers’-advisory books. Ann Kelley also joined the team as associate editor for Books for Youth, bringing 10 years of editorial experience in children’s trade publishing, as well as a
recent MLS and experience working as a youth librarian providing readers’ advisory and programming services to children and young adults.

**American Libraries adds key staff and many new features**

*American Libraries* had an eventful year, adding key staff and continuing to offer more content in more channels than ever before and increasing its social media presence. It has evolved from being a monthly print magazine to now serving news and other information to readers daily through a robust suite of products that includes print and multiple digital options.

Laurie D. Borman joined *American Libraries* in December 2011 as editor and publisher, bringing more than 20 years’ experience in print and online publishing, including as editor-in-chief for two print magazines in the travel industry and editorial director for digital and social media initiatives at Rand McNally. Her proven success with social media; recognition and awards for her writing, photography, and product development; her activity in the library field at the Asher Library at the Spertus Institute in Chicago; and her degree in journalism from Indiana University all set the stage for a highly productive first year at *American Libraries*.

Sanhita SinhaRoy joined *American Libraries* in October as associate editor, bringing extensive news and editorial experience in both nonprofit and consumer media, ranging from the Progressive Media Project to *In These Times* and *Playboy*. She was promoted in April to managing editor, and her extensive responsibilities in this newly created role include developing story ideas; assigning and editing articles for online, social media, and the print magazine; assuring deadlines; and working closely with art/production, advertising, and marketing to create quality content.

In conjunction with ALA's wider digital content initiative, the weekly e-newsletter *AL Direct* expanded its coverage of e-trends in librarianship by creating a regular “E-Content” section. A new *American Libraries* blog, “E-Content,” authored by Christopher Harris, launched in early October to complement and help communicate the work of the ALA Working Group on Digital Content and Libraries.

Special digital supplements were delivered throughout the year in a mobile-friendly format for iPads and smartphones, posted on Facebook and Twitter, and archived on *AmericanLibrariesMagazine.org*. Topics included online learning/digital content (created in conjunction with *ALA Online Learning*), the annual *State of America’s Libraries Report* in collaboration with PIO (timed for National Library Week in April), library design showcase, the American Dream Starts @ Your Library, e-books, and research. With Membership Development and International Relations, *American Libraries* followed a limited-edition print international supplement promoting the benefits of ALA membership and engagement with a digital version in early fall. (A similar print supplement was produced for IFLA in Helsinki, Finland, in August 2012.)
American Libraries continued to develop its social media presence with daily posts to various streams, including Twitter (14,688 followers), Facebook (3,528 fans), and Pinterest (15 boards, 1,862 pins), a new addition in FY12. Pinterest boards currently include Great Libraries of the World, Featured Digital Libraries, Top 10 Challenged Books, American Libraries issue covers, and others.

Delivering more than 100,000 pages, AmericanLibrariesMagazine.org now offers five blogs (E-Content, Global Reach, Ask the ALA Librarian, Inside Scoop, and Solutions and Services), and 51 issues of the award-winning weekly e-newsletter AL Direct kept readers consistently on top of news, information, and trends.

Editorial deadlines were revised so members now receive their magazine at the first of the month, resulting in more timely and reliable content delivery and a longer shelf life for advertisers, as well as ensuring optimal ALA conference-related coverage. A new collaboration with the American Association of School Librarians (AASL), the Association for Library Service to Children (ALSC), and the Young Adult Library Services Association (YALSA) rotates the authorship of the “Youth Matters” column to cover issues pertinent to each constituency. More frequent excerpts from ALA Editions books offer well-researched, topical information from expert authors. American Libraries’ dining guide for Midwinter, “Dining in Dallas,” showed up on a Dallas Observer blog under the title “Be On the Lookout for Large Groups of Hungry Librarians Lurking in Dallas Restaurants.”

Digital sponsorship and online advertising continue to grow year over year, while the online AL Buyer’s Guide offers an important service to members with lists of library vendors and links direct to their websites. Special Delivery emails went to opt-in ALA members one to four times per month, plus monthly E-Product News emails; two Special Exhibitor Offers emails went to registered conference attendees. Katie Bane, formerly marketing coordinator, was promoted to advertising and marketing specialist, reflecting the expansion of her roles in managing American Libraries advertising and marketing and ALA JobLIST.

**ALA Graphics: Celebrities, characters, and collaboration**

Celebrities, beloved book characters, tie-ins in with movies adapted from books, and event-related themes all continued to inspire ALA Graphics products in FY12, resulting in a strong year.

Collaborating with units across ALA to create new posters, bookmarks, digital files, and other products for library-related celebrations has continued to be a hallmark of Graphics’ success this year, including National Library Week and Library Card Sign-up Month with the Public Information Office (PIO) (April), Banned Books Week (September) and Choose Privacy Week (May) with the Office for Intellectual Freedom, Teen Read Week (October) and Teen Tech Week (March) with YALSA, School Library Month (April) with AASL, Dia (April) with...
ALSC, and National Friends of Libraries Week (October) with United for Libraries.

"Hugo," the movie based on Brian Selznick's Caldecott Medal-winning book "The Invention of Hugo Cabret," was highlighted on a poster and bookmark, as was the popular "The Hunger Games." Celebrity READ poster scores of the year included Jackson Rathbone holding "Breaking Dawn" to complete the Twilight series, Oprah Winfrey in a landmark third appearance, and rising star Lily Collins.

Picture book favorites appearing on posters and bookmarks included Mo Willems' pals Elephant, Piggie, and Pigeon; Ladybug Girl; Ezra Jack Keats (in time for the 50th anniversary of "The Snowy Day"); and "Clifford the Big Red Dog." Young readers were drawn to posters and bookmarks featuring characters from popular book and cartoon series such as Captain Underpants, Frankie Pickle, Goosebumps, Origami Yoda, and "Avatar: The Last Airbender." A new style of poster featured YA sensation, bestselling author, and 2012 Teen Read Week spokesperson John Green (also a former ALA Publishing employee). Graphic novel and steampunk enthusiasts were not forgotten, with original art by "Return of the Dapper Men" illustrator Janet Lee.

New gift items included a Dewey-classified tea cup, a new sippy cup for little kids, the handy READ magnifier bookmark, and the Love My Library vinyl sticker, which builds on the popular Love My Library line.

A new ALA Graphics home page was introduced to bring product and event information together with recommendations specific to school and public libraries, links to the store, customer stories, and subscription management information, as well as opportunities for customer feedback. A new Tumblr blog will feature regular content about Graphics products as they intersect with popular culture and events.

The READ CD Box Set that allows purchasers to create their own READ posters and other items was repackaged on one DVD as the READ Design Studio Starter Pack. Demos at Annual Conference instructed users on poster-making from start to finish, and a poster session by the Idaho Commission for Libraries emphasized the benefits and possibilities of statewide implementation of the suite of READ Design Studio products. A crowd of virtual attendees learned new ideas for using their READ files and exploring the product further in a free (and now archived) webinar, "More Creative Uses for READ Design Studio," available for viewing as a video or slides.

Stores at the Midwinter Meeting in Dallas and the Annual Conference in Anaheim, Calif., included a selection of new items sold exclusively at conferences, including journals, games, and whimsical gifts for both bibliophiles and librarians. More than 1,800 people voted to select the colors of the conference T-shirts in polls promoted on the conference home pages and through social media channels, and T-shirt sales were brisk. Getting input from members and customers through short online surveys remains a vital ingredient of ALA Graphics' product development and outreach.

**ALA Guide to Reference attracts growing interest**
ALA Guide to Reference continues to attract new subscribers and praise for its workflow benefits among academic, public, school, and special libraries, including international subscribers. Many LIS programs in the United States, Canada, and other countries continued to introduce Guide to Reference to their students with free classroom access. Regular free “Guide to Reference Essentials” webinars highlighted how to get the most from this authoritative resource, whose section editors continue to develop the depth and scope of its content.

Another eventful year for RDA: Resource Description and Access

The Library of Congress announced in late February that it would fully implement RDA: Resource Description and Access on March 31, 2013, citing the significant progress that has been made toward addressing the June 2011 recommendations of the U.S. RDA Test Coordinating Committee and the need for sufficient lead time to prepare staff for the switch to RDA cataloging. Other national libraries were targeting their own implementation in the first quarter of 2013. This announcement set the framework for ALA Digital Reference’s ongoing work on the product itself and in helping prepare catalogers and other users for implementation.

Virtual channels enabling staff and user communication grew and now include the RDA Toolkit cataloging blog; the development blog; regular live “RDA Essentials” webinars (archived on the website) to introduce users to RDA Toolkit and provide updates on enhancements; and a virtual user group that launched in October and has met periodically, serving as a kind of town hall meeting that helps prioritize development and other issues. The development blog provides a platform to communicate plans, goals, and development objectives, and a conduit for users to express their needs, wants, and opinions regarding RDA Toolkit development.

Training in RDA and related issues was offered from a number of sources, including regular free introductory “RDA Essentials” webinars. RDA workshops offered by ALA TechSource continue to sell out, and special outreach to LIS instructors and students continues to help them integrate RDA into their teaching/learning. Ten different forums and workshops addressed RDA training and implementation at the 2012 ALA Annual Conference.

Regular releases offering improvements to RDA Toolkit functionality and content that allow users to better tailor their RDA Toolkit experience included the first substantive JSC (Joint Steering Committee for Development of RDA) update of RDA content and an RDA Update History section, full and freely available MARC record examples of RDA cataloging, updates to Library of Congress Policy Statements (LCPS), and improvements to advanced search and user preferences. Chris Oliver of McGill University has served as copy editor, working on rewording of RDA itself scheduled to release in FY13.

Translation and distribution agreements were finalized with regional distributors rdatoolkit.org/distributors DeGruyter (for German-speaking markets in Europe) and Rojas Eberhard (for Spanish-speaking markets in Latin America). A Chinese
translation agreement was finalized, with French to follow early in FY13.

**ACRL publishes 10 new books**


In June 2012, ACRL published the report “Futures Thinking for Academic Librarians: Scenarios for the Future of the Book” to help librarians reexamine their assumptions, which may be grounded in the current e-book zeitgeist. Authored by David J. Staley, director of the Harvey Goldberg Center for Excellence in Teaching in the History Department of Ohio State University, the report is a companion to the 2010 report Staley coauthored for ACRL, “Futures Thinking for Academic Librarians: Higher Education in 2025.” This new report presents four scenarios for the future of the book, based in part on feedback from academic library directors.

Association members continue to receive *College & Research Libraries News*, ACRL’s news magazine and publication of record, and the scholarly journal *College & Research Libraries* as a perquisite of membership. Both serials are also available by subscription. ACRL also publishes *RBM: A Journal of Rare Books, Manuscripts, and Cultural Heritage* twice yearly. *RBM* is available through subscription. In fall 2011, the University of Illinois at Urbana-Champaign Library launched a project to digitize the complete back contents of *C&RL* and make it available through the IDEALS institutional repository. The ACRL Board of Directors appointed Scott Walter, university librarian at DePaul University in Chicago, as the next editor of *C&RL*. Walter will serve as editor-designate until June 30, 2013, when he will assume full editorial responsibility. During its meetings at the 2012 ALA Annual Conference, the ACRL Board approved the move of *C&RL* to an online-only publication beginning in 2014. The final print issue of *C&RL* will appear in November 2013.

The ACRL Research Planning and Review Committee published its biennial “Top Ten Trends in Academic Libraries” report in the June 2012 issue of *C&RL News*. 2012 trends include communicating value, data curation, digital
preservation, changes in the higher education environment, information technology, mobile Web, patron-driven acquisitions, new scholarly publishing models, staffing, and user behavior and expectations.

ACRL continued to leverage social media and other new technologies to deliver content over the past year. The ACRL Insider blog provides daily updates of association activities, while ACRLog provides ideas, commentary, and reflection on the professional issues of the day. The Value of Academic Libraries blog features news on the association’s value of academic libraries initiative along with essays from members of the Value of Academic Libraries Committee. The ACRL TechConnect blog covers innovative technology projects in academic libraries, emerging tech tools, computer programming, usability, design, and more.

Choice marks third consecutive year of 7,200-plus reviews

In FY12 Choice published 7,235 new reviews, marking the third consecutive year in which it has published more than 7,200 reviews and the sixth in which it has published more than 7,000. Of these 7,235 titles, 6,841 were books and 394 were electronic resources. Since 1997, when it began reviewing the Web, Choice has reviewed approximately 425 Internet resources annually, for a total of more than 7,000 such resources.

The January 2012 issue once again featured Choice’s “Outstanding Academic Titles” list. The January 2012 version, the 48th in the series, included 629 exceptional print and online publications across 54 different subject areas. With fewer than nine percent of the titles reviewed by Choice in 2011 and roughly three percent of the titles submitted by publishers, the OAT list, as it is popularly known, is often called “the best of the best.” New to the OAT family this year was an even more exclusive pair of lists, “Top 25 Books” and “Top 10 Web Sites,” both of which appeared exclusively on Choice Reviews Online.

In FY12, Choice continued to explore a variety of potential partnerships and initiatives. Among the continuing efforts in this area are the pilot projects with the American Historical Association and the Modern Language Association, under which AHA and MLA are offering access to Choice reviews as a free member benefit.

The development of standards and guidelines for all areas of academic and research librarianship is a core service of ACRL. New standards and guidelines published this year include ACRL/RBMS [Rare Books and Manuscripts] Guidelines for Interlibrary and Exhibition Loan of Special Collections Materials, Diversity Standards: Cultural Competency for Academic Libraries, Guidelines for Media Resources in Academic Libraries, Information Literacy Competency Standards for Journalism Students and Professionals, and Visual Literacy Competency Standards for Higher Education. Characteristics of Programs of Information Literacy that Illustrate Best Practices: A Guideline, Guidelines for Academic Librarians without Faculty Status, Guidelines for Instruction Programs in Academic Libraries, Standards for Faculty Status for Academic Librarians, and Standards for Libraries in Higher Education were revised this year.

**ALCTS publishing**

ALSC publishing: Newbery and Caldecott Awards book released

"Newbery and Caldecott Awards: A Guide to the Medal and Honor Books, 2012," written by ALSC and published by ALA Editions, an annual guidebook, is a resource for quick reference, collection development, and readers’ advisory, and includes author/illustrator and title indices as well as information about visual elements and media in Caldecott Medal and Honor Books. The new edition also features an essay by Deborah Stevenson, director of the Center for Children’s Books at the Graduate School of Library and Information Science at the University of Illinois at Urbana-Champaign. "The Newbery in the Press: The First Fifty Years" traces the path of the Newbery Award through news coverage, providing a thought-provoking and delightful look at how the award has inscribed itself in history. In this look at the award’s first 50 years, we catch glimpses of Eleanor Roosevelt, the early mavens of journalism’s book beat crowd, and John Newbery himself.

In response to the exploding popularity of graphic novels, ALSC developed a “core” list of titles for public librarians serving elementary school-age children (K–8) to use when starting or maintaining a children’s graphic novel collection. “Children’s Graphic Novel Core Collection,” compiled by ALSC’s Quicklists Consulting Committee, includes classics as well as newer titles that have been widely recommended and well-reviewed, and books that have popular appeal as well as those that have received critical acclaim.

In an effort to support members who serve tweens, ALSC created a list of books of special interest to kids age 10 to 14, compiled by the School-Age Programs and Services Committee from the 2012 award-winning titles and Notable Children’s Books list.

In December, ALSC released a revision of the popular bibliography “Great Early Elementary Reads,” which features recommended book titles for beginning readers. PDFs of the list are available online in full color and black and white and are free to download, copy, and distribute. The updated bibliography is organized into two categories: “Starting to Read” and “Reading on My Own” and includes books published between 2009 and 2011. The titles were selected, compiled, and annotated by members of the School-Age Programs and Services Committee.

ALSC’s Quicklists Consulting Committee has worked on several projects and lists during the year, including a list of...
books to encourage nature-based literacy for the American Camp Association, an updated Born to Read brochure, a revised *Día* book list, the Money as You Grow book list, a book list for the 2012 ALSC/YALSA President’s Program on tweens/young teens and technology, and the updated ALA/Children’s Book Council (CBC) Building a Home Library book lists, a collection of four bibliographies (ages birth to 3, 4–7, 8–11, and 12–14) providing guidance to parents, grandparents, and others interested in assembling a high-quality library for their children at home.

In December, ALSC launched a completely redesigned [Great Websites for Kids](http://www.ala.org/aboutala/annualreport12/publishing), its online website directory. The updated site boasts a fresh, colorful, and kid-friendly display and interactive social media enhancements. The new design features thumbnail images to provide a visual preview of each great site represented and special sections highlighting Sites of the Week and Month, Most Popular pages, and Top Rated sites. Visitors now can actively connect with the site and further their online experience by rating sites, sharing their favorites on social media sites such as Facebook, and emailing recommendations to friends.

**YALSA publishing**


**Revised guidelines for libraries serving the blind and physically handicapped**

The “Revised Standards and Guidelines of Service for the Library of Congress Network of Libraries for the Blind and Physically Handicapped” have been published and are available for purchase in the ALA Store. These standards and guidelines, which build upon previous editions, are intended to help Library of Congress/National Library Service network libraries serving the blind and physically handicapped maintain the best service levels for eligible individuals and organizations. The new edition includes the addition of a section on Braille and Audio Reading Download (BARD) and changes to staffing guidelines, which are more in line with the current reality of staffing levels at the network libraries.

**AASL publishing: A book to help school librarians analyze and articulate data sets**
AASL released a new publication focused on increasing a school librarian’s ability to analyze and articulate data sets. "The Power of Data: An Introduction to Using Local, State, and National Data to Support School Library Programs," by Sandra Andrews, guides school librarians through the effective use of data in order to influence school library program stakeholders. The publication is available in both print and e-book formats, as well as in a print/e-book bundle, and can be purchased through the ALA Online Store. "The Power of Data" discusses the use of data sets to establish goals for school library programs. Highlighting data available at the local, state, and national levels, the book examines how school librarians can use available data to influence decisions at the local level. The book guides school librarians in the effective use of existing data and in articulating the analysis of that data to the people who need the information, including principals, superintendents, school boards, parents, teachers and students.

AASL also released a publication that provides school librarians an opportunity to engage in rigorous self-evaluation and shape school administrator evaluations. "A 21st-Century Approach to School Librarian Evaluation," by Patricia Owen, is available in both print and e-book formats, as well as in a print/e-book bundle. The book uses the program guidelines established in AASL's “Empowering Learners: Guidelines for School Library Programs” as the basis for a school librarian evaluation rubric—one that can be adapted or duplicated by school librarians and shared with school administrators. The publication includes workbook-style prompts that walk school librarians through suggested readings, action tips, and evidence collection to help gauge their current levels of achievement, set goals for progress, and form plans for future professional development. Librarians who proceed step-by-step through "A 21st-Century Approach to School Librarian Evaluation" will emerge prepared for their annual performance evaluation.

AASL expanded its School Library Programs Improve Student Learning series of advocacy brochures with the addition of a Spanish translation of the parent brochure. Each brochure in the series is designed to speak to a specific stakeholder audience within the school library community, including administrators, policymakers, parents, and teachers. With a growing number of English language learners in school library populations nationwide, a need was expressed for tools to help school librarians communicate the value of the library program with parents and families who speak only Spanish. To meet this need, AASL produced a Spanish translation of its parent advocacy brochure, which was sponsored by Bound to Stay Bound Books. The brochure outlines goals and key questions specific and important to parents. This format guides school librarians in leading unique conversations, setting goals and expectations for the program and the stakeholders, and maximizing the potential of the school library program.

PLDS Statistical Report/PLAmetrics

An exciting transition occurred for the longstanding annual Public Library Data Service (PLDS) Statistical Report produced by PLA. After more than 20 years of publishing an annual PLDS Survey Statistical Report book, and following much consideration of member input, production costs, environmental factors, and more, PLA decided to make the transition to an all-digital PLDS tool. While a digital subscription has been available for some time, the latest version, PLAmetrics, is more robust and far-reaching than ever before. With PLAmetrics, subscribers can access PLDS data...
(2002–2011) and public-use Institute of Museum and Library Services data (1998–2009) and take advantage of customized sorting and reporting features. Data can be employed for peer comparisons, benchmarking, and/or trend analyses, as well as to meet local, custom needs.
Maureen Sullivan, an organization development consultant from Baltimore, was inaugurated as ALA president at the 2012 Annual Conference in Anaheim, Calif.

Sullivan said she looked forward to working with ALA members who will help ALA lead the 21st-century information revolution. She said the ALA’s strategic plan, ALA 2015, provides “an excellent framework to engage all of us in fulfilling the overarching goal to build ‘a world where libraries, both physical and virtual, are central to lifelong discovery and learning and where everyone is a library user.’

“This invites us to focus our collective attention on our communities—to understand the needs, interests, challenges, expectations, and opportunities of the diverse and changing constituencies we serve,” Sullivan said.

She identified two areas of need: preparing leaders for what will be different in the digital world; and creating an ALA leadership development institute.

“We continue to face serious issues,” Sullivan said. “But we also have a wealth of opportunities to make the case for the role and contribution of libraries in ensuring informed and engaged communities. I welcome your ideas and suggestions. Together we can build on ALA’s status as the oldest and largest library association and ensure it remains the best and most relevant association for everyone working in this field.”

Barbara Stripling, assistant professor of practice at Syracuse (N.Y.) University, was elected ALA president-elect in the 2012 election. Stripling will serve as president-elect for the 2012–2013 term and will be inaugurated as ALA president at the 2013 Annual Conference in Chicago.

Stripling said she looks forward to continuing the work begun by her predecessors in transforming libraries into virtual and face-to-face community centers of conversation, equitable access to information, lifelong learning, and civic engagement.

Three new ALA Executive Board members were elected by the ALA Council in a vote taken at
Robert (Rob) Banks, chief operating officer of the Topeka and Shawnee County (Kans.) Public Library; Alexia Hudson-Ward, reference and instruction librarian at Pennsylvania State University Abington College; and John Moorman, director of the Williamsburg (Va.) Regional Library will each serve three-year terms that began in July 2012 and will conclude in June 2015.
At the January 2011 Midwinter Meeting in San Diego, the American Library Association’s (ALA) Executive Board recommended and Council approved the ALA programmatic priorities for the FY 2012 budget year. They 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

These priorities constitute the basic framework for the 2015 Strategic Plan—year two—and the operating priorities to be carried out by all the departments, divisions and units of the Association.

The FY 2012 budget recognized that the library profession, particularly public, academic and school libraries, continues to be negatively impacted by a sluggish economy. As we have seen in most of our home institutions, the demand for library services from the public continues to escalate. Additionally, our need to maintain and improve our services to members and the profession continues unabated. In the face of these realities, every effort was made to provide the highest level of service and program offerings as needed by the membership and the public at large.

The American Library Association experienced a very successful programmatic year. The following represents just some of the programmatic highlights during the year:

- ALTAFF launched its Trustee Academy
- ALA conferences in Dallas and Anaheim supported ALA programs by generating $834,206 in net revenue
- Version 2.0 of Resources for College Libraries successfully launched—ACRL and CHOICE
Spectrum reached its fundraising goal of $1.0 million in support of scholarships.
The Digital Content Working Group addressed issues related to the impact of e-books and other forms of digital content on libraries of all types.
The launch of RDA in the US and international markets.
Organizational membership realized improved growth.
ASCLA's “Springtime in Paris” excursion sold out.
“Every Child Ready to Read” revenues were very strong—PLA and ALSC.
ALA held its first “Virtual” conference during the year.
AASL and PLA conducted successful national conferences.
Support continued for increased electronic participation by members in Annual Conference and Midwinter Meeting committee activities.

FY 2012 Financial Factoids

- ALA’s net assets improved by $345,458 (1.1%) to $30.5 million
- Neal-Schuman publishing was acquired in December 2011
- The revenue producing units, Publishing and Meetings & Conferences contributed $763,942 in combined net revenue.
- General Fund dues declined marginally by $58,902 (-1.0%) to $5.8 million.
- Operationally - Total ALA revenues increased by $3.1 million (6.6%) to $49.6 million, while total ALA expenses increased by $3.3 million (7.1%) to $50.1 million.
- Division revenue increased by $1.6 million (12.1%) to $15.3 million as a result of successful conferences by AASL and PLA.
- Long-term investment net assets improved by $1.2 million (6.6%) to $34.5 million as a result of improved market performance.
- ALA Editions realized a 40.1% increase in revenue to $4.9 million due to the additional activities from the Neal Schuman publishing acquisition.
- ALA-APA produced positive net revenue for the third consecutive year.

FY 2012 Financial Results

Financial Value Proposition

“To develop and deploy the financial resources that support the strategic plan and delivery of programs that are responsive to member needs and the improvement of library service.”
Summary of Operations—Total ALA (All Funds)

Total Revenues—For FY 2012, ALA generated total revenues of $49.6 million, which is an increase of $3.1 million (6.6%) compared to FY 2011. The biggest increases were in Meetings & Conferences and the Sale of Books and Materials. Revenue from Meetings & Conferences increased during the year by $2.1 million (20.6%) to $12.1 million. This was as a result of having one additional national division conference during the year. The Sale of Books and Materials increased by $1.2 million (21.2%) to $7.0 million, primarily due to the additional activity resulting from the operations of Neal Schuman Publishing (operations are housed in ALA Editions) which was acquired in December 2011 and incorporated into the ALA Edition operation. Also contributing was Grants & Awards which increased by $398,275 (7.4%) to $5.8 million.

Total Expenses—For FY 2012 ALA generated total expenses of $50.4 million, which is an increase of $2.3 million (4.8%) compared to FY 2011. Operating expenses represented the most significant increase at $1.2 million (18.5%) to $7.6 million. This was due primarily to the accounting treatment necessary to recognize the expense related to the amortization of intangible assets ($335,000) for the Neal Schuman acquisition. Certain intangible assets such as trademark, backlist, on-line catalog etc. have a value that extends between three and five years and a portion of the value must be recognized as an expense each year. Professional services were another area where expenses were higher, increasing by $921,069 (13.8%) to $7.8 million primarily due to work related to the imprint acquisition. Other
major increases were in Travel ($495,820), Payroll ($434,447) and Publications ($182,370).

**Net Revenue**—On an operating basis, the result was a net loss of ($758,333), which is improved from the net loss of ($1.5 million) in 2011. By including non-operating revenue of $1.1 million, primarily from investing activities, the net result is a gain of $345,458. As a result, the Association’s net assets increased by 1.1% to $30.5 million.

**Statement of Financial Position—Total ALA (All Funds)**

**Total Assets**—For fiscal year 2012 the Association’s total assets increased by $6.5 million (9.3%) to $76.0 million. Most of the increase occurred in two areas: Goodwill ($2.3 million) and Intangible Assets/Net Amortization ($3.9 million) as both were related to the accounting treatment for the Neal Schuman Publishing purchase made during the year (12/11). Other areas realizing significant increases were Long-Term Investments ($1.3 million) related to unrealized gains, Inventory ($603,084) and Accounts Receivable ($444,201) related to increased activities from Neal-Schuman Publishing. The increases were offset by a reduction in Cash & Investments ($1.6 million) as funds were used in the Neal-Schuman Publishing purchase.
**Total Liabilities**—For fiscal year 2012 the Association's liabilities increased by $6.2 million (15.6%) to $45.6 million. The most significant change was in Long-Term Debt which increased by $5.3 million as a direct result of the financing of the Neal Schuman Publishing acquisition and the related refinancing of the Washington Office and Choice (CT) facilities. Other increases included accounts payable ($1.1 million) due to more activity from general operations and capital lease obligations ($818,913) related to 1) the reclassification of operating leases to capital leases and 2) the financing of the Association's financial management system. Offsetting these increases were reductions in accrued liabilities ($875,905) due to the timing related to accruing payroll expenses in FY12 compared to FY11 and lower deferred revenue ($328,850).
Net Asset balance—As a result of the Associations’ previously mentioned activities net assets for the year increased by $345,458 (1.1%) to $30.5 million.

General Fund

Total Revenues—For the year, totaled $27.3 million compared to $26.1 million in fiscal 2011. This represents an increase of $1.2 million (4.6%). The increase was essentially in two areas: 1) Publishing ($1.2 million) due to the increase in activity in ALA Editions related to the Neal Schuman acquisition and 2) Meetings & Conferences ($262,833) as a result of higher exhibit revenue from the Midwinter Meeting in Dallas.
Total Expenses—For the year, totaled $28.6 million compared to $26.5 million in fiscal 2011. This represents an increase of $2.1 million (8.1%). The increase, both functionally and activity wise, was primarily in Publishing ($2.4 million) due to the additional activity resulting from the Neal Schuman Publishing acquisition in ALA Editions.
Net Revenue—As a result of the above activities, net revenue for the year was a loss of ($1.4 million).

Divisions

Total Revenues—Division revenues for the year increased by $1.7 million (12.1%) to $15.3 million, as there were two national division conferences compared to only one in FY11. As a result, revenue from Meetings & Conferences was higher by $1.8 million. Both PLA and AASL had successful conferences which generated additional revenue of $3.2 million and $1.1 million respectively. Offsetting the increases was a decline in Publishing revenue of $82,295 (-1.5%) and Contributions of $62,256 (-7.4%).
Total Expenses—Division expenses for the year increased by $647,842 (4.7%) to $14.3 million. The increase can be attributed to higher Travel & Related expenses ($349,582) due to increased conference activity during the year, higher Overhead ($373,317) and the use of Outside Services ($226,158). Offsetting the increase was a reduction in Publications expenses ($258,741) and Inter-unit Transfers ($114,348). It should also be noted that ALTAFF ($50,910) and ASCLA ($41,577) received a total of $92,487 in small division support.
Net Revenue—As a result of these activities the Divisions realized net revenue of $1.0 million. This increased the Divisions net asset balance to $13.8 million.

Round Tables

Total Revenues—Round tables’ revenue increased marginally during the year by $443 (0.1%) to $350,582, while Total Expenses increased by $13,942 (6.2%) to $238,692. The result was a decline in Net Revenue of $13,500 (-10.8%) to $111,889. It should be noted that EMIERT accounted for 45.8% of the Round Tables net revenue at $51,255 as a result of strong CSK seal sales. All of the Round Tables ended the year with a positive net asset balance which totaled $1.2 million.
Long-Term Investment Fund—Endowment

The Long-Term Investment Fund net asset balance increased during the year by $2.1 million (6.7%) to $33.3 million. Most of the increase was in unrealized gains ($1.1 million) due to a reallocation of assets during the year from fixed income to equities.

ALA-APA

Total Revenues—The ALA-APA reported revenues during the year of $168,759, which compares to $158,563 in fiscal 2011. This represents an increase of $10,196 (6.4%). Significant positive change occurred in the area of certification—the CPLA (148 candidates) and LSSCP programs (311 candidates)—due to higher participation rates in each program. Offsetting these results was a decline in the sale of materials of $16,446 due to lower Salary Survey sales, which is produced every other year.
Total Expenses—For the year were essentially the same as in fiscal 2011 declining by $406 (-0.3%) to $128,004. The most significant changes were realized in payroll and operating expenses. Payroll expenses declined by $20,290 (-33.0%) to $41,280 as the Director’s position was split between the APA and ALA. Offsetting this decline was an increase in operating expenses of $24,657 (76.4%) to $56,944 due to efforts to capitalize on revenue generating opportunities as they developed. Note that these expenses include the payment interest expenses of $7,560 on the outstanding loan.

Net Revenues—As a result of the above activities, the year ended with positive net revenues of $40,755. This was an increase of $10,602 (35.2%) and represents the third consecutive year of positive net revenue.

Loan Repayment—As a result of the positive net revenue generated during the year the ALA-APA was able to make its scheduled principal loan payment. This resulted in a payment of $30,000, which reduced the outstanding loan balance to $195,000.

Total Preliminary Budget

The total ALA FY 2013 budgeted revenues, which includes the General Fund, Divisions, Round Tables, Plant Fund, Grants and Awards and the Long-Term Investments, are $52,719,238 as compared to the FY 2012 budget of $50,085,061. The year-to-year increase of $2,634,177 (5.3%) reflects a full year of operation with Neal Schuman publishing, the expected approval of RDA and new conference pricing strategies. The total ALA FY 2013 expenses are $53,949,488 as compared to the FY 2012 expenses of $49,854,257. The total ALA budget reflects expenses exceeding revenues by $1.2 million as this is a spend-down year for two planned national division conferences in FY14.

The following illustrations represent some of the detail with respect to the above mentioned budgeted revenues and expenses for FY 2013:
FY 2013 General Fund
Budgeted Revenues
$31,640,176
FY 2013 Division
Budgeted Revenues
$13,454,651

- Dues: $270,738
- Publishing: $5,364,416
- Grants and Awards: $2,550
- Meetings and Conference: $3,524,609
- Contributions: $768,250
- Misc: $1,191,088
FY 2013 Division
Budgeted Expenses
$15,214,826
Awards and Honors

Andrew Carnegie Medals for Fiction and Nonfiction

Adult book award and ALA history were made at 2012 ALA Annual Conference in Anaheim with the announcement and presentation of the first-ever Andrew Carnegie Medals for Excellence in Fiction and Nonfiction, funded through a grant from Carnegie Corporation of New York and cosponsored and administered by Booklist and the Reference and User Services Association (RUSA). The annual Andrew Carnegie Medals for Excellence in Fiction and Nonfiction were established in 2012 to recognize the best fiction and nonfiction books for adult readers published in the U.S. the previous year, and are the first single-book awards for adult books given by ALA. The winners for fiction and nonfiction each receive a medal and $5,000, while two additional finalists in each category receive $1,500.

The inaugural winners were announced to a standing-room-only crowd at the 2012 ALA Annual Conference in Anaheim. A jury of past chairs of RUSA's Notable Books Council and Booklist reviewers selected “The Forgotten Waltz,” by Anne Enright (W.W. Norton) and “Catherine the Great: Portrait of a Woman,” by Robert K. Massie (Random House). The short list for the award was assembled from the previous year's RUSA Notable Books and Booklist Editors' Choice lists.

The short-listed authors and eventual winners reflect the judgment and insight of a seven-member selection committee of library professionals who work closely with adult readers. The annually appointed selection committee includes a chair (Nancy Pearl, 2012–2014), three Booklist editors or contributors, and three former members of RUSA Collection Development and Evaluation Section (CODES) Notable Books Council. Just as the Newbery, Caldecott, and Printz awards are uniquely respected in youth literature, the strong library connection sets these awards apart. A short list will be announced each May from a long list of up to 50 titles drawn from the previous year’s Booklist Editors’ Choice and RUSA Notable Books lists.

Authors Russell Banks and James Gleick delivered remarks in person at the event, while Booklist adult books editor
Brad Hooper spoke on behalf of Robert Massie, and Anne Enright and Karen Russell sent videos via their publishers. The program was moderated by Nancy Pearl, with brief speeches by ALA President Molly Raphael and Executive Director Keith Michael Fiels. An atmosphere of enthusiasm and anticipation marked the evening, which ended with a lively dessert reception.

Further information about these new awards, the 2012 short-listed titles, resources for using the awards to support library programming and book groups, videos of winners' speeches, and more can be found on a dedicated webpage.

Jack Gantos wins Newbery

Jack Gantos won the Newbery Medal for “Dead End in Norvelt” (Farrar Straus Giroux/Macmillan Children’s Publishing Group). The importance of history and reading (so you don’t do the same “stupid stuff” again) is at the heart of this funny romp through a dying New Deal town. While mopping up epic nosebleeds, Jack narrates this screwball mystery in an endearing and believable voice. “Who knew obituaries and old lady death could be this funny and this tender?” observed Newbery Medal Committee Chair Viki Ash. Gantos’s “Joey Pigza Loses Control” was a 2001 Newbery Honor Book.

Caldecott Medal goes to Chris Raschka

The Caldecott Medalist was Chris Raschka, for “A Ball for Daisy” (Schwartz & Wade Books, an imprint of Random House Children’s Books, a division of Random House Inc.). In a wordless book with huge appeal to children, Raschka gives the story of an irrepressible little dog whose most prized possession is accidentally destroyed. With brilliant economy of line and color, Raschka captures Daisy’s total (yet temporary) devastation. A buoyant tale of loss, recovery, and friendship. “Chris Raschka’s deceptively simple paintings of watercolor, gouache and ink explore universal themes of love and loss that permit thousands of possible variants,” said Caldecott Medal Committee Chair Steven L. Herb. “A Ball for Daisy” holds as many unique stories as there will be young readers and re-readers.” Raschka also illustrated the 2006 Caldecott Medal–winning “The Hello, Goodbye Window, written by Norton Juster, and “Yo! Yes?” a 1994 Caldecott Honor Book.

Caldecott kicks off 75th anniversary celebration
The 2012 Caldecott winner was the 75th book to receive the medal. The award, established in 1938, celebrates its 75th anniversary in 2013, and a year-long Caldecott Anniversary celebration officially kicked off at ALA's 2012 Annual Conference and culminates at the 2013 Annual Conference. However, the Association for Library Service to Children (ALSC) began the celebration early with a Caldecott-themed webinar, “Caldecott Uncovered: What You've Always Wanted to Know about the Caldecott Medal,” in the spring. And 2008 Caldecott Medal Winner Brian Selznick created a special 75th anniversary logo that brings together characters from past Caldecott Medal-winning books, beginning with the very first in 1938 and spanning all the way to the 21st century. The logo is available at the [Caldecott Medal 75th Anniversary web page](http://www.ala.org/aboutala/awardsoffice/awards) created to showcase the anniversary and its special events.

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**Listening Library wins Odyssey**


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**Michael L. Printz Award**

The Young Adult Library Services Association (YALSA) Michael L. Printz Award for Excellence in Young Adult Literature was given to “Where Things Come Back, written by debut author John Corey Whaley and published by Atheneum Books for Young Readers, an imprint of Simon & Schuster Children’s Publishing. Four honor books were also named: “Why We Broke Up,” by Daniel Handler, illustrated by Maira Kalman and published by Little, Brown and Company, a division of Hachette Book Group, Inc.; “The Returning,” by Christine Hinwood, published by Dial Books, an imprint of Penguin Group Young Readers Group USA; “Jasper Jones,” written by Craig Silvey and published by Alfred A. Knopf, an imprint of Random House Children’s Books; and “The Scorpio Races,” written by Maggie Stiefvater and published by Scholastic Press, an imprint of Scholastic Inc. 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.
The Alex Awards are given annually to 10 books written for adults that have special appeal to young adults ages 12 through 18. The 2012 Alex Award winners were:

- "Salvage the Bones," by Jesmyn Ward, published by Bloomsbury USA.

The Margaret A. Edwards Award for significant and lasting contribution to writing for young adults was awarded to Susan Cooper for The Dark Is Rising Sequence: “Over Sea, Under Stone”; “The Dark Is Rising”; “Greenwitch”; “The Grey King”; and “Silver on the Tree.” The Margaret A. Edwards Award is presented by YALSA and sponsored by School Library Journal. Established in 1988, the award honors an author, as well as a specific body of his or her work. 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 YA Debut Award

YALSA Award for Excellence in Nonfiction for Young Adults

The 2012 YALSA Award for Excellence in Nonfiction for Young Adults went to “The Notorious Benedict Arnold: A True Story of Adventure, Heroism & Treachery,” written by Steve Sheinkin and published by Flash Point/Roaring Brook Press, an imprint of Macmillan Children’s Publishing Group. The full list of official nominations for the award is available online.

Winners and Honorees react to YMAAs on YouTube

The Youth Media Awards at the 2012 Midwinter Meeting included an exciting addition: ALSC staff coordinated with ALA’s Public Information Office and winning publishers to present reaction videos on YouTube from award winners, including Newbery Medalist Jack Gantos, Newbery Honoree Eugene Yelchin, Belpre Medalist Guadalupe Garcia McCall, and Caldecott Honoree John Rocco, among others. Their personal reactions to winning an ALSC book award were heartfelt, charming, and often funny, and added a new dimension to the January announcements, which helped sustain award buzz long after the press conference adjourned.

Sís delivers 2012 May Hill Arbuthnot Honor Lecture

In April, the 2012 May Hill Arbuthnot Honor Lecture was delivered by Czech-born author and illustrator Peter Sís, a three-time Caldecott Honor recipient. The lecture, hosted by Miami University in Oxford, Ohio, was titled “Reading in the Dark.” (An archived webcast is available.) The 2013 Arbuthnot Lecture will be given by the UK’s Children’s Laureate, author Michael Morpurgo, at Nazareth College in Rochester, New York. The honor lectureship will be tied to several other significant events for librarians and readers of children’s and young adult literature during Children’s Book Week.

I Love My Librarian Award
Caroline Kennedy was the keynote speaker at the Carnegie Corporation of New York/New York Times I Love My Librarian Award ceremony at TheTimesCenter in New York, an event hosted by the *New York Times*. Kennedy remarked to the audience of more than 300 librarians and guests that the work of librarians “is truly life-changing.”

The winners of the 2011 I Love My Librarian Award were Venetia V. Demson, District of Columbia Public Library; Martha Ferriby, Hackley Public Library, Muskegon, Michigan; Jennifer O. Keohane, Simsbury (Conn.) Public Library; Rhonda Allison Rios Kravitz, Sacramento (Calif.) City College; Jennifer U. LaGarde, Myrtle Grove Middle School, Wilmington, North Carolina; Elizabeth “Betsy” Long, Doby’s Mill Elementary School Media Center, Lugoff, South Carolina; Michelle Luhtala, New Canaan (Conn.) High School Library; Saundra Ross-Forrest, North Avondale Branch Library, Birmingham, Alabama; Rebecca Traub, Temple University Harrisburg, Pennsylvania; and Barbara K. Weaver, Ivy Tech Community College Northwest, Gary, Indiana.

Each of the 10 winners received a $5,000 cash award. The award is administered by the Campaign for America’s Libraries, with generous support from Carnegie Corporation of New York and the *New York Times*. In 2008, Carnegie Corporation of New York awarded ALA $489,000 to support the award for five years.

Scholastic Library Publishing National Library Week Grant

Sacramento (Calif.) Public Library was the winner of the 2012 Scholastic Library Publishing National Library Week Grant. The $3,000 grant, sponsored by Scholastic Library Publishing and administered by ALA’s Public Awareness Committee, is awarded annually for the best public awareness campaign in support of National Library Week.

In 2011, libraries were asked to develop a proposed public awareness campaign using the 2011 National Library Week theme, “You belong @ your library.” Using the theme, the Sacramento library developed a targeted public awareness campaign for the city’s gay, lesbian, bisexual, and transgender (GLBT) community. Working with local GLBT designers, the library produced posters, window clings, and print and electronic ads that were placed in local and GLBT publications and throughout Sacramento’s public transit system. Promotional materials were also distributed at the library’s 28 branch locations and among local partner organizations. The library also worked with community organizations such as the Sac City Roller Derby and the Lavender Library, a library and cultural center for the GLBT friends and family community. Art from the project is available for download at the Campaign for America’s Libraries website.
PLA awards and honors

The Public Library Association (PLA) offered nine awards honoring the best in public library service and innovation:

- Kaite Mediatore Stover, Kansas City (Mo.) Public Library, winner of the Allie Beth Martin Award sponsored by Baker & Taylor.
- Tuscaloosa ( Ala.) Public Library, winner of the Baker & Taylor Entertainment Audio Music/Video Product Award Grant.
- Lisa Brock, Richard Lyda, Kirby McCurtis, and April Wallace, winners of the DEMCO New Leaders Travel Grant.
- Kinsley (Kans.) Public Library, winner of the EBSCO Excellence in Small and/or Rural Public Library Service Award.
- San Diego County (Calif.) Public Library, winner of the Highsmith Library Innovation Award.
- Joan Weaver, Kinsley (Kans.) Public Library, winner of the Polaris Innovation in Technology John Iliff Award.
- Tuscaloosa (Ala.) Public Library, winner of the Romance Writers of America Library Grant.

PLA fellowship to attend REFORMA Conference

Loanis Menendez-Cuesta, reference and young adult librarian of Delray Beach (Fla.) Public Library, was the recipient of the PLA fellowship to attend the September 2011 REFORMA National Conference—Elevating Latino Library Services to a Higher Level: Juntos (Together) in the Mile-High City.

Sara Jaffarian School Library Program Award

The Inter-American Magnet School in Chicago was selected as the winner of the 2012 Sara Jaffarian School Library Program Award for Exemplary Humanities Programming, presented annually by the ALA Public Programs Office in collaboration with the American Association of School Librarians (AASL). Francis Feeley, librarian at Inter-American Magnet School, developed and submitted the winning program, “Who Are We?” which challenged seventh- and eighth-grade students to explore the individual and collective behavior of human beings in the past and present in a series of quarterly
research projects. The Sara Jaffarian Award was established in 2006 to recognize and promote excellence in humanities programming in elementary and middle school (K–8) libraries.

**YALSA Great Books Giveaway**

YALSA receives about 1,200 newly published books, videos, CDs and audiocassettes each year that publishers and producers submit for review. After the ALA Midwinter Meeting (when committees select their annual lists), these materials need to be removed from the YALSA office to make room for the next year’s publications. Result: the Great Books Giveaway competition, won in 2012 by:

- Southeast Arkansas Regional Library in Monticello.
- Jefferson High School in Edgewater, Colorado, second place.
- Barton Library in El Dorado, Arkansas, third place.

**Other YALSA awards:**

- Baker & Taylor/YALSA Conference Grants: Heather Schubert, Hill Country Middle School in Austin, Texas, and Susan J. Smallsreed, Northwest Library branch of Multnomah County (Oreg.) Library.
- Emerging Leader award: Lori Easterwood, Sacramento (Calif.) Public Library.
- Frances Henne/YALSA/VOYA Research Grant: Sylvia Vardell, Texas Women’s University.
- M.A.E. Award for a Young Adult Reading or Literature Program: Allison Cabaj, Riverside Brookfield (Ill.) High School.
- YALSA Board Fellow: Carrie Kausch, Osbourn Park (Md.) High School.
- YALSA Spectrum Scholar: Hannah Gomez, Simmons College, Boston.
- YALSA Writing Awards: Sarah Ludwig for best article in Young Adult Library Services; Casey H. Rawson for best article in the *Journal of Research on Libraries and Young Adults*; Linda Braun for best post on the YALSAblog; and Maria Kramer for best post on YALSA’s [The Hub](http://www.yalsa.org/yalsa/thehub).

**ALSC recognizes excellence with professional awards**

The ALSC made a number of awards in 2011–2012 to recognize professional excellence.
• The 2012 ALSC Distinguished Service Award, which honors an individual member who has made significant contributions to, and had an impact on, library services to children and ALSC, was given to Linda Perkins of Berkeley, Calif.

• Each year the ALSC office receives almost 3,000 newly published books, videos, audio books, and recordings from children's trade publishers for award and notables consideration. After the awards winners have been chosen and announced, ALSC selects three libraries to receive a Bookapalooza collection of these materials. The recipients for 2012 were Sarah Preliepp, Saginaw Chippewa Academy, Mount Pleasant, Michigan; Michelle McGarry, Conley Elementary School Library, Whitman, Massachusetts; and Judy Card, First Regional Library, Hernando, Mississippi.

• Erin Warzala, Wichita Falls (Texas) Public Library, was the winner of the ALSC/BWI Summer Reading Program Grant, which gives $3,000 to a public library for developing an outstanding summer reading program for children.

• Allison Angell, of the Benicia (Calif.) Public Library, was the recipient of the Louise Seaman Bechtel Fellowship, administered by the ALSC. The fellowship provides a $4,000 stipend to allow a qualified children's librarian to spend a month or more reading at the University of Florida's Baldwin Library of Historical Children's Literature, which contains a special collection of 85,000 volumes of children's literature published mostly before 1950.

• Lisa McClure, Hartford (Conn.) Public Library, was the winner of the Maureen Hayes Author/Illustrator Visit Award. This $4,000 award was established with funding from Simon & Schuster Children's Publishing to bring together children and nationally recognized authors/illustrators by funding an author/illustrator visit to a school or public library that has not before had the opportunity to host one.

• Mary Seratt, Memphis (Tenn.) Public Library & Information Center, won the $3,000 Light the Way: Library Outreach to the Underserved Grant sponsored by Candlewick Press in honor of author Kate DiCamillo and the themes represented in her books. ALSA awards the grant to a library with exceptional outreach to underserved populations.

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**Penguin Young Readers Group Award**

The 2012 recipients of the ALSC’s Penguin Young Readers Group Award were Heather Schubert, Hill Country Middle School Library, Austin, Texas; Linda Klein, Anchorage (Alaska) Public Library; Eric Barbus, San Francisco Public Library’s North Beach branch; and Donna Alvis, Ephesus (Ga.) Public
Library. This award provides a $600 stipend for up to four winners to attend their first ALA Annual Conference. Applicants must have fewer than 10 years of experience as a children's librarian and must work directly with children.

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### Bound to Stay Bound Books Scholarship

The Bound to Stay Bound Books Scholarship provides financial assistance in the form of four $7,000 annual awards for the education of men and women who intend to pursue an MLS or advanced degree and who plan to work in the area of library service to children. The four BTSB winners for 2012 were Michelle Ahern, Bethpage, New York; Rebecca Baker, Frankfort, Kentucky; Micaela Sanchez, Greeley, Colorado; and Lisa Jordan, Longmont, Colorado.

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### Frederic G. Melcher Scholarship

The Frederic G. Melcher Scholarship provides financial assistance for the professional education of men and women who intend to pursue an MLS degree and who plan to work in children’s librarianship. Two $6,000 scholarships are awarded annually. The two Melcher winners for 2012 were Katie Clausen of Moorhead, Minnesota, and Eileen Gilbert of Concord, New Hampshire.

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### ALSC Spectrum Scholarship

The 2012 ALSC Spectrum Scholar was Ticha Gwaradzimba from London, Ontario, Canada. The scholarship is awarded to a Spectrum applicant who expresses an interest in library service to children. Since its founding, Spectrum has provided more than 600 scholarships to qualified applicants enrolled in an ALA-accredited graduate program in library and information studies or an ALA-recognized National Council for Accreditation of Teacher Education school library media program.

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### National Institute Scholarship

Joella Peterson of Tumwater Timberland (Wash.) Library and Amanda Struckmeyer of Middleton (Wis.) Public Library were recipients of the ALSC National Institute Scholarship from the Friends of ALSC. The scholarships included registration, transportation to and from the Institute, and two nights at the Sheridan Indianapolis City
Centre. The ALSC Institute took place September 20–22, 2012, in Indianapolis.

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**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 John F. Helmer, executive director of the Orbis Cascade Alliance, who received the Hugh C. Atkinson Memorial Award; G. Sayeed Choudhury, who received the Frederick G. Kilgour Award for Research in Library and Information Technology; Cynthia Cohen, MLIS candidate, San Jose (Calif.) State University, who was the recipient of the LITA/Ex Libris Student Writing Award; Clifford Lynch, executive director, Coalition for Networked Information, who was given the LITA/Library Hi Tech Award; William Edward Jones III, who won the LITA/Christian (Chris) Larew Memorial Scholarship in Library and Information Technology; Eugene D. Hsue, who won the LITA/OCLC Minority Scholarship in Library and Information Technology; and Brenda Bridgett Carrillo, recipient of the LITA/LSSI Minority Scholarship in Library and Information Technology.

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**ALCTS award highlights**

The Association for Library Collections and Technical Services (ALCTS) made these awards in 2011–2012:

- The first Jan Merrill-Oldham Professional Development Grant was awarded to Helen Bailey, preservation specialist at Dartmouth (N.H.) College Library. The grant was created in memory of preservationist Jan Merrill-Oldham, who greatly influenced the field over a career of 30 years.
- Pamela Bluh, associate director for technical services and administration at the Thurgood Marshall Law Library of the University of Maryland, became the sixth recipient of the Ross Atkinson Lifetime Achievement Award. Bluh served as president of ALCTS for 2007–2008, as editor of the ALCTS Papers on Library Technical Services and Collections, and as chair of the continuing education and fundraising committees, and received many awards and citations during a 30-year ALCTS career.
- The [Queens Memory Project](http://www.ala.org/aboutala/annualreport12/awards) was the recipient of the ALCTS Outstanding Collaboration Citation for 2012. The project is dedicated to digitizing, preserving, and providing access to the local history of Queens, New York. The wide range of collaborators includes the Queens Library, Queens College Libraries’ Department of Special Collections and Archives, Queens Historical Society, Whirl-i-Gig, StoryCorps, and the community of Queens at large.
Transforming Collections micro-grants awarded

Two Transforming Collections micro-grants were awarded to two projects for preserving digitally published open access works and digitizing a foundation collection in health sciences. The micro-grants of $1,500 each were given to the University of Maryland Baltimore County Library and the University of Maryland Health Sciences and Human Services Library. The Transforming Collections micro-grants were established by ALCTS to support the Transforming Collections initiative and the ALA Transforming Libraries strategic goal. The micro-grant program is designed to support and encourage innovative practices, emerging technologies, and innovation in collections.

LLAMA Awards

Seven winners and three honorable mentions were selected out of 117 projects submitted from throughout North America for the biennial ALA/International Interior Design Association (IIDA) Library Interior Design Award competition. The award, managed collaboratively by the Library Leadership and Management Association (LLAMA) Buildings and Equipment Section (BES) and the IIDA, honors excellence in library interior design, incorporating aesthetics, design creativity, function, and satisfaction of the client’s objectives. A list of winning designs and photos is available on the LLAMA website.

The John Cotton Dana Library Public Relations Award, which honors outstanding achievement in library public relations, is sponsored by EBSCO, the H.W. Wilson Foundation, and LLAMA. In 2011–2012, eight libraries were selected out of a record 108 award submissions; each winner receives a $10,000 grant in recognition of their achievement. The John Cotton Dana program was revamped during the year, with awards given in categories based on library budget. The application process was also improved by using online submissions. A list of the winning libraries is available on the EBSCO website.

Two Friends groups win ALTAFF’s National Friends of Libraries Week Awards

The Friends of the Ennis (Tex.) Public Library and the Friends of the Poughkeepsie (N.Y.) Public Library District were recognized for winning the 2011 National Friends of Libraries Week Awards by the Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF) during the ALTAFF Gala Author Tea at the 2012 ALA Midwinter Meeting in Dallas. Each received $250 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. In addition, the Friends of the Roxbury Township Public Library in Succasunna, New Jersey, and the Friends of the San Benito County (Calif.) Free Library were recognized with honorable mentions.

ALTAFF Baker & Taylor Awards

ALTAFF's Baker & Taylor Awards recognize Friends groups and library foundations for outstanding efforts to support their library. The winners of ALTAFF's 2011 Baker & Taylor Awards were the Batavia (Ill.) Public Library Foundation; the Friends of Hackley Public Library in Muskegon, Michigan; and the Friends of the Troy (Mich.) Public Library. Each group receives a $1,000 check and a plaque to honor their achievements.

ALTAFF awards Trustee Citation to Richard J. Ryan and Gwendolyn B. Guster Welch

Richard J. Ryan and Gwendolyn B. Guster Welch received the ALA Trustee Citation. The citation, established in 1941 to recognize public library trustees for distinguished service to library development, honors the best contributions and efforts of the estimated 60,000 American citizens who serve on library boards.

Ryan has served as a trustee of the Barrington (Ill.) Library for 33 years, including stints as board treasurer (1974–1980) and board president for 25 years from 1985 to 2010. He is currently fulfilling a six-year term that ends in 2015. Even before he was elected to the board in 1974, he served on the Barrington Area Development Council’s ad hoc library committee and acted as co-chair of the library coordinating committee for publicity. In 1991, the library broke ground on a 31,000–square foot addition and renovation project for the library he had helped to build in 1978. The board is again studying population projections to plan for possible expansion.

Welch is president of the Birmingham (Ala.) Public Library Board of Trustees and serves as trustee at large on the ALTAFF board. Welch has served as board president for three out of her nine years on the board, has also served as vice president and parliamentarian, and has chaired every committee at some point during her tenure. Welch served as a school media specialist from 1975 to 1996 and has also volunteered at Birmingham Public Libraries. She created a “Board Buddies” program, in which new Trustees were paired with experienced library board members. She also serves as a mentor to the newly appointed president of the local Bessemer Public Library Board of Trustees.
Karen Parrilli awarded ALTAFF/Gale Outstanding Trustee Conference Grant

The 2012 ALTAFF/Gale Outstanding Trustee Conference Grant went to Karen Parrilli, a member of the Board of Trustees at Skokie (Ill.) Public Library. Parrilli received $850 plus full conference registration to attend the 2012 ALA Annual Conference. Parrilli took a position on the Skokie Public Library Board of Trustees in July 2009 and was elected to a six-year term in April 2011. She serves as the board’s representative to the Reaching Across Illinois Library System (RAILS), which serves library members in the northern and central part of Illinois (public, school, and business libraries). Parrilli is a member of the Illinois Library Association, ALA, PLA, and ALTAFF.

McRae awarded LexisNexis Outstanding Friend Conference Grant

The 2012 LexisNexis Outstanding Friend Conference Grant was awarded to Mary Alicia McRae, secretary of the Friends of the Salinas (Calif.) Public Libraries. McRae received $850 plus full conference registration to attend the 2012 ALA Annual Conference. McRae is secretary of the Friends of the Salinas Public Libraries, of which she has been a member since 2009. A former literacy specialist and teacher, she applied for and received a $20,000 grant for a library homework center. With these funds, the library has been able to employ five local college students to help elementary students with homework after school in an underprivileged area of East Salinas. McRae also applied for and won a grant from the Community Foundation of Monterey for funds to pay for advertising the opening of the first-ever Friends’ Corner Bookshop.

South Carolina Library Association wins ALA President’s Award for Advocacy

ALTAFF, in cooperation with ALA President Molly Raphael and ALA President-Elect Maureen Sullivan, awarded the South Carolina Library Association the 2012 ALA Presidential Award for Advocacy, sponsored by ALTAFF. In 2010, SCLA joined forces with the South Carolina Association of School Librarians, the South Carolina State Library, and other state library agencies to create a library data day that would develop a meaningful demonstration of the importance of libraries for those who generate funding through their legislative authority. A “Day in the Life of South Carolina Libraries” handout was created, which resulted from a survey and photographic documentation of library activities over a single day in all types of libraries across the state.

When South Carolina Gov. Mark Sanford vetoed $4,653,933 in state aid to public libraries and $1,172,758 in stimulus...
funds to public libraries, stating that “fully funding local libraries does not rise to the level of many of our other core services such as law enforcement and health care,” librarians and library advocates went to work contacting their legislators via Capwiz. Due to these efforts and a social media campaign, in less than one week the South Carolina House of Representatives voted to override the governor’s vetoes, which would have resulted in a significant cut to South Carolina public library funding.

The ALA President's Award for Advocacy includes $1,000 to the winning state campaign for the further development of citizens across the state as advocates.

ALTAFF presents 2012 Public Service Award to Rush Holt

The 2012 Public Service Award went to Rep. Rush Holt (D.-N.J.), who introduced the Workforce Investments through Local Libraries (WILL) Act to integrate libraries into job training efforts, a bill that was endorsed by ALA. Along with Reps. Raul Grijalva (D-Ariz.) and Lynn Woolsey (D-Calif.), Holt also 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 librarian in each public school. In addition, it proposes to increase student academic achievement through strategies such as improving teacher, school librarian, and principal quality and increasing the number of highly qualified teachers in the classroom, highly qualified school librarians, and highly qualified principals and assistant principals in schools.

ALTAFF honors PSEG Foundation with Major Benefactor Award

ALTAFF, in conjunction with the New Jersey State Library, honored the Public Service Enterprise Group (PSEG) Foundation with a Major Benefactor Award. The PSEG Foundation was honored for its outstanding contribution of $812,500 to the Live Homework Help New Jersey program, an online, real-time tutoring service for students of all ages that supported more than 67,000 children and teens in their academic endeavors.

This gift is the largest received by the New Jersey State Library (outside of the many generous Gates Foundation grants). Not only was the amount of funding substantial but it was also given over the course of three years and three months to provide monetary support for Live Homework Help New Jersey. The receipt of this grant enabled NJSL to apply to other foundations for grants and receive one additional grant for $35,000 to add more public library communities to the program.

ALTAFF designates two Literary Landmarks
Hackley Public Library in Muskegon, Michigan, was made a Literary Landmark in honor of Verna Aardema Vugteveen by ALTAFF. Vugteveen (1911–2000) was an award-winning children’s author who based her stories on traditional folk tales from Africa, Latin America, and other countries. Hackley Public Library and its librarians provided the setting and support for her research. Vugteveen is the author of “Why Mosquitoes Buzz in People’s Ears,” which won the Caldecott Medal in 1976, as well as more than 30 children’s books and collections of stories. Among the awards she received were the School Library Journal Best Book of the Year Award in 1977 and the Parents’ Choice Award for Literature in 1984. Vugteveen is known as “Muskegon’s Story Lady.”

Room 222 of the Strater Hotel in Durango, Colo., became a Literary Landmark in honor of Western author Louis L’Amour (1908–1988). In addition to many other visits, for more than 10 years L’Amour, and often his family, spent the month of August staying in room 222 of the Strater Hotel. The room was directly above the Diamond Belle Saloon, whose sounds he said inspired him to write. L’Amour’s widow, Kathy L’Amour, unveiled the plaque along with Strater co-owner and CEO Rod Barker.

### AASL recognizes outstanding school library programs

The AASL awarded Hinsdale Township (III.) High School District 86 and South Texas Independent School District with the National School Library Program of the Year Award. Established in 1963, the award honors school library programs practicing their commitment to ensure that students and staff are effective users of ideas and information, as well as exemplifying implementation of AASL’s learning standards and program guidelines. The award recognizes exemplary school library programs that are fully integrated into the school’s curriculum. Each winning program receives an obelisk—the symbol of school library excellence—and a $10,000 prize donated by Follett Library Resources.

### AASL announces 2012 Best Websites for Teaching and Learning

For the fourth year, AASL announced the Top 25 Websites for Teaching and Learning. The list, considered the “best of the best” by AASL, honors the top 25 Internet sites for enhancing learning and curriculum development for school librarians and their teacher collaborators. The websites honored were Projext, Gamestar Mechanic, Vialogues, Popplet, Jux, Comic Master, My Storymaker, Inanimate Alice, Quicklylyst, Spiderscribe, Stixy, Remember the Milk, Celly, Wiggio, Collaborize Classroom, Study Ladder, History Pin, Learn it in 5, ARKive, DocsTeach, iWitness, How to Smile, Study Blue, NASA Kids Club, and Springnote.

### ACRL AWARDS
2012 Academic/Research Librarian of the Year: Paula T. Kaufman

In 2012, 32 outstanding individuals and institutions received Association of College and Research Libraries (ACRL) awards recognizing their accomplishments. ACRL's top honor, the Academic/Research Librarian of the Year Award, was presented to Paula T. Kaufman, Juanita J. and Robert E. Simpson dean of libraries and university librarian and professor of library administration at the University of Illinois at Urbana-Champaign. Kaufmann was cited for her significant impact on the profession through her extraordinary leadership abilities, vision, and strategic thinking for the future of libraries, along with the generosity with which she shares her inspirations and insights.

ACRL presents the Excellence in Academic Libraries Award to recognize the staff of a community college, a college, and a university library for exemplary programs that deliver outstanding services and resources to further the educational mission of their institution. This year's recipients were Seattle (Wash.) Central Community College in the community college category, Champlain College (Burlington, Vt.) in the college category, and Grand Valley State University (Allendale, Mich.) in the university category. The award, sponsored by ACRL and YBP Library Services, includes a presentation ceremony on the campus of each award-winning library. A full list of 2012 award winners is available on the ACRL website.
First Recipient of Oakley Scholarship Announced

ALA and the Library Copyright Alliance announced that Eric Harbeson, music special collections librarian at the University of Colorado at Boulder, was selected as the first recipient of the Robert L. Oakley Memorial Scholarship Award, which gives honorees $1,000 to offset the costs associated with attending the International Federation of Library Association (IFLA) Conference. The 2012 IFLA Conference was held in August in Helsinki, Finland.

Freedom to Read Foundation Roll of Honor

Michael Bamberger was presented with the 2012 Freedom to Read Foundation Roll of Honor award. Bamberger is the general counsel of the Media Coalition and has helped overturn dozens of federal, state, and local laws that would censor art and information in the United States. His amicus brief was key in the U.S. Supreme Court decision to overturn Brown v. Entertainment Merchants Association, et al. (the violent videogames case).

ALA-wide Scholarship Clearinghouse

In October the online scholarship application went “live” offering more than $300,000 for students who are studying library science or school librarianship at the master’s degree level. Scholarships ranged from $1,500 to $7,000 per student per year. The application deadline was March 1, 2012.

The Clearinghouse received a total of 601 scholarship applications. The numbers below represent completed applications evaluated by the juries and the number of awards made by the respective units.

ALA level scholarships:

- General (Includes: Marshall Cavendish, Christopher Hoy/ERT and David H. Clift)—408 applicants (3 awarded)
- Support (Includes: Tom & Roberta Drewes, Miriam L. Hornback and Tony B. Leisner)—174 applicants (3 awarded)
awarded)

- Mary V. Gaver—158 applicants (1 awarded)
- Peter Lyman Memorial/SAGE Scholarship in New Media Jury—104 applicants (1 awarded)

Division/Round Table scholarships:

- Federal librarians Cicely Phippen Marks Scholarship (Administered by FAFLRT)—66 applicants (1 awarded)
- ALSC—149 applicants (6 awarded)
- Century (Administered by ASCLA)—31 applicants (1 awarded)
- LITA—140 applicants (3 awarded)
- Spectrum—120 applicants (50 awarded)
Other Highlights

ALA JobLIST: Respected source for jobs and career advice

ALA JobLIST, the Association’s one-stop library jobs site and avenue for promoting and finding job openings, continues to support the profession as a source of job search and career advice curated from around the Web. Shared through its Facebook and Twitter presences, as well as a growing presence on Google+, ALA JobLIST is cited in the 25,000-strong ALA LinkedIn group as a valuable resource. Now in its second year of publication, the biweekly ALA JobLIST Direct e-newsletter has attracted more than 7,000 opt-in subscribers.

Reflecting a stabilized job market, this joint project of the Association of College and Research Libraries (ACRL) C&RL News magazine, American Libraries, and ALA’s Office for Human Resource Development and Recruitment (HRDR) listed more than 1,800 open positions during FY12 and increased its online banner advertising significantly. Enhancements to make the site increasingly easy to use and effective for both employers and job seekers are planned and made on an ongoing basis, resources permitting.

With 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 positions or develop their careers, 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, HRDR hosted several webinars and online chats in 2011–2012, all cobranded with JobLIST under the umbrella of the ALA JobLIST Placement Center.

ACRL notes: Demonstrating the value of academic libraries

As part of its ongoing Value of Academic Libraries initiative, the Association of College and Research Libraries (ACRL) was awarded a National Leadership Collaborative Planning Grant Level II by the Institute of Museum and Library Services (IMLS) for the project “Building Capacity...
for Demonstrating the Value of Academic Libraries.” Grant funding supported ACRL, in partnership with the Association for Institutional Research (AIR), the Association of Public and Land-grant Universities (APLU), and the Council of Independent Colleges, in convening two national summits to address the library profession’s need to develop skills to document and communicate library value in alignment with the missions and goals of their colleges and universities.

The two summits were held in December 2011 in suburban Chicago. Teams from a broad spectrum of institutions gathered with representatives from accreditation commissions and higher education organizations for dialogue around the assessment of student learning and faculty research productivity. In the first summit, a wide range of participants from the higher education sector discussed the data campus administrators would like libraries to provide and what collaborative assistance is available through institutional research offices. In the second, librarian participants addressed strategies to prepare the library community to document and communicate the library’s value in advancing the missions and goals of their colleges and universities.

An update on the summits was presented at the 2012 ALA Midwinter Meeting in Dallas. In addition, “Connect, Collaborate, and Communicate: A Report from the Value of Academic Libraries Summits,” a white paper of summit findings and recommendations authored by Karen Brown of Dominican University and Kara Malenfant, ACRL senior strategist for special initiatives, was published in June 2012. The report summarizes broad themes about the dynamic nature of higher education assessment that emerged from the summits and presents five recommendations for the library profession. A series of podcast interviews with summit participants is also available on the Value of Academic Libraries website.

Following the success of the 2011 summits, ACRL has already taken steps to continue this crucial work. In September 2012, ACRL and its partners AIR and APLU were awarded a second IMLS grant to design, implement, and evaluate a team-based professional development program to strengthen the competencies of librarians in campus leadership and data-informed advocacy.

Standards for Libraries in Higher Education

The ACRL Board of Directors approved a comprehensive revision of the association’s seminal Standards for Libraries in Higher Education in October 2011. Grounded in nine principles reflecting the core roles and contributions of academic libraries, the newly revised version of Standards provides a guide to libraries in advancing and sustaining their role as partners in educating students, achieving their institutions’ missions, and positioning libraries as leaders in assessment and continuous improvement on their campuses. The full text of the revised Standards, along with a recording of an introductory webcast on the new standards, is available on the ACRL Standards and Guidelines website.
ACRL endeavors to improve members’ ability to teach and assess lifelong learning skills. To help librarians and institutions develop and implement information literacy programs on their campuses, the ACRL Institute for Information Literacy’s Immersion Program offered three Immersion programs in FY12, including the first institution-specific program licensed to Cornell University. The Cornell Immersion curriculum was customized for this program and included parts of Teacher, Program, and Assessment track curriculum. Sixty-four individuals participated in the Assessment and Intentional Teaching tracks in Nashville in November 2011, and 90 attended the Teacher and Program tracks offered at Champlain College, in Burlington, Vt., in July 2012.

Eight e-learning seminars and webcasts provided opportunities to learn more about information literacy-related topics. Topics of the e-learning opportunities included “Instructional Design for Online Teaching and Learning,” “Learning Objects, Developing a Comprehensive Critical-Thinking Curriculum,” “Classroom Assessment for Information Literacy Instruction,” “Embedded Librarians,” “New Models for Credit-Bearing Information Literacy Courses,” “So You Want to Create an Interactive Information Literacy Tutorial?” and “The Not-So-Distant Librarian: Online Library Instruction to Engage Students and Faculty.” The program “Preparing College-Ready 21st-Century Citizens with Integrated Information/Media Literacy Programs” at the 2012 ALA Annual Conference provided additional focus on information literacy issues.

ACRL continues to publish a variety of information literacy and learning titles. “Best Practices for Credit-bearing Information Literacy Courses,” by Christopher V. Hollister, and “Embedded Librarians: Moving Beyond One-Shot Instruction,” edited by Cassandra Kvenild and Kaijsa Calkins, were published in 2011–2012.

The ACRL Information Literacy Competency Standards for Higher Education continues to be widely cited as a benchmark in information literacy instruction. This year the standards were cited in numerous books, journal articles, and blogs along with ACRL’s own publications. The new Information Literacy Standards for Teacher Education were approved by the ACRL Board of Directors and published this year.

Research and the scholarly environment

ACRL’s research and scholarly activities programs actively promote the transition to a more open system of scholarship. To this end, ACRL in October 2011 proudly joined the growing ranks of signatories to the Berlin Declaration on Open Access to Knowledge in the Sciences and the
Humanities. The declaration builds on the significant progress of the Budapest Open Access Initiative, calling for open access to knowledge in the humanities as well as in the sciences. The move followed the association’s removal of price barriers to the association’s scholarly research journal *College & Research Libraries* in April 2011.

In January 2012, ACRL endorsed *Code of Best Practices in Fair Use for Academic and Research Libraries*, issued by the Association of Research Libraries (ARL). Together with the Center for Social Media at American University and the Program on Information Justice and Intellectual Property in American University’s Washington College of Law, ARL has been working since April 2010 to develop the code. The project is funded by a grant from the Andrew W. Mellon Foundation and is now entering its third phase: extensive outreach to promote broad adoption of the code by research and academic librarians throughout the United States.

The ACRL Scholarly Communications Committee selected five sites to host the “Scholarly Communication: From Understanding to Engagement” workshop, including the first host site outside the United States. ACRL is underwriting the bulk of the costs of delivering this proven content by sending expert presenters on the road. The institutions selected to host the 2012 road shows were Atlanta University Center’s Robert W. Woodruff Library; Colorado State University in Pueblo; James Madison University in Harrisonburg, Va.; the University of New Mexico in Albuquerque, N.M.; and the University of Toronto. The workshop focuses on new methods of scholarly publishing and communication, open access and openness as a principle, copyright, and intellectual property and economics.

ACRL additionally offered “Scholarly Communication: From Understanding to Engagement,” a full-day institute on scholarly communication in conjunction with the 2012 ALA Midwinter Meeting in Dallas. The institute empowered attendees to help accelerate the transformation of the scholarly communication system and engage in a structured interactive program that explores scholarly publishing, author rights, and open access in practice. Four modules focused on new methods of scholarly publishing and communication, copyright and author rights, economics, and open access and openness in practice.

**Member engagement**

ACRL provides special connections for members, both virtual and personal. ACRL sections offer 17 vibrant and dynamic communities that nurture individual development and foster a deeper connection to the profession. As of August 2012, 4,905 individuals “like” the official ACRL Facebook page, 5,851 people follow the association on Twitter, and the ACRL LinkedIn community has grown to 6,781 members.

ACRL continues to sponsor participants in the ALA Emerging Leaders program. This year’s four ACRL-sponsored emerging leaders were Elizabeth Berman, reference and instruction librarian, University of Vermont; William Breitbach, librarian, California State University-Fullerton; Tabatha Farney, web services librarian, University of Colorado–Colorado Springs; and John J. Meier, science librarian, Pennsylvania State University.
As part of its commitment to furthering diversity in librarianship, the association is supporting Charlotte King as its 2012–13 Spectrum Scholar. King will attend the San Jose State University School of Library and Information Science. Since 1999, ACRL has provided more than $70,000 in direct support to the Spectrum Scholarship Program and has offered complimentary ACRL membership to all Spectrum Scholars.

ACRL offered a variety of professional development activities during fiscal 2012. The ACRL e-Learning program offered 32 e-Learning events during the fiscal year consisting of 18 webcasts and 14 multi-week courses on topics such as statistics, budgeting, embedded librarianship, digital humanities, management, accreditation, and new technologies. More than 650 individuals and 100 groups participated in this year’s e-Learning offerings. ACRL preconference sessions at the 2012 ALA Annual Conference in Anaheim provided information on digital humanities and the ACRL Standards for Libraries in Higher Education.

The 2012 ACRL Spring Virtual Institute, “Extending Reach, Proving Value: Collaborations Strengthen Communities,” was held April 18–19, 2012, uniting all types of librarians around the mutual cause of reaching out to constituencies. The institute examined how libraries are capitalizing on community collaborations and featured a keynote presentation from John Palfrey.

The ACRL Rare Books and Manuscripts Section held its 53rd annual preconference June 19–22, 2012, in San Diego. Themed “FUTURES!” the preconference explored a multiplicity of futures for the rare book, manuscript, and special collections community. Preconference plenary sessions focused on three components of special collections and archives work—use, object, and discovery. Sessions explored the ways in which special collections materials are used in the digital humanities, the future of discovery, and access to collections made possible with linked open data and the potential future forms the book as object might take.

ACRL continued to partner with the Harvard Graduate School of Education to offer the Harvard Leadership Institute for Academic Librarians. Ninety individuals participated in this year’s program, held in Cambridge, Mass., August 5–10, 2012. The program is designed for academic librarians with significant administrative responsibility, such as library directors, their associates, and those who report directly to them.

ACRL also partnered with several higher education associations to offer the Women’s Leadership Institute. Institutes were held in November 2011 in Dana Point, Calif., and in December 2011 in Amelia Island, Fla. The institute brought together midlevel administrators from across campus functions to hone leadership skills for working in a rapidly changing environment and to develop a better understanding of the campus as a workplace and culture.

**LLAMA notes: Successful initiatives**

Foremost among the 2011–2012 activities of the Library Leadership and Management
Association (LLAMA) was the creation of a new three-year strategic plan to run through June 2015.

Another successful initiative was the formation of the LLAMA Library Leadership and Management Competencies Task Force, which developed a model for reviewing, validating, and presenting statements of competencies giving coherence to both the education and the practice of library leadership and management. The task force’s model has proposed a process for competency statement development emphasizing stakeholder participation.

In the last 12 months, LLAMA successfully produced several quality online webinars and is repurposing the high-quality content already developed for conference programs, preconferences, and institutes. Section members have presented a number of webinars on topics such as learning spaces, succession planning and leadership development, and the return on investment in a tough economy. One very successful repeat was “Job Hunting for Today’s Libraries in Today’s Job Market.”

**RUSA notes: Major changes at research journal**

The research journal of the Reference and User Services Association (RUSA), *Reference and User Services Quarterly*, saw major changes, with the transition to an all-digital, online-only format. After overseeing this transition, Editor Diane Zabel passed the torch to RUSA Past President Barry Trott, the new editor.

RUSA assembled a team of member leaders representing all areas of the division—from public to academic libraries, from reference to readers advisory to resource sharing—to move ahead on the “Just Ask Campaign,” a national advocacy effort promoting the value and importance of reference and user services librarians.

**ASCLA notes: April in Paris . . .**

Almost 40 travelers ventured to Paris with the Association of Specialized and Cooperative Library Agencies (ASCLA) in April 2012. This inaugural trip toured the City of Lights with an itinerary that included some notable library destinations: the Bibliotheque Nationale and the American Library in Paris. Another group of travelers visited Ireland in October 2012, touring places such as the National Library and the Killarney Library, Trinity College, and the Book of Kells.

ASCLA launched its first online course in fall 2012: “Improving Library Services to People with Disabilities.” Under the guidance of instructor Katherine Todd, course participants evaluated their libraries’ current levels of service to people
with disabilities, explored materials and sources that can provide additional support or new services, and planned future improvements for their own libraries. The course benefits all library staff, from managers and directors to support and frontline staff.

ASCLA’s Library Consultants Interest Group produced the downloadable Library Consultants Code of Ethics, a supplement to the ALA code of ethics. The code was developed to help library consultants maintain their professionalism and adhere to high ethical standards as they provide services to clients and in their dealings with their colleagues and in their commitment to the public and the library profession. The individual members must use their judgment to apply these principles, and compliance is voluntary.

**ALSC notes: Long-serving members honored**

In December 2011, the Association for Library Service to Children (ALSC) began a program to recognize the hard work and dedication of members with 25 years or more cumulative membership. ALSC sent out more than 350 letters of commendation to acknowledge these members and created a special “long-serving” ribbon to be worn at conferences. A list of these individuals was printed in the December 2011 newsletter. Also, beginning with the December newsletter, we are featuring a profile of one of our long-term members in each issue.

In spring 2012, Friends of ALSC and the Membership Committee sponsored a Facebook contest for members to describe the value of membership with ALSC. The contest offered 10 tickets to the 2012 Newbery-Caldecott Banquet as a part of the reward. As an engagement tool, the Facebook competition was a success: In the four weeks of the contest, traffic to the Facebook page more than doubled the average weekly rates.

In March 2012, the ALSC Board of Directors approved the ALSC Twitter Guidelines. These guidelines are part of a larger effort to enable discussions in the social media realm. The guidelines delineate the role of the ALSC account (@alscblog), while also providing definitions for the actions/limits of the account. These guidelines have been reviewed and approved by the ALA Social Media Working Group and were adopted as a model for the association as a whole. Insight into these guidelines was provided by the ALSC Children and Technology Committee.

Via a communications survey conducted from December 2011 through February 2012, ALSC collected feedback from members about communications vehicles, including *Children and Libraries*, the ALSC website, newsletter, blog, Facebook page, Twitter, ALA Connect, and American Libraries/AL Direct. A total of 642 people started the survey; 595 (92.7 percent) completed it. Feedback garnered from the survey is being used to help shape and refine ALSC’s professional resources and communication tools to better meet the needs of our members.

To avoid recurrent confusion with ALA Connect—ALA’s virtual, collaborative workspace for groups and staff—the ALSC
newsletter ALSCConnect was changed effective with the March 2012 issue to ALSC Matters! The newsletter’s content and frequency remain the same, so volume and issue numbering continues where ALSCConnect left off.

ALSC hosts quarterly Community Forums

In 2011–12, ALSC began hosting quarterly online meetings for members called Community Forums, held on ALSC’s division page on ALA Connect. During the forum, participants can chat live with the ALSC president and members of the ALSC board. Members who cannot participate in the live chat can post questions and comments on the ALA Connect discussion board. A transcript of the forum is provided after the chat is finished.

In August, ALSC held two Community Forums to discuss the ALSC dues structure proposal. These events were hosted by ALSC President Carolyn Brodie and the ALSC Board of Directors. Members provided ideas and feedback on the ALSC Budget Adjustment FAQ. These two Forums were held in ALA Connect. Members were encouraged to attend at either or both. A transcript of these Forums is online, though a log-in is required.

For a sixth year, ALSC sponsored an Emerging Leader. This year’s Emerging Leader was Ingrid Abrams, children’s librarian at the Greenpoint branch of the Brooklyn (N.Y.) Public Library. Abrams has been active in Urban Librarians Unite, an advocacy group that supports libraries and library staff in metropolitan areas and that has used activities like a 24-hour story-thon and a zombie march to protest library budget cuts in the New York area.

ALSC was also chosen to have its project, an ALSC Mentoring Program, completed by a group of four Emerging Leaders, who researched examples of member mentoring programs and submitted a report that laid out recommendations for a future ALSC mentoring program.

In August 2012, the ALSC Blog partnered with the Friends of ALSC and the ALSC Membership Committee to host the ALSC e-badge contest. Krista Welz, children’s librarian at the North Bergen (N.J.) Free Public Library, won for her “ALSC Cloud” design, which will be featured for ALSC members to display on their blogs or email signature lines.

ALSC offers 18 on-line courses

In 2011-12, ALSC offered 18 online courses through Moodle, ALA’s online learning platform. These courses—ranging from four to six weeks in length—were offered on such topics as the Sibert Medal, graphic novels, reading instruction and children’s books, and information literacy.

ALSC also offered more than 20 hour-long webinars on topics such as Día, Every Child Ready to Read, sensory storytime, mock Newbery-Caldecott elections, and...
easy readers. ALSC also continues to produce archived webinars that are available at a discounted price.

As an engagement tool for students, the division has restarted ALSC Student Sessions, hour-long workshops free to students and offered quarterly. The first session, “Getting Your First Library Job: Showcasing Skills and Packaging Passion,” was held June 13, 2012, and featured advice from ALSC members Thom Barthelmess and Alison O’Reilly. In August, ALSC held “Emerging as a Leader: How ALSC Helped Us Become the Future,” which featured a discussion of mentoring and the Emerging Leaders program by Debbie Zimmerman, Kim Castle-Alberts, and Maria Pontillas of the 2012 ALA Emerging Leaders Team E, who developed recommendations for an ALSC mentoring program.

**PPO by the numbers**

The Public Programs Office (PPO) was awarded more than $2.12 million in funding in fiscal 2012 to bring cultural programming grant opportunities and resources to libraries. School, public, academic, and special libraries nationwide benefited from PPO initiatives, with more than 70 libraries receiving new grant awards in 2012. In addition, PPO reached more than 1.5 million library visitors and program participants through its traveling exhibitions and discussion programs.

In 2012, more than 50 writers contributed to ProgrammingLibrarian.org, providing insight into such topics as intergenerational programming, multicultural programming, early literacy, programming in rural libraries, author programming, and civic engagement. Some of the most popular articles in 2012 included “Systemwide Training for Programming Librarians: Palm Beach County Library’s Approach,” “Growing Like a Read: Tailoring an Early Literacy Program for Your Community,” “Great (and Affordable) Programs STEM from Partnerships,” and “Meeting Needs and Making a Difference.”

The ProgrammingLibrarian.org community grew in 2012, with more than 73,000 site visitors, and subscription to the Programming Librarian newsletter grew by six percent. Social media outreach in 2012 resulted in an 85 percent growth in Twitter followers and 27 percent growth in Facebook fans. Development of ProgrammingLibrarian.org is funded by a grant from the Institute of Museum and Library Services and the ALA Cultural Communities Fund.

**ALTAFF members change name to include “United for Libraries”**

As part of the 2012 ALA election, the majority of voting members of the Association of Library Trustees, Advocates, Friends, and Foundations (ALTAFF) voted to change the organization’s title to “United for Libraries: The Association of Library Trustees, Advocates, Friends and Foundations.” United for Libraries, official as of September 4, 2012, will continue to provide its members—including Friends of the
library, trustees, foundations, and library advocates—with the specialized resources that will empower them to support and advocate for their libraries.

“We are so fortunate to have library advocates—trustees, Friends, and others—speaking out to support libraries of all types,” said 2011–2012 ALA President Molly Raphael. “My presidential advocacy initiative, ‘Empowering Voices, Transforming Communities,’ focuses on the transformative power of communities making the case for the value of libraries of all types. We are so appreciative of library advocates’ efforts on behalf of libraries to mobilize communities to make their libraries even better. ‘United for Libraries’ says it all—together, we can make a difference!”

“Those who support, govern, and raise money for libraries many times work independently, often reinventing the wheel in every city and town,” said 2011–2012 ALTAFF President Donna McDonald. “Our name change mirrors the work this important division of ALA does—that is, uniting the voices of library lovers everywhere to strengthen, support, share best practices, and to ensure that libraries of all types thrive.”

In the fall of 2010 ALTAFF launched the Trustee Academy, a series of online courses to help trustees become proficient 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. All courses are recorded webcasts to allow trustees flexibility in completing them and viewing them individually or in group settings. Seven states have made the Trustee Academy available to their Trustees and library staff: Nebraska, Utah, Kansas, Kentucky, Mississippi, Missouri, and New Jersey.

Virtual participants join Library Legislative Day

Virtual Library Legislative Day was held as part of National Library Legislative Day April 24, 2012, when hundreds of library advocates descended on Capitol Hill to meet with members of Congress and their staffs. Library advocates who couldn’t make it to Washington for the event were still able to be a part of the effort by calling and/or emailing their elected officials April 24—or any time the week of April 23–27. ALTAFF, the ALA 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.

ALTAFF launched a new Authors for Libraries website featuring a ZIP code search of authors who have joined the initiative. Authors for Libraries is a unique partnership to connect authors with libraries, Friends of the Library groups, and library foundations as well as to keep authors informed about issues and concerns.
affecting libraries on a national level. Authors who join Authors for Libraries for $39 per year receive a subscription to The Voice for America’s Libraries, ALTAFF’s bimonthly newsletter. In addition, a link to the author’s website is added to the Authors for Libraries website. Authors can use the site to search for libraries along book tour routes and in their own geographic area.

AASL notes: School library petition garners White House response

A petition in support of school library programs created by Carl Harvey, Indiana school librarian and president of the American Association of School Librarians (AASL), drew the 25,000 signatures required to put the petition in the hands of President Obama. Through the “We the People” petition section of whitehouse.gov, Harvey called on the administration to ensure that every child in America has access to an effective school library program by using the reauthorization of the Elementary and Secondary Education Act to provide dedicated funding to help support those programs. Through grassroots communication efforts, 25,000 signed the petition before its one-month deadline.

Many from outside the profession—including library vendors, large and small, and well-known children’s and young-adult authors—joined school librarians in the effort. Educational organizations and AASL collaborators also used Twitter and other electronic means to spread the word. ALA President Molly Raphael sent a personal request to all ALA members encouraging them to sign by stating, “School libraries are everyone’s issue. Cuts in staffing or elimination of school library programs in a specific community affect all libraries in that community and we must be willing to work together to support our broader library eco-system. Help us make this an issue that commands attention.”

Roberto Rodriguez, special assistant to the president for education policy, responded to the petition:

President Obama has stated that reading is the foundation upon which all other learning is built, and school libraries play a significant role in constructing and enriching that foundation. School libraries do much more than house books and store data; a school library can broaden the horizon of learning for students and link them with communities and experiences far beyond their own classroom and community. . . . The Obama Administration remains committed to supporting school libraries and the critical role they play in providing resources and support for all students in their learning, to ensure that all students—regardless of their circumstances—are able to graduate from school ready for success in college and career.

The full petition and response are available online.

AASL announced a new feature of AASL membership, eCOLLAB—Your eLearning Laboratory: Content Collaboration Community. This repository of AASL professional development provides members and subscribers with a central location to find and manage their e-learning as well as to connect with others in the learning community. eCOLLAB
contains webcasts, podcasts, and resources from various AASL professional development events, as well as the latest issue of *Knowledge Quest* in an interactive PDF.

The repository hosts digital resources such as handouts and presentations on relevant topics such as 21st century standards, student achievement, collaboration, and assessment. Non-members can access eCOLLAB via paid subscription.

**New crosswalk connects Common Core to AASL learning standards**

AASL provided another tool to demonstrate the school library program’s connection to student learning with the publication of a new Common Core State Standards crosswalk. The crosswalk connects the AASL learning standards with the Mathematics Common Core State Standards and was made available on the AASL website and as added as a feature of the *Standards for the 21st-Century Learner* Lesson Plan Database. The new crosswalk links the AASL *Standards for the 21st-Century Learner* with the math standards developed by the National Governors Association Center for Best Practices (NGA Center) and the Council of Chief State School Officers. With the publication of this crosswalk, AASL provides another tool for school librarians in states that have adopted the Common Core to utilize in demonstrating the school library program’s connection to these standards.

**AASL releases statements on diversity, other key issues**

In September 2011, AASL released a position statement on diversity in the organization, identifying diversity as an integral face of the American landscape that permeates all professions—including school librarianship—and recognizing the necessity of diversity within the organization. The statement affirmed AASL’s commitment to increasing diversity among its members in leadership positions.

Also in September and in response to pressure to label and arrange library collections according to reading levels, AASL released a position statement on how this type of labeling can restrict student access to materials. The statement reflected AASL’s belief that viewpoint-neutral directional labeling increases students’ access to information and supports their First Amendment right to read. The statement defined best practice as using a standard classification system that provides students with a consistent means of finding books and other resources not only in their school library but also in public libraries.

AASL released an updated position statement on flexible scheduling, stressing the role of the school library program. The statement emphasizes that the school library program must be a fully integrated part of the educational program so that students, teachers, and school librarians become partners in learning. The statement defined that to be fully integrated, classes need to be flexibly scheduled into the library on an as-needed basis to facilitate research, training,
and utilization of technology with the guidance of the subject specialist, the teacher, and the process specialist, the librarian. The revision integrated the concepts set forth by AASL’s most recent learning standards and program guidelines.

In February, AASL released an updated position statement on the role of the school library program. The statement stressed the crucial role the school library program plays in preparing students to become active, contributing members of the 21st century. The statement not only examined the role of the library program, but the role of the school librarian as an instructional partner, thus integrating the concepts set forth by AASL’s learning standards and program guidelines.

**Survey shows students and families have increased access to school library resources**

According to trend data collected by AASL, technology acquisitions in school libraries across the nation appears to be leveling, while remote access to school library databases is rapidly increasing. Data was collected as part of AASL’s national longitudinal survey, School Libraries Count! (SLC), conducted yearly since 2007.

Sixty-five percent of respondents in the inaugural SLC survey in 2007 indicated that their students had access to their school library’s licensed databases remotely (i.e., from any computer with access to the Internet). A steady increase in remote access was noted each subsequent year, with the 2011 results reporting that 82 percent of libraries participating in the survey now make databases available to students outside the school.

More information on the background, methodology, and history of the survey—including past reports—is available on the [AASL website](http://www.ala.org/aboutala/annualreport12/other-highlights).

According to supplemental questions asked as part of the 2011 SLC survey, an overwhelming majority of schools across America are including digital citizenship—appropriate and responsible technology use—as part of their curriculum. Survey findings also indicated the school librarian serves as one of the primary educators when it comes to digital citizenship.

Seventy-one percent of school librarians surveyed said that digital citizenship is included as part of their school or district curriculum, and 52 percent of indicated they were the primary teacher in their school or district. Collaborative efforts between school librarians and other educators within the school were also reported, including those between school librarians and classroom teachers (36 percent) and school librarians, classroom teachers, and technology
instructors (33 percent). Eighty percent of respondents preferred this collaborative approach to teaching digital citizenship; however, 42 percent of respondents indicated a lack of a collaborative curriculum as the biggest barrier to instruction.

LITA highlights: *ITAL* becomes open-access, online-only journal

One of LITA’s biggest achievements this year was taking its journal *ITAL* to an open-access, online-only journal in March 2012. In addition, the publications committee has also been busy with a few new LITA Guides: “Getting Started with GIS” by Eva Dodsworth, “Writing a Winning Technology Plan for E-rate Compliance” by Jean V. Morrison, and “Writing Successful Technology Grant Proposals” by Pamela H. MacKellar. “Tech Set #11-20,” edited by Ellyssa Kroski, was also published this year.

The prestigious Frederick G. Kilgour Award for Research in Library and Information Technology award, co-sponsored by the Library Information Technology Association (LITA) and OCLC, was given to G. Sayeed Choudhury, a longtime proponent of open data. The award recognizes his leadership in the field of data curation through the National Science Foundation–supported Data Conservancy project.

Six LITA preconferences were held, while the division has offered several courses online, with more in the works. Selected online courses include “Using Scrum to Streamline Web Applications Development and Increase Staff Involvement,” “Creating Library Web Services: Mashups and APIs,” “Roadmap to JPEG2000,” and “Getting Started with GIS.”

LITA sponsored two members as part of the 2012 ALA Emerging Leaders cohort: Jodie Gambill and Tasha Keagan. Both were assigned to a team working on a LITA project that asked for a recommendation and plan for the implementation of a LITA Experts Profile System. The team was responsible for identifying the software to employ and creating an implementation plan with ontology recommendations.

The 2012 LITA Forum, New World of Data: Discover. Connect. Remix, was held in Columbus, Ohio, October 4–7. Speakers included Eric Hellman, Ben Schneiderman, and Sarah Houghton.

PLA notes: “Public Libraries at Work”

In 2011–2012, the Public Library Association (PLA) presented 12 webinars as part of its "Public Libraries at Work" Webinar Series." Additionally, PLA began reaching out to library professionals through PLA Facebook Forums to create interactive Q&A sessions on a variety of topics, such as e-readers, library safety, customer service, makerspaces in the library, and early childhood literacy. These are free, one-hour events hosted on the PLA Facebook page.
PLA also offered a popular online course, “The Accidental Public Library Technology Trainer,” a four-week blended learning course designed for library professionals who have unexpectedly found themselves responsible for technology training at their library. Librarian, author, and trainer Stephanie Gerding guided participants through a highly interactive combination of live webinars, independent assignments, and online discussions.

Throughout the year, PLA offered several free sessions of “Turning the Page 2.0.” In this six-week facilitated online course, library staff and supporters 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. Participants choose an advocacy goal for their library and are guided through the creation of an advocacy work plan.

PLA sponsored Heather Beverley, children's librarian and technology/young adult consultant at Cook Memorial Public Library District in Illinois, as its representative for the 2012 ALA Emerging Leaders program. Beverley received $1,000 to attend the 2012 Midwinter Meeting in Dallas and the 2012 Annual Conference in Anaheim, Calif., and participated in Emerging Leader activities at each event.

**YALSA year in review: Board wins Innovation Prize**

The Young Adult Library Services Association (YALSA) Board of Directors won the Innovation Prize at the 2011 BoardSource Leadership Forum, which is funded through support from Prudential and the Prudential Foundation. The Innovation Prize is an onsite competition designed to inspire and support innovative approaches to strengthening and building organizational impact through effective board leadership. Executive Director Beth Yoke and President-Elect Jack Martin’s presentation focused on the approach that YALSA has taken toward increasing board effectiveness and impact, with an emphasis on recruitment, training, engagement and assessment. YALSA’s Board of Directors placed the $10,000 cash prize into YALSA’s Leadership Endowment.

YALSA was named one of 30 winners from a pool of 91 finalists in the Badges for Lifelong Learning Competition March 1, 2012, at the Digital Media and Learning Conference. The competition links designers, entrepreneurs, technologists, and educators with leading business and industry organizations to build digital badge systems and explore the ways badges can be used to help people learn, demonstrate skills and knowledge, and unlock job, educational, and civic opportunities. The competition is held in collaboration with Mozilla and is part of the 4th Digital Media and Learning Competition, supported by the John D. and Catherine T. MacArthur Foundation and administered by the Humanities, Arts, Science, and Technology Advanced Collaboratory.

YALSA will use the $75,000 grant funding to create badges based on its Competencies for Serving Youth, national guidelines that outline what today’s librarians need to know to effectively serve teens. The competencies are divided into seven broad content areas. YALSA and Badgeville propose creating four badges for each area, the first three of
which will demonstrate proficiency of a specific skill or topic. The fourth badge will demonstrate mastery of a skill or topic. Librarians and library workers who opt in to the program can participate at their own pace by engaging in a range of activities in order to master skills and earn badges.

YALSA and ALSC will receive funding to support Everyone Reads @ the Library, an ongoing youth literacy program, through a grant from Dollar General Literacy Foundation. The $119,000 YALSA received went to support the development of materials to help libraries serve Spanish-speaking teens, to develop the Teen Book Finder mobile app, and to offer mini grants for Teen Read Week 2011 and summer reading 2012. The grant also supported distributing sets of the 2011 Teens’ Top Ten nominees to needy libraries.

*Young Adult Library Services (YALS)* won its fifth APEX Award for Excellence. YALS is a quarterly journal that highlights best practices in library services for and with teens.

**PIO: An increase in media coverage in fiscal 2012**

ALA saw an increase in media coverage in fiscal 2012 on such topics as e-books, e-lending and access, school libraries, young adult literature, censorship, and book-banning/challenges.

The popularity of e-books and their lending practices was much discussed as e-book use became more popular than ever. As e-book publishers continued to block access to a majority of their titles, many interviews focused on the issue of their availability and the ALA’s efforts to work with publishers on a solution. This issue attracted attention from a number of national news outlets in which the ALA leadership, including Executive Director Keith Michael Fiels, have participated.

For the 29th anniversary of Banned Books Week (BBW), the Public Information Office (PIO) worked closely with the Office for Intellectual Freedom (OIF) to secure media coverage with national and international news organizations. BBW coverage included *USA Today*, *The Guardian*, Al Jazeera, multiple National Public Radio (NPR) affiliates, and the *Huffington Post*. *The Huffington Post* published multiple articles, including an op-ed by ALA President Molly Raphael and a Web slideshow of banned children’s books. Hundreds of newspapers produced stories on BBW, local events, and OIF’s first-ever Virtual Read-Out.

During the 14th anniversary of Teen Read Week, PIO secured media coverage that promoted the importance of teen literacy, focusing on the popularity of graphic novels and other illustrated materials. Web, print, radio, and social media placements reached more than 282 million people. YALSA President Sarah Flowers participated in interviews with Common Sense Media and the *Chicago Tribune* and wrote an article for *Parenting Magazine* online, while a local
spokesperson participated in a radio interview with the community affairs program “Twin Cities Insight,” which aired on six stations in the Minneapolis area. PIO also secured placements and mentions on teen and family blog sites such as I Heart Daily and Girls Life Magazine.

This year PIO also continued to work with AASL and the School Library Crisis Task Force to achieve national placements to generate public awareness of the deep budget cuts impacting the nation’s school libraries and to advocate for funding. AASL President Carl Harvey II participated in interviews with the Huffington Post and American Public Media on the value of school libraries. PIO also crafted an op-ed, “What You Can Do to Support School Libraries in Crisis,” which was published December 8 by the Huffington Post. The op-ed is now being used by school library supporters to advocate for funding for school libraries.

In mid-November, PIO worked with OIF, OLA, and Governance to craft a statement regarding the destruction of the “People’s Library,” a community library erected by Occupy Wall Street New York protestors. The People’s Library, which held a collection of more than 5,000 items and provided free access to books, magazines, newspapers and other materials, was seized by New York police during a raid to evict protesters from Zuccotti Park. Although city officials promised all items would be returned, most of the collection is still missing, and returned items were damaged. Several national and international news groups featured the ALA statement in coverage including the Guardian, Mediabistro, the Washington Post, International Business Journal, the New York Observer, and the Boston Globe. American Libraries and School Library Journal also included the statement in coverage.

The ALA Youth Media Awards—announced during the ALA’s Midwinter Meeting—guide parents, educators, librarians, and others in selecting the best materials for youth. PIO began ALA Midwinter publicity efforts with pre-announcement coverage that included an Associated Press article regarding the William C. Morris Award, which reached hundreds of publications in the United States and Canada, and an article in Publisher’s Weekly on the history of the Newbery and Caldecott Medals. Other interview coverage included NPR’s “All Things Considered,” CNN En Espanol’s Café, CNN.com, Time, and the Associated Press. The AP article reached more than 1,000 news websites and blogs, along with such publications as USA Today and the Washington Post.

After months of planning, the PIO offered a live Webcast of the ALA Youth Awards. More than 18,900 people logged on to view the award announcements. The Webcast took months of preparation and coordination with ALA’s onsite audio/video vendors and our Web vendor Unikron, as well as participating ALA units.

This year more than 4,100 Twitter followers and 1,985 Facebook subscribers tracked ALA Youth Media Award results live. New to this year’s social media efforts is the ALA Youth Media Awards YouTube channel. The channel features videos posted by 2012 winning authors as well as videos from past winners.

This year also marked the announcement of the first-ever Andrew Carnegie Medals for Excellence in Fiction and Nonfiction recognizing the best fiction and nonfiction books for adult readers published in the U.S. the previous year.
The announcement was made during the ALA Annual Conference in Anaheim, California, and PIO worked closely with medal co-sponsors and Widmeyer Communications to generate publicity for the awards. Efforts resulted in more than 1,900 mentions/articles, a circulation rate of more than 1.1 billion, and a publicity value of more than $293,000. Placements were secured with mainstream media and trade publications including multiple placements with the AP, *Publisher's Weekly*, *USA Today*, the *Huffington Post*, Salon.com, the *Los Angeles Times*, and many other top-tier publications.

PIO also produced a video featuring Andrew Carnegie Medals award chair Nancy Pearl, ALA President Molly Raphael, and Carnegie Corporation of New York President Vartan Gregorian. The video served as an anchor for the announcement and was posted to ALA's YouTube Channel, on RUSA and Booklist pages, and in an award press kit. The video has received more than 1,000 views.

Also worth mentioning is the support that the ALA has received from national celebrities in 2011-2012 such as baseball legend and author Cal Ripken Jr., who served as the 2011 Library Card Sign-up Month Honorary Chair; best-selling author Brad Meltzer, who authored an opinion piece for the *Huffington Post* to advocate for school libraries and lent his likeness in a print PSA campaign as the Honorary Chair for 2012 National Library Week; and best-selling author Caroline Kennedy, who agreed to be the Honorary Chair for 2013 National Library Week.

**Accreditation**

Two programs, one domestic, at East Carolina University, and one Canadian, at the University at Ottawa, have completed their precandidacy status to qualify for candidacy in 2012. They are scheduled for a visit in fall of 2013. The Committee on Accreditation will make the initial accreditation decisions at the ALA 2014 Midwinter Meeting.

**School Library Task Force**

In addition to her two major initiatives, Molly Raphael initiated a Presidential Task Force on School Libraries to lead a campaign addressing the urgent need for advocacy for school libraries, and the impact of the de-professionalization and curtailment of school library instructional programs on students and student achievement. Raphael entreated members from all types of libraries to be part of this unique task force with a clear message: all hands on deck to assist school libraries. The Task Force was integral in the success of Carl Harvey's White House Petition, in passing a resolution on school libraries that was put forth at the ALA Annual Conference, and in raising the awareness among the profession about the crisis-level issues arising in school libraries. The work of the task force was continued by 2012-2013 ALA President Maureen Sullivan, who called for the launch of a public awareness campaign.
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 2012! 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 2012, ALA and its divisions, offices, and round tables raised more than $7.0 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 approximately 120,000 libraries across America and the millions of people they serve each year. We are truly grateful.

See a video public service announcement featuring National Library Week Honorary Chair Brad Meltzer.
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.

The following library advocates have 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.

**Founding Partners and Library Champions**

- **Carnegie Corporation of New York**
- **Disney Book Group**
- **Dollar General Literacy Foundation**
- **Lifetime Networks**
- **Scholastic Parent & Child**
For more information on @ your library® Partners, visit the @ your library® Sponsors Web page.

**ALA Library Champions**

The ALA Library Champion program was launched by a select group of corporate and foundation supporters who joined together to form a broad-based group to advocate for libraries and the library profession. The Campaign for America’s Libraries and its @ your library® brand—which now supports libraries across the nation by fostering public awareness on the extensive range of services available at their community library—was established from their vision.

Library Champions directly contribute to ALA’s Campaign for America’s Libraries, a strategic communications effort about the value and benefits of libraries. ALA considers its Library Champions among our greatest proponents.

**2011–2012**

$25,000 or more—Campaign for America’s Libraries Investor

Dollar General

**Investors**—$10,000 or more

LEGO® DUPLO®
Members—$5,000 or more

Baker & Taylor Books
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Brodart Company
Candlewick Press
The Combined Book Exhibit
DEMCO Incorporated
EBSCO Information Services
Elsevier
Ex Libris
Follett Library Resources
Gale Cengage Learning
Gaylord Bros., Inc.
Highsmith
InfoGroup
Ingram Library Services Inc.
Innovative Interfaces, Inc.
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Morningstar
OCLC Online Computer Library Center
Polaris Library Systems
ProQuest Company
The Rowman & Littlefield Publishing Group
Sage Publications
Scholastic Inc.
Severn House Publishers Ltd.
SirsiDynix
Sisters in Crime, Inc.
Springer
S&P Capital
IQ
Swets
Taylor & Francis Group
For more information on the Library Champions program and to learn how your company can join our growing list of corporate leaders, please visit the [ALA Library Champions](http://www.ala.org/aboutala) Web page, or contact the Development Office at 312-280-5050.

### ALA funding initiatives

#### ALA endowment

The ALA endowment has grown steadily from $31.3 million to $32.6 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 a new endowment in your own name or your company name, or in memorializing a loved one or someone else who has strongly influenced 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 programs that meets the ALA curriculum guidelines for a National Council for Accreditation of Teacher Education (NCATE)–accredited unit.

#### ALA 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 school library education programs reviewed and approved by the NCATE or the American Association of School Librarians.
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.

**Spectrum Presidential Initiative**

Spectrum supporters and scholars celebrate the successful conclusion of the Spectrum Presidential Scholarship Initiative with a cake-cutting ceremony at ALA Annual Conference 2012 in Anaheim.

ALA launched the Spectrum Presidential Initiative 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. Thanks to the multi-year leadership of ALA Presidents Jim Rettig, Camila Alire, Roberta Stevens, Molly Raphael, Maureen Sullivan and ALA Past President Dr. Betty J. Turock, chair of the initiative, ALA saw the successful conclusion of this initiative in 2012.

Along with more than 1,000 ALA members and friends, we met and surpassed ALA’s goal of raising $1 million by raising $1.23 million. As a result, the Spectrum Scholarship Program Endowment has grown from $3.7 million to $4.8 million. Three permanent scholarships have been established by the Association for Library Service to Children, the Texas Library Association, and ProQuest. ALA divisions, ALA round tables, ALA affiliates plus the Bill & Melinda Gates Foundation, OCLC, the National Library of Medicine, and the Medical Library Association gave generously to the
Initiative, resulting in 59 pass-through scholarships. Two individuals have joined the ALA Legacy Society by including the Spectrum Scholarship Program in their estate plans.

The list of achievements goes on and on. Of course, most importantly, from July 2009 to June 2012, 225 students have received the financial support they needed to embark upon or complete their MLIS degree.

Download the Honor Roll of Donors (PDF) to view a comprehensive list of Spectrum supporters for the duration of the campaign.

Cultural Communities Fund

Libraries are often the first place that many people experience live music, poetry, documentary film, dance, art, literature and science programming. 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, humanities and sciences. 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.

By taking on the role of a community cultural center, libraries are now helping engage people in history in new ways by bringing them together for interactive programming experiences.”
—Film maker

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.

**ALA Combined Federal Campaign**

ALA is a participating charity of the Combined Federal Campaign (CFC) as a member of the Independent Charities of America, and Educate America! The Education, School Support and Scholarship Funds Coalition. The CFC allows ALA to strengthen its bonds with federal workers dedicated to improving librarianship, library services and access to information for all.

All federal, military and postal workers can give directly from their paychecks to ALA through participation in the CFC. Federal employees can donate to ALA via the CFC by completing a simple campaign pledge form and noting ALA's dedicated CFC Agency Code: **13085**.

**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 or download the ALA-APA podcast.

**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, please visit the [Merritt Fund Web page](http://www.ala.org/aboutala/annualreport12/appreciation).

**Other giving opportunities**

![Video: LeRoy C. Merritt Fund Trustee speaks about why continued support of the fund is necessary.](image)

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](http://www.ala.org/aboutala/annualreport12/appreciation) Web page.

**Library Advocates, 2011–2012**

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, 2011, and August 31, 2012. Thank you!

**Corporations, Foundations, Government Agencies, and Organizations**

**$100,000 and above**

Bill and Melinda Gates Foundation  
Carnegie Corporation of New York  
Dollar General Literacy Foundation  
Fetzer Institute  
Financial Industry Regulatory Authority (FINRA) Foundation  
Gale Cengage Learning  
Institute of Museum and Library Services  
Library of Congress  
National Constitution Center  
National Endowment for the Humanities  
National Science Foundation  
Open Society Foundations  
Space Science Institute  
Space Telescope Science Institute

**$50,000 and above**

Google, Inc.  
LEGO® DUPLO®  
ProQuest

**$10,000 and above**

Anonymous Foundation  
ABC-CLIO, Inc.  
Alexander Street Press  
Amazon.com
Baker & Taylor Books  
BoardSource  
Bound To Stay Bound Books, Inc.  
Cable in the Classroom  
Capstone Publishers  
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Follett Library Resources  
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Lifetime Arts, Inc.  
Medical Library Association  
National Endowment for the Arts  
OCLC Online Computer Library Center  
Pitney Bowes Foundation  
Poets House New York  
Random House, Inc.  
Righteous Persons Foundation  
Tablet Magazine: A New Read on Jewish Life  
Sage Publications  
San Jose State University Foundation  
Space Science Institute  
Space Telescope Science Institute  
Synergy Enterprises, Inc.  
Target  
Tribeca Film Institute  
University of California-Irvine  
World Wrestling Entertainment, Inc.  
Westchester Library System

$5,000 and above
In-kind support

Corporate:

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Cinco
Free Spirit Publishing, Inc.
GameTable Online
LifeTime Networks
National Baseball Hall of Fame and Museum
PopCap
Puntos
Ravensburger
Scholastic Parent & Child Magazine
Univision
Viz Media
Women’s Day Magazine
Individual Contributions

The 2011–2012 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 2012, ALA received more than $244,210 in donations. Thank you!

ALA 15x15 Planned Giving Campaign

See the ALA 15x15 Planned Giving campaign launch video at Planned Giving at ALA Web page.

In June 2012, ALA launched 15x15, a planned giving campaign to help strengthen the impact and longevity of ALA's programs and activities in support of libraries and librarians. The goal of the campaign is to secure $15 million in planned giving commitments by 2015. Planned gifts can be made to the Association for general purposes, or specifically directed to an ALA division, round table, program, or fund. Supporters of the ALA 15x15 Planned Giving Campaign are recognized as members of the ALA Legacy Society.

Legacy Society

The ALA Legacy Society honors and recognizes the enduring commitment of those benefactors who have provided for ALA or its divisions, offices, 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)

Robert E. Banks
Peggy Barber*
Francis J. Buckley, Jr.
Carol Pitts Diedrichs
Carole & Stan Fiore*
Shirley Fitzgibbons
Barbara J. Ford*
Charles Garris, in memory of Cicely Phippen Marks
William R. Gordon*
Ellin Greene*
Nann Blaine Hilyard*
Pam Spencer Holley
Suellen Hoy
Penny Johnson
Dr. Em Claire Knowles
Nancy Kranich
Shirley Loo*
Geri Hansen Mann
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John N. Mitchell*
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Robert Newlen
Sylvia K. Norton
Kimberly Patton
Frances R. Roscello
Patricia Glass Schuman
Peggy Sullivan*
Teri Switzer
Ann & John Symons*
Ruth & Jay Toor*
Betty Turock*
J. Linda Williams

* Charter Member
† Deceased

Estate gifts

ALA 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 the following estates were realized during the 2011–12 fiscal year.

Estate gift of Helga Herz

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 email 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 approximately 56,000 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 email at development@ala.org.