

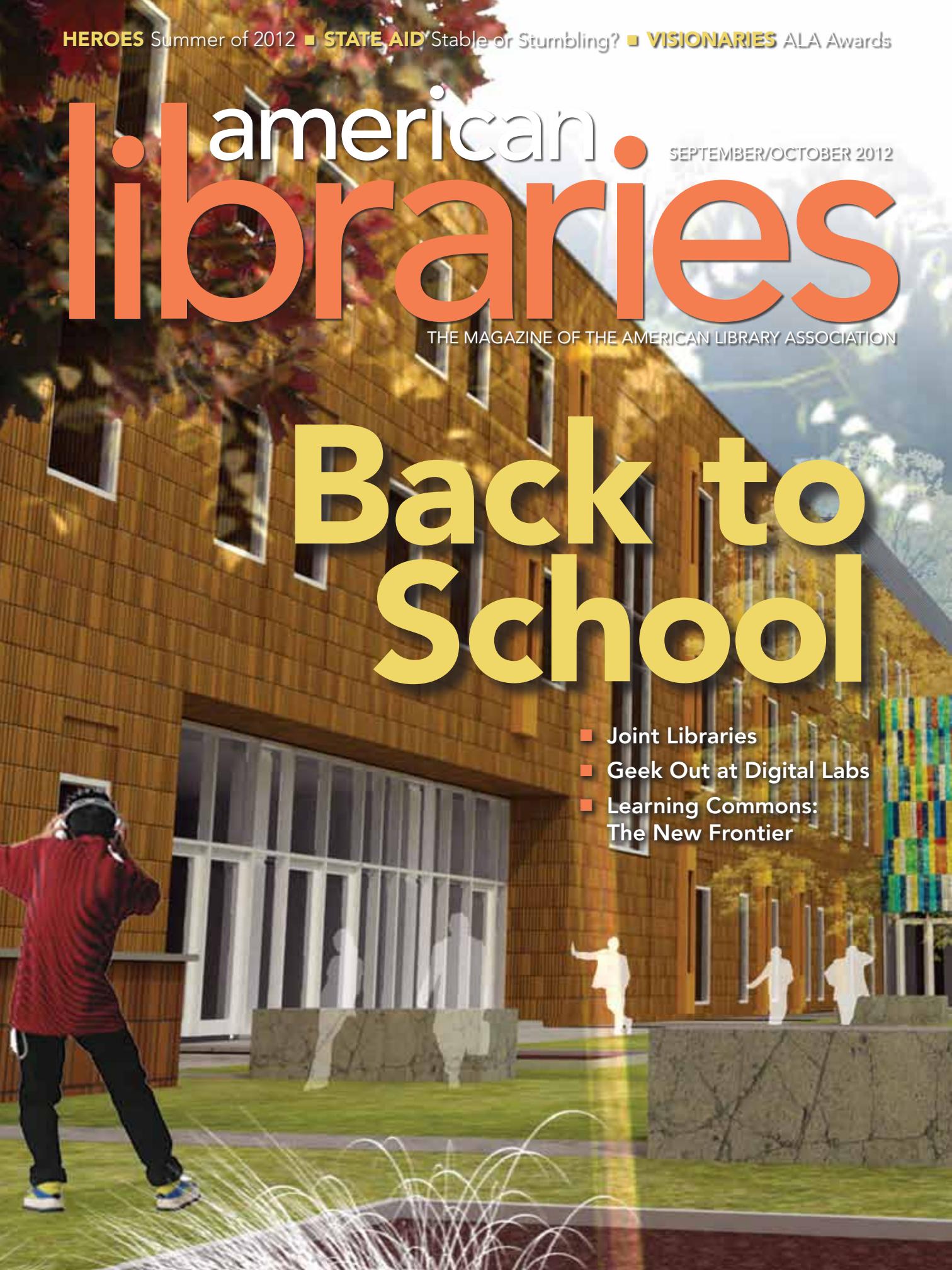
american libraries

SEPTEMBER/OCTOBER 2012

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

Back to School

- Joint Libraries
- Geek Out at Digital Labs
- Learning Commons:
The New Frontier



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CONTENTS

AMERICAN LIBRARIES | SEPTEMBER/OCTOBER 2012 | VOLUME 43 #9/10 | ISSN 0002-9769

Features

- 20 GEEK OUT**
Digital learning labs convert consumers into creators
BY GREG LANDGRAF
- 30 FORBES FOLLY**
Demonstrating the real net worth of a library degree
BY JOHN CARLO BERTOT, PAUL T. JAEGER, AND LINDSAY C. SARIN
- 34 VISIONARIES & INNOVATORS: ALA AWARD WINNERS**
BY STEPHANIE KUENN

- 24 COVER STORY**
JOINT LIBRARIES: MODELS THAT WORK
Combining town and gown
BY CLAIRE B. GUNNELS, SUSAN E. GREEN, AND PATRICIA M. BUTLER



Rendering of Back of the Yards High School and Library courtesy of STL Architects on behalf of the Public Building Commission of Chicago

Updates and Trends

- 6 ALA
9 PERSPECTIVES

Departments

INFORMATION TECHNOLOGY

- 17 DISPATCHES FROM THE FIELD**
The RFID Opportunity *BY LORI BOWEN AYRE*
- 18 INTERNET LIBRARIAN**
The March of Time *BY JOSEPH JANES*
- 19 IN PRACTICE**
Let's #makeithappen *BY MEREDITH FARKAS*

PEOPLE

- 46 CURRENTS**

PROFESSIONAL DEVELOPMENT

- 48 YOUTH MATTERS**
Space: The New Frontier *BY LINDA W. BRAUN*
- 49 OUTSIDE/IN**
Community Connections
BY DAVID LEE KING AND MICHAEL PORTER
- 50 LIBRARIAN'S LIBRARY**
The Library Is the Real School *BY KAREN MULLER*
- 51 ROUSING READS**
Gregorian Chants Meet Thelonious Monk
BY BILL OTT
- 52 SOLUTIONS AND SERVICES**
New Products and a Case Study

OPINION AND COMMENTARY

- 2 FROM THE EDITOR**
Our Roller-Coaster Summer *BY LAURIE D. BORMAN*
- 3 PRESIDENT'S MESSAGE**
The Year Ahead *BY MAUREEN SULLIVAN*
- 4 COMMENT ENABLED**
Letters and Comments
- 16 ON MY MIND**
An Old Friend in the Library *BY JENNIFER BUREK PIERCE*
- 56 WILL'S WORLD**
Is God Really a Librarian? *BY WILL MANLEY*

JOBS

- 55 CAREER LEADS FROM JOBLIST**
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advertisers | page

American Psychological Association | 29 • Drexel E-Learning | 54 • Geico | 32 • Innovative Interfaces | COVER 4 • Kingsley | 7 • MidWest Tape | COVER 2 • Recorded Books | COVER 3 • Rutgers University | 15 • San José State University | 14 • The Crowley Company | 10 • American Library Association • Conference Services | 40-45 • Graphics | 55



Our Roller-Coaster Summer by Laurie D. Borman

If I were to write “What *American Libraries* Did This Summer,” it would be more roller-coaster ride than mai tais on the beach. Such is the nature of juggling several media streams, especially when tied to news and deadlines.

At the top of the hill were the twin peaks of the ALA Annual Conference and the Virtual Conference. Both offered great blog and story opportunities, interviews, inspiration, and ideas, some of which we’ve shared online at americanlibrariesmagazine.org and in these pages. We visited the Special Libraries Association conference in Chicago in July, and stories from Annual and SLA can be found on the following pages. (See our SLA report on page 12, and the 2012 ALA Awards coverage on pages 34–39.)

ALA Editions provided an excerpt from *Joint Libraries: Models That Work* (see story on pages 24–28.) We called for photos and case studies from joint libraries around the country to supplement the excerpt. The projects range from the Harmony Library in Ft. Collins, Colorado, which combined a cash-strapped local library with a community college facility, to the new urban high school/public joint library being built in Chicago’s Back of the Yards neighborhood (shown on our cover). Their stories offer viable, cost-saving joint-use options and, we hope, good ideas for you, too.

What goes up must come down, and we briefly hit bottom at the end of July. We had planned to publish an interview for this issue with Jonah Lehrer, author of *Imagine: How Creativity Works*, a book about biochemical processes in creativity. A former Rhodes Scholar and neuroscience junkie, Lehrer wrote for *The New Yorker* and *Wired* and had authored two other books about the brain. He was scheduled to speak at Midwinter, so the interview was timely. The day the interview transcript arrived, Lehrer resigned from his job at *The New Yorker* and his publisher pulled *Imagine* from bookstores because Lehrer had admitted to fabricating quotes from Bob Dylan. Through no fault of ALA, Lehrer was also yanked from the Midwinter speaker roster. We scrambled, regrouped, and rearranged our layouts without a Newsmaker for this issue. (However, you can see the original Q&A, “A Day Before Disgrace,” at americanlibrariesmagazine.org/columns/newsmaker/day-disgrace.)

While all this was going on, we played catch-up on print issues, sliding up our deadlines to ensure you will now get your copy of *AL* in the first week of the cover date. Our columnists turned in their work weeks early to adjust to the new schedule, and we edited July/August and IFLA supplement copy simultaneously, barely taking a breath before starting in on this issue.

Well, it’s been fun, and even though summer’s not yet over as I write this, we’re ready to ride on to our next adventure. Thanks for joining us! ■

This summer has been more roller-coaster ride than mai tais on the beach.

american libraries

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

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The Year Ahead

Strategic action will guide ALA forward

by Maureen Sullivan

I look forward to this year in which I have the privilege of serving as ALA president. To prepare, I acted on the very good advice of a number of our past presidents and took advantage of opportunities during my president-elect term to lay a strong foundation for what I expect ALA to accomplish this year.

In the May/June issue of *American Libraries* (p. 8), Molly Raphael described the work she and I did to pass the baton in the area of community engagement. ALA will work with the Harwood Institute for Public Innovation to help us develop a robust program to support and guide librarians to lead community engagement and become public innovators at the local level. ALA will also partner with the institute to launch the Work of Hope. This second partnership will be another opportunity to realize the potential of libraries to strengthen their role in communities and civic life.

In March 2013 the Harvard Graduate School of Education will hold a three-day symposium called Library Leadership in a Digital Age. It will bring together library leaders and other senior-level educational leaders to reimagine the role of the library and to identify effective leadership strategies.

Executive Director Keith Michael Fiels and I have been working to fulfill a goal that each of us has had for some time: to create an ALA leadership development program. We expect to launch this four-

five-day program next spring. Key themes will include leveraging diversity and creating an inclusive, high-performing workplace.

Three initiatives are underway to strengthen ALA's work internationally: enhancing and extending the Sister Libraries program; exploring a partnership with the National Peace Corps Association (the alumni group of the Peace Corps); and providing a series of webinars for ALA's international members.

At the fall Executive Board meeting, I will lead sessions in which the ALA division leadership and the Executive Board will consider how to strengthen and rethink the Association to ensure a vital and effective organization that delivers high value for current and future members.

The cochairs of the School Library Task Force (Susan Ballard and Pat Tumulty) and I will convene a small group to develop a strategic action agenda. This agenda will include ways to educate and inform external stakeholders about the difference that a school library program led by a state-certified school librarian makes in student success.

I am part of an educational initiative for the Diplomatic Reception Rooms at the US Department of State that will bring the historic collections of the Rooms and the diplomatic work that occurs in them to

students and educators. This has led to another significant partnership for ALA. The Association and libraries will be key components of the educational program that is being developed.



My tenure will involve efforts to strengthen engagement and ensure a vital and effective organization.

The very good work of the Digital Content and Libraries Working Group continues. Immediate Past President Molly Raphael has agreed to serve as ALA's point person in the ongoing discus-

sions with publishers about the need to enable libraries to purchase ebooks at a reasonable cost. During the coming year, the task force will be addressing other critical issues related to digital content and libraries of all types.

These are the areas in which much of my attention is focused. There are so many other initiatives and activities that ALA's divisions, chapters, committees, round tables, and affiliate organizations are accomplishing. We are fortunate to have the talents, leadership, and dedication of ALA's many members and its staff who—as the ALA 2015 strategic plan states—will enable the Association to build “a world where libraries ... are central to lifelong discovery and learning.” ■

MAUREEN SULLIVAN is an organization development consultant to libraries and professor of practice in the Managerial Leadership in the Information Professions doctoral program of the Graduate School of Library and Information Science at Simmons College in Boston. Email: msullivan@ala.org.

Comment Enabled

Questioning Burnout

In his July/August Will's World column ("Your Mileage May Vary," p. 56), Will Manley discusses "library fatigue," which is another name for burnout. He compares a make-believe 55-year-old person who has been a librarian for 35 years to a fictitious 55-year-old who selected the library profession as a second career five years ago. Librarian #1 has seen and done it all, and is full of complaints and sick of it. Librarian #2 loves the profession and embraces everything and everyone. Manley

concludes, "The first 55-year-old librarian needs to retire—now! The second one needs to keep working. It's not the years that

matter: It's the mileage."

I get it, but I have questions. How long has Librarian #1 felt that way and what caused it? Is that librarian salvageable?

Thirty-five years is a long time to dedicate one's life to a profession. What contributions, if any, did Librarian #1 make? If there were many, what went wrong? If s/he made none or few, why was that person allowed to remain stagnant for so long?

One does not wake up one day and say, out of the blue, "I hate my job." What happened to that person's work conditions? Did no one notice this person's attitude? What type of

professional development has been offered—and accepted?

A great deal of time and money went into training that now-disgruntled librarian. Once a person gets used up, is it time to say, "Time to go?" Can that person offer, or be offered, nothing more professionally?

And what about the (unmentioned) Librarian #3: the 55-year-old who has been in the profession for 35 years and shares the attitude of the enthusiastic librarian? Why didn't s/he grow sour? Retirement might offer the librarian and the public better opportunities.

As I said, just questions.

Gerri Ellner Krim
Brooklyn (N.Y.) Collegiate

Filtering Analysis Challenged

Theresa Chmara's "Why Recent Court Rulings Don't Change the Rules on Filtering" (*AL*, July/Aug., p. 17) is correct in stating that the courts in *US v. ALA* and *Bradburn et al. v. North Central Regional Library* have affirmed that "to fulfill their traditional missions, public libraries must have broad discretion to decide what material to provide to their patrons."

Bradburn et al. v. NCRL is an incredibly important decision for public libraries in Washington State and throughout the nation. The Washington State Supreme Court and the federal district court affirmed that an internet use policy, fairly applied and offering website unblocking alternatives, is a reasonable approach to collection management and one that fully meets constitutional standards. We at North

Central Regional Library are proud to offer such a policy, which protects kids, adults, and employees from a hostile environment while offering quality resources to a wide range of patrons having diverse interests.

It is interesting that Ms. Chmara does not mention that the Freedom to Read Foundation was involved in *Bradburn* virtually from inception. Before the case was filed, the ACLU, representing plaintiffs, briefed the FTRF, and a former FTRF president and a past board member were factual witnesses. To say now that *Bradburn* doesn't matter doesn't make sense.

Ms. Chmara says the federal opinion wasn't published. Does that matter? The Washington Supreme Court's opinion certainly was. Does Ms. Chmara genuinely believe the federal decision will have no impact on the important national discussion occurring on the subject? Both *Bradburn* decisions are extremely important and should inform the decisions of other libraries considering the deployment of filtering software.

People often ask why we fought the *Bradburn* case to affirm our internet policy. I have no trouble telling them that it wasn't a choice: We care about our mission, we care about the people who use our libraries, and we care about our staff.

Dean Marney
director, North Central Regional Library
Wenatchee, Washington

Rebuttal from the Author

Dean Marney has challenged some of the statements in my July/August article about library internet filtering policies. Mr. Marney and I are evaluating the recent decision in *Bradburn*

Bradburn is an incredibly important decision about filtering for public libraries throughout the nation.

The editors welcome letters about recent contents or matters of general interest. Letters should be limited to 300 words. Send to americanlibraries@ala.org; fax 312-440-0901; or *American Libraries*, Reader Forum, 50 E. Huron St., Chicago, IL 60611-2795.

from different perspectives. He is a library director and views the case from a policy perspective. I am an attorney evaluating the case from a legal perspective. Those are two distinct conversations.

First, from the standpoint of legal precedent, *Bradburn* has no precedential value in any other court. Another district court judge could reach a completely different conclusion. That was precisely the point of my article: Libraries must consult their legal counsel prior to the adoption of any filtering policies and cannot rely on the opinion of one judge in one case that a filtering policy such as NCRL's is constitutional. A library in another jurisdiction—even within Washington State—could adopt the same policy and still have no assurance that a different judge would reach the same conclusion. Whether an internet filtering policy in a particular library is being applied constitutionally is a fact-based inquiry, and the decision in one case is not binding in another.

Second, Mr. Marney wonders whether it matters that the federal opinion wasn't published. It does. An unpublished opinion from a district court judge has less precedential value.

Third, Mr. Marney points out that the opinion of the Washington State Supreme Court related to *Bradburn* was published. The Washington high court opinion merely addressed whether NCRL's filtering policy violated the state constitution. It thus has no impact on challenges in Washington State that allege a violation of the federal Constitution.

Fourth, in claiming that both *Bradburn* decisions "should inform the decisions of other libraries considering the deployment of filtering software,"

Mr. Marney is making a policy argument. However, libraries considering the use of filtering software cannot simply rely on these decisions as a guarantee that another court will not find their practices unconstitutional.

Again: Libraries considering the use of filtering software must consult their legal counsel prior to any such deployment.

Theresa Chmara
Washington, D.C.

Triple Play

I enjoyed reading the article on librarians after retirement (*AL*, July/Aug., p. 32–35). Although I don't get paid for any of my jobs, I do work at three different locations: First, I lead a Mystery Lovers group at my local public library. Second, I volunteer as a co-librarian (my partner in this is working full time) at my church. Third, I volunteer as librarian at the local Command Display on the local navy base.

As you can see, there are three very different types of library work, and I enjoy them all. Incidentally, in my professional days, I was a cataloger.

Nancy Rodich Hodges
Oak Harbor, Washington

Books, Not Apps

Honestly, I don't see the big deal ("Amped-Up Ebook Apps," July/Aug., p. 22). As Joe Janes said, "The ways in which the stories are displayed come and go, and what matters are the story and the storytelling."

This is a *book*, not an app. The only feature I care about is having my books available when and where I want them.

When you have a large collection of ebooks, each having its own app can be both impractical and messy. I like to reread my books, and for

ebooks, that requires archival access to them wherever I am. As far as I'm concerned, that's the whole point of buying ebooks in the first place. I want all my ebooks in the same place, and that means I want them in the same format and using the same collection software.

As far as file format is concerned, ePub rules all. There's no longer any question that that's the direction things are going.

Laura Sunny Marie Jackson
James E. Shepard Memorial Library
North Carolina Central University, Durham

Talking the Talk on TV

In response to "Librarians Who Interview Authors on TV" by Valerie Hawkins, AL Online, Aug. 7:

I too host a local-access TV show, in my case for Talbot County (Md.) Free Library (TCFL), where I work. *On the Shelf* airs monthly and is the longest running local TV show (three and a half years).

I recently interviewed Jack Gantos (before he received his Newbery). You can view it on YouTube (search on LibrarySabine) as well as at tcfl.org.

Sabine M. Simonson
Easton, Maryland

One Reader's Delight

What a pleasant surprise the May/June 2012 issue of *American Libraries* is! You've turned a trade journal into a news reporting, topical journal (with trade talk on the side, of course).

As an ALA member for 58 years, I've seen a lot of changes at ALA and AL and am impressed. Keep it up!

Pauline Atherton Cochrane
professor emeritus
University of Illinois at Urbana-Champaign



SEE MORE COMMENTS at americanlibrariesmagazine.org, or use a QR code reader app on your smartphone to scan this bar code.

ALA President Responds to *Forbes* on Worth of the MLIS

In early July, American Library Association President Maureen Sullivan issued a statement in response to a June 8 *Forbes.com* post about the value of a library and information science master's degree. An excerpt follows:

"Recently, *Forbes.com* wrote 'the low pay rank and estimated growth rank make library and information science the worst master's degree for jobs right now.' It is true that many librarians are not paid for the full value of their work. The profit-cen-

tered, corporation-based measures valued by *Forbes* suggest that pay rates and growth are the only valid reasons for selecting a career or seeking an advanced degree. While it is true that for some individuals these factors are the principal focus, for librarians the primary motivation is job satisfaction derived from the opportunity to make a significant difference in the lives of others.

"Librarians find fulfillment in their work because they provide essential services for patrons of public, school, college, university, and other librar-

ies. The range of services they offer matter greatly to their communities: assistance finding jobs; free, reliable, and organized access to books, the internet, and other sources of information and entertainment; research and reference assistance; and programs for children, immigrants, and other groups with specific needs, plus much more.

"Americans are capitalizing on free access to books, magazines, ebooks, DVDs, the internet, and professional assistance. More than ever, libraries are community hubs, and it is the librarian who works to maintain a safe harbor for teens, a point of contact for the elderly, and a place to nurture lifelong learning for all."

To read Sullivan's full statement, visit bit.ly/Oph5P7.

ALA Releases Report on Ebook Business Models

Based on conversations with publishers and deliberations about the ebook market, the American Library Association (ALA) released on August 8 "Ebook Business Models for Public Libraries," a report that describes general features and attributes of the current ebook environment and outlines constraints and restrictions of existing business models. The report was created by ALA's Digital Content and Libraries Working Group (DCWG).

"Ebook publishing is expanding and evolving rapidly, and the terms under which ebooks are made available to libraries show wide variation and frequent change," said DCWG Cochair Robert Wolven. "In this volatile period, no single business model will offer the best terms for all libraries

or be adopted by all publishers or distributors. This report describes model terms libraries should look for in their dealings with ebook publishers and distributors, as well as conditions libraries should avoid."

The DCWG recommends three basic attributes that should be found in any business model for ebooks: inclusion of all titles; enduring rights; and integration.

"The DCWG will continue its advocacy on ebook business models for public libraries as it increases its focus on other aspects of ebooks such as the school library market and accessibility issues," said Carrie Russell, lead ALA staffer for the business models subgroup.

For more information about the report, visit bit.ly/MHtteY.

ALCTS Awards \$1,500 in Micro Grants

The Association for Library Collections and Technical Services (ALCTS) recently awarded Transforming Collections micro grants of \$1,500 each to the University of Maryland Baltimore County library and the University of Maryland Health Sciences and Human Services Library for their efforts to preserve digitally published open access works and to digitize a foundation collection in health sciences, respectively.

The micro grants, established in 2012, support the ALCTS Transforming Collections initiative and the ALA Transforming Libraries strategic goal. The program is de-

signed to support and encourage small projects or research initiatives that use innovative practices, emerging technologies, and innovation in collections. Two micro grants will be funded annually.

YALS Wins Fifth APEX Award

Communications Concepts honored *Young Adult Library Services (YALS)*, the quarterly journal of the Young Adult Library Services Association (YALSA), with its fifth Award of Excellence from the APEX Awards for Publication Excellence. *YALS* was recognized in the category of print journals and magazines that have more than 32 pages. The journal won for its Winter 2012 issue, which focused on Science, Technology, Engineering, and Math (STEM) content in libraries.

YALS provides continuing educa-

tion for librarians serving young adults, ages 12 through 18. More than 600 journals and magazines entered the annual APEX competition. Fifty-eight journals and magazines were honored. For a full list of winners, visit apexawards.com.

"I Love My Librarian" Nominations Due

Library users have until September 12 to nominate a librarian for the 2012 Carnegie Corporation of New York/*New York Times* I Love My Librarian Award. The nomination form is available on atyourlibrary.org, ALA's public awareness website. The award recognizes the accomplishments of librarians in public, school, college, community college, and university libraries for their efforts to improve the lives of people in their community. Up to 10 librarians will be selected as win-

ners, and each will receive a \$5,000 cash award, a plaque, and a \$500 travel stipend to attend the award ceremony and reception in New York in December.

For information about previous years' winners, visit atyourlibrary.org/ilovemylibrarian.

Don't Cut Education, AASL Asks Congress

The American Association of School Librarians (AASL) and others from the nondefense discretionary (NDD) community wrote to Congress urging leaders to avert sequestration—automatic spending cuts triggered by a congressional supercommittee failing to act this past November (*AL*, Sept./Oct. 2011, p. 23–24). AASL called for a "balanced approach to deficit reduction that does not include further cuts to NDD programs." Joining AASL in this effort are nearly

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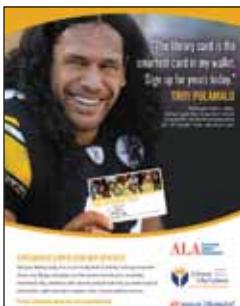
ALA EVENTS

- Sept.:** Library Card Sign-Up Month, ala.org/librarycardsignup.
- Sept. 19–23:** Joint Conference of Librarians of Color, Kansas City, Missouri, jclc-conference.org.
- Sept. 20–22:** Association for Library Service to Children National Institute, Indianapolis, ala.org/alsc/institute.
- Sept. 30–Oct. 6:** Banned Books Week, ala.org/bbooks.
- Oct. 3:** Banned Websites Awareness Day, ala.org/aasl/bwad.
- Oct. 4–7:** Library and Information Technology Association National Forum, Columbus, Ohio, ala.org/lita.
- Oct. 12–13:** American Association of School Librarians Fall Forum, Greenville, South Carolina, ala.org/aasl.
- Oct. 14–20:** Teen Read Week, ala.org/teenread.
- Oct. 21–27:** National Friends of Libraries Week, ala.org/altaff.
- Nov. 2–4:** Young Adult Library Services Association Young Adult Literature Symposium, St. Louis, yalsymposium12.ning.com.
- Nov. 3:** International Games Day @ your library, ngd.ala.org.

2013

- Jan. 25–29:** ALA Midwinter Meeting, Seattle, alamidwinter.org.

NFL CHAMP NAMED HONORARY CHAIR OF LIBRARY CARD SIGN-UP MONTH



Two-time Super Bowl champion Troy Polamalu of the Pittsburgh Steelers is honorary chair of this year's Library Card Sign-Up Month, which occurs every September. The NFL star donated his image for print and digital public service announcements, which ALA will place in magazines and on websites to remind parents and educators that a library card is a key tool in achieving academic success. Librarians can download the PSA to promote their library's card sign-up at ala.org/librarycardsignup.

3,000 local, state, and national education, public safety, and health organizations from all 50 states.

Sequestration would mean an automatic 8.4% cut to program funding levels for most NDD programs as of January 1, 2013. These cuts will be across the board, with no departmental or agency control on how the sequester would impact individual programs. Funding for the Department of Education would be cut by more than \$4 billion.

John Green Named Spokesperson for TRW

Bestselling author John Green has been named the 2012 spokesperson for Teen Read Week (TRW), an annual YALSA initiative aimed at encouraging teens to read for fun. This year's events take place October 14–20. Green has received YALSA's Printz Award and the Edgar Award, and has twice been a finalist for the *Los Angeles Times* Book Prize. As spokesperson, he will host a national kickoff event and judge a teen book trailer contest in which teens

are challenged to create a brief video about their favorite book.

ALA Council Opposes Voter Restrictions

ALA Council passed a resolution at the 2012 ALA Annual Conference in Anaheim, California, that opposes voter ID laws, restrictions on voter registration, cuts to early voting, and any other laws resulting in the restriction of lawful access to voting. The resolution also encourages libraries, librarians, and library support staff to "provide information to citizens to mitigate these restrictions should they remain in effect on Election Day," November 6. It mentions that in the past there have been attempts to restrict voting, and that targets are "historically disenfranchised groups, including people of color, the elderly, students, and people with disabilities." Although voter fraud is exceedingly rare, voter ID laws as of early August have been passed by 15 states, and are pending in five more; one was passed in Maine but then revoked. ■

Louisiana Denied State Aid; Support Varies Elsewhere

FY2012 has proven to be relatively stable,” the bipartisan National Council of State Legislatures (NCSL) said August 7 in its *State Budget Update: Summer 2012*. “Projected revenues and appropriations in FY2013 also are expected to rise moderately.” Although a sustained robust recovery still eludes state coffers, the NCSL report affirms that “new budget gaps are rare and confined to a few states.”

According to NCSL, all 32 states with annual July 1–June 30 fiscal cycles finalized their budgets by mid-July, and almost half have projected FY2013 upswings in sales and corporate income taxes. The big unknown is how long it will take for that nascent upswing to reach libraries after years of uncertain support in many states—and how much sustained advocacy will be needed to remind lawmakers that it is worth funding libraries for residents’ quality of life as well as communities’ return on investment.

Budgetary bellwether

Libraries in the bellwether state of California were pleased to find that Gov. Jerry Brown maintained \$4.7 million in FY2013 funding for public library literacy programs and the California Library Services Act. The aid helps offset local revenue shortfalls perpetuated, in part, by Proposition 13, which limits property taxation.

Avoiding such havoc, Minnesota Gov. Mark Dayton vetoed a property-tax cap for his own state, and voters in North Dakota rejected a June ballot measure that would have abolished property taxes altogether. Michigan lawmakers averted a similar proposal by amending several bills so that local governing authorities could repeal property taxes only if they found an equal revenue stream—and additionally appropriated \$6.5 million in new and restored funding.

Libraries are faring poorly, however, in Louisiana, where Gov. Bobby Jindal zeroed out the entire budget line

of \$896,000 for State Aid to Public Libraries for FY2013. Jindal eliminated the funding in his February budget proposal, which lawmakers declined to alter, and signed it into law June 15. At its height in FY2007, the state aid program provided \$3 million for libraries to spend on acquisitions and technology.

“In tight budget times, we prioritized funding for health care and education,” Jindal’s chief budget aide Paul Rainwater said in the June 13 *Baton Rouge Advocate*. “Operations such as local libraries can be supported with local, not state, dollars.” On July 6, the *Lafayette Advertiser* reported that Michael DiResto, spokesperson for the state Division of Administration headed by Rainwater, had emailed a further explanation: Two federal grants totaling \$1.8 million “more than makes up for the \$896,000 in direct state funding.”

However, those three-year Broadband Technology Opportunities Program grants are intended solely to improve access to high-speed internet in underserved areas, as well as statewide access to online tutoring, job-seeking resources, and assistive technology to facilitate computer use by people with disabilities.

The loss of \$11,500—state aid each library system received—is harder on areas where revenues have yet to rebound. “It’s shifting the costs of the state doing business onto the local taxpayer,” Acadia Parish Library Director Ted Landry told *The Advertiser*, noting the strain on hardware. “The state is not giving us any extra money to provide services; they’ve taken it all away.”

At East Carroll Parish Library in Lake Providence, Director Renee Whatley had counted on that \$11,500 to replace the library’s outdated workstations. She said in the July 23 *Advocate*, “A lot of people are never going to own their own personal computer,” and others who may have a machine can’t afford internet service. For them, the library is their only provider Whatley said, since “We don’t have a McDonald’s,” which makes free Wi-Fi available to customers.

—Beverly Goldberg

“In tight budget times, we prioritized funding for health care and education. Local libraries can be supported with local, not state, dollars.”

—Paul Rainwater
Louisiana chief budget aide

Library Heroes Shelter Evacuees from the Summer of 2012

This summer saw wild weather events spring up across the country, with record high temperatures, historic droughts, thunderstorms that downed power lines, massive wildfires, and flash floods. The resulting mayhem provided opportunities for libraries to better serve their communities while it spelled disaster for at least one facility.

Perhaps the hardest hit was the Jim Dan Hill Library on the campus of the University of Wisconsin—Superior, which suffered severe flash flooding on June 19 and 20 after a rainfall of nearly 10 inches. More

than eight feet of water ended up surging into the library's lower level, soaking most of its 200,000-book collection. The library's upper floors, which include computer labs, many reference books, and the university's archives and special collections room, were not affected.

About 45,000 books and periodicals were damaged beyond repair, but students, staff, and the disaster-recovery company BMS Cat worked quickly in the storm's aftermath to attempt to save more than 100,000 books. The process of salvaging the volumes involved freezing the water-logged books to keep them from warping or expanding. The books were then shipped to Fort Worth, Texas, where they were freeze-dried at a vacuum-chamber facility. The idea is that by bringing the frozen water directly to vapor, with no stop at its liquid stage, the books may be saved.

University spokesperson Lynne Williams told *American Libraries* that librarians are currently going through the inventory of unrecoverable items and talking with faculty and the insurance company to determine how to replace materials in the collection. She said some may be repurchased, others updated with new editions, and some reacquired as ebooks.

On August 3, the library and university received some good news when the Federal Emergency Man-

agement Agency announced it had agreed to provide up to 75% of the funding needed to rebuild any infrastructure damaged by the flooding.

While restoration was underway,

library services were moved to a temporary location on campus. On August 7, the building officially reopened, though the lower level remained closed for more repairs; that area was expected to reopen in late September.

Librarians at the Poudre River Public Library District in Fort Collins, Colorado, also

found it necessary to set up a temporary library as a result of wildfires that burned some 136 square miles of the state throughout June and July, causing at least \$450 million in damage. The impromptu library, established at a Loveland evacuation center housing residents forced to flee, included 300 donated and library-owned books as well as eight laptops that adults could use to check fire maps, file insurance claims, and communicate with family members. Meanwhile, the district's 10 librarians worked in shifts to provide games and puzzles; they also set up a projector and screen to show movies to children.

"We wanted to do something," Irene Romsa, the district's outreach services manager who spearheaded the effort, said in the June 13 *Denver Post*. "We were really antsy because it was our community being affected."

In Oklahoma, a state known for its

Wild weather patterns have led to record highs, historic droughts, flash floods, massive wildfires, and thunderstorms that have left people without power for days.

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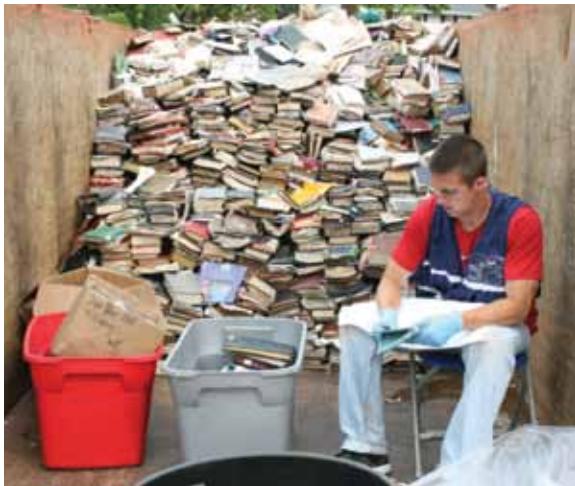
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tornadoes, residents experienced a different type of disaster as wildfires took hold of several counties in early August. Jackie Hill, a spokesperson for the Tulsa City-County Library, said that while none of its libraries were directly affected, two of its branches—Pratt and Charles Page, both in Sand Springs, just west of Tulsa—were assisting locals by providing snacks, water, Wi-Fi, and laptops. Children’s librarians were also on site to conduct storytimes while parents completed insurance forms and other paperwork.

On the East Coast, temperatures

didn’t quite reach Fahrenheit 451, but after a derecho—a massive wind and thunderstorm that forms with little warning—descended June 29, millions were left without power, some for as long as a week. In the storm’s wake came a brutal heat wave, with temperatures breaking the 100s; the extreme weather is blamed for at least 23 deaths. Several branches of the District of Columbia Public Library (DCPL) were among the libraries playing a crucial role in the sweltering days following the derecho, acting as cooling centers that stayed open late.

On September 5, DCPL—along with the National Network of Libraries of Medicine and a host of other groups—is holding a free conference at the Library of Congress about libraries’ role in mitigating the suffering associated with a power outage. The morning session examines the roles that libraries can play during disasters, while the afternoon session includes workshops on improving your library’s disaster preparedness and providing disaster-related information to your community. —Brian Cook
freelance writer, Chicago



Clockwise from top: Smoke hangs over Waldo Canyon in Colorado, where a fire began in late June. Wildfires in that state have cost millions in personal property damage. Also in June, severe flash flooding inundated the University of Wisconsin-Superior, including the Jim Dan Hill Library, where eight feet of water surged into the lower level. A worker attempts to salvage some of the library’s 200,000 books.

SLA Conference Comes to Chicago

The Special Libraries Association, the international association of information professionals and special librarians in corporations, business, science, government, and academic institutions, met in Chicago July 15–18 for its annual conference and expo.

The intimate group of 3,473 (for comparison, there were 20,134 who attended the 2012 ALA Annual Conference in Anaheim), honored fellow members and flocked to specialized sessions. Guy Kawasaki, Apple's former "chief evangelist" and founder of AllTop.com, presented points from his 2011 book, *Enchantment: The Art of Changing Hearts, Minds, and Actions*. Entertaining and witty, Kawasaki covered the main topics of *Enchantment*, primarily about achieving likability and trustworthiness, and focusing on quality. The audience enjoyed hearing about Kawasaki's favorite books, from *Drive: The Surprising Truth about What Motivates Us* by Daniel Pink and *Influence: The Psychology of Persuasion* by Robert Cialdini to *How to Win Friends and Influence People* by Dale Carnegie. "I've had to enchant a lot of people," Kawasaki said, sharing with the audience in 10 points what he has learned.

James O'Shea, author and former managing editor of the *Chicago Tribune* and former editor-in-chief of the *Los Angeles Times*, talked about the new state of journalism in a session sponsored by SLA's News Division. O'Shea, who wrote about Sam Zell's purchase of the *Tribune* in his book *The Deal from Hell*, discussed his involvement in the launch of the Chicago News Cooperative. The cooperative, which began as a nonprofit two years ago, folded earlier this year.

"The whole news landscape is in crisis," he said. "It's a depression. We've conditioned people to get news for cheap." In addition to mainstream papers folding, the decline of print advertising has also affected alternative newspapers and most traditional journalism sources. However, O'Shea predicted, readers will pay for news if they can't get it any other way. "If you want good journalism and you're willing to pay for it, you can get it. What worries me is people who don't have money." And, he added, a lot of content consists of press releases and

one-source articles. "Five years from now, people are going to get tired of this regurgitated crap, and I want to be there" to see the transformation, O'Shea said.

In a session cosponsored by the Government Information Division, News Division, and Military Libraries Division, Patrice McDermott of OpenTheGovernment.org discussed the WikiLeaks controversy. McDermott talked about the problems of classification, the large numbers of people designated as document classifiers, and how guidelines for this work are "sometimes decades out of date." In addition, McDermott said, "Overclassification clogs our system and makes it difficult to protect real secrets. And there are real secrets."

"If you want good journalism and you're willing to pay for it, you can get it. What worries me is people who don't have money. Five years from now, people will get tired of this regurgitated crap."

—James O'Shea, former editor-in-chief, *LA Times*

There aren't really deterrents for overclassification, and rarely are the classifiers penalized for improperly classifying documents. But anyone who retains or holds a classified document—and is not authorized to do so—can be prosecuted. Often, McDermott said, that person is a journalist writing a news story about an issue. "These leaks are sometimes the only way to have a debate in public" about a public concern, she said.

Just prior to the conference, scientific journal publisher IET announced it will be offering an open-access megajournal for the large numbers of qualified authors who do not meet IET's specific criteria for their print journals. "We have a 75% rejection rate, and at least 25% are entirely publishable—good research, well-written, etc.—but they don't fit the scope of a particular IET journal," said Daniel Smith, head of academic publishing at IET.

The new megajournal, to be launched in the first quarter of 2013, will be "giving authors a choice," Smith explained. "There's no disgrace. There's been some talk about it being a second-class status [to publish in the open-access journal]. That's nonsense. Some articles just don't fit the scope of our journals."

The terms for authors who want open access will still include some sort of fee for submission review, editing, design, and web production, but the result will be free content for libraries to access.

—Laurie D. Borman

GLOBAL REACH



CANADA ①

The Toronto Public Library has issued a request for proposals in search of a company to sell ads on the backs of date-due slips beginning in the fall. A second request for proposals seeks a consultant to “evaluate all library channels and vehicles” for other advertising opportunities. Both requests were approved by the library board in February. The endeavor is part of an expansion of advertising on city property under Mayor Rob Ford, who believes the city should seek financial partnerships with corporations. Libraries in Mississauga and Calgary also sell date-due slip ads. —*Toronto Star*, July 16.

MEXICO ②

The A47, a truck carrying more than 1,200 volumes of visual art and culture, travels the streets of Mexico City and provides the residents of various neighborhoods with access to its contents. The A47 Mobile Library is a project developed by the Fundación Alumnos47, an organization that brings learning communities together around contemporary artistic practices and visual culture. It currently contains the library of a contemporary art museum that is under construction. —*Domus*, July 2.

SPAIN ③

The Codex Calixtinus, an illuminated 12th-century manuscript that is considered the world’s first guidebook, was recovered July 4 by police a year after it was stolen from the library of the Cathedral of Santiago de Compostela. The presumed thief, Manuel Fernández Castiñeiras, a disgruntled former employee of the cathedral, housed the priceless manuscript in a garbage bag in his garage along with a variety of other stolen books from the cathedral’s library and 1.2 million euros (\$1.5 million US). —*Fine Books Blog*, July 6; *Hechos de Hoy*, July 6.

ITALY ④

A new version of Antonio Vivaldi’s opera *Orlando Furioso* has been discovered, 270 years after his death. The manuscript has been dated to 1714, 13 years before Vivaldi composed the later version of his masterpiece. Found in the Biblioteca Nazionale in Turin

in Vivaldi’s personal library, the manuscript contains as many as 20 new arias, never heard before. It had somehow been cataloged as a revision of an existing *Orlando Furioso* by a young Bolognese composer, Giovanni Alberto Ristori. —*The Observer (UK)*, July 14.

LITHUANIA, LATVIA, ESTONIA ⑤

Cycling for Libraries, held July 28–August 7, was a politically and economically independent international unconference for librarians and library lovers, as well as a bicycle tour. The event supported grassroots networking, internationalism, the physical and mental well-being of library professionals, environmental values, and the crucial role of libraries in society and education. Participants cycled and bussed 600 kilometers from Vilnius, Lithuania, to Tallinn, Estonia. —*Cycling for Libraries*.

QATAR ⑥

More than half a million pages of historic documents detailing Arab history and culture will be made available online for the first time as part of the Qatar Foundation’s partnership with the British Library. The £8.7 million (\$14 million US) project will feature more than 500,000 documents from the East India Company and India Office as well as 25,000 pages of medieval Arabic manuscripts depicting Islamic science and medicine. The records will be fully searchable and available online for free for the public to use. —*Reuters*, July 18; *British Library*, July 18.

CHINA ⑦

Self-service libraries have become increasingly popular with residents of Beijing. Fifty have sprung up across the city over the past year, and 100 more are expected to open in the coming months. The 24-hour service allows readers to choose from 20,000 books housed in book-vending machines scattered across the capital. A single self-service library contains more than 400 books and resembles an ATM but is about the size of three cars. The self-service libraries are responsible for loaning nearly 32% of all the books borrowed from public libraries in Beijing’s Chaoyang District since they were introduced in 2011. Borrowers can keep five books for up to four weeks at a time. —*China Daily*, July 17.

Virtual Conference Offers Ideas, Trends

The *Mario*-themed, cube-shaped lamp cha-chings when punched. “That light was awesome,” said a Texas participant in the online chat. A bike rider’s jacket features an embedded turn signal indicator on the back. At the ALA Virtual Conference in July, attendees learned that these are just a couple of ideas hatched in makerspaces.

The two-day event featured 16 sessions, all focused on transformation, experimenting, and innovating.

Libraries are well positioned to create makerspaces that offer “a shared space with tools where people with common interests can learn, teach, socialize, and collaborate on making things,” said *MAKE* magazine’s Travis Good, the first session speaker.

In another session, Allen County (Ind.) Public Library staff talked about their makerspace, a collaboration with TekVenture that is housed in a 50-foot trailer in the library parking lot. One maker shared her story of how her idea for colorful bike panniers blossomed into a prototype using the expert advice and tools offered in the space.

In “Moving Upstream: From Contributor to Co-Creator,” James LaRue of Douglas County (Colo.) Libraries, said the profession not only could but should move away from volatile ebook pricing. “The fundamental economic proposition of the library is at risk,” said LaRue. By stepping away from distributors and traditional publishers, a library can “focus on the excitement” when it becomes the publisher and helps local authors, while also sharing revenue through a Creative Commons model. “Getting libraries to the center of the information/publishing world is an excellent strategy,” wrote one Colorado participant.

Steven Bell, associate university librarian for research and instructional services at Temple University and ACRL president-elect, talked about how to develop a “Way We Serve” statement that enables a library staff to better serve. “What experience do we want people to have when they come to our library?” he asked. Through videos, online polls, and other tools, Bell helped launch a spirited discussion.

—Laurie D. Borman

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An Old Friend in the Library

When rethinking service imperatives, let compassion be your guide

by Jennifer Burek Pierce

As summer days grew longer and the heat increased, so did my trips to the public library. This summer, I had a companion: a longtime friend's 84-year-old mother—now another good friend. While I cruised the children's section, Doris would head to the shelves with large-print books. Her library use heightened my sensibilities about how we serve aging adults.

Despite professional statements about serving the elderly—notably *Guidelines for Library and Information Services to Older Adults* from ALA's Reference and User Services Association and *Serving Seniors: A Resource Manual for Missouri Libraries*—I've begun to doubt that these ideals play an active part in our daily practices.

Doris's library habits wouldn't, at first glance, seem significant to anyone. It wasn't until I'd been in the building with her over the course of a few weeks, attempting to find a balance between watching to make sure she didn't fall and leaving her to her own devices, that I started to recognize the patterns.

On almost every visit, she looked for books in the exact same part of the large-print section. Eventually I realized this shelf wasn't populated with her favorite authors; rather,

that particular row, closest to both an entrance and a self-check station, didn't require her to walk the full length of the building. Also, someone regularly left one of those round scooting stools in that aisle, undoubtedly to aid young, able-bodied shelvees. Doris could never have used the stool for its intended purpose—to stand on it—but the stool did provide her with a place to sit while she browsed. She is, admittedly, tiny, but you could be a few inches taller and still be incapable



Think of all the things we do to make spaces usable for kids. Why don't we strive to serve the elderly in the same ways?

of reaching, or even really seeing, a third of the books on these shelves. Plus, I've scanned the new bookstore-emulating part of the library that is furnished with real chairs, easy-to-reach shelves, and cover-forward

shelving. Large-print titles aren't to be found there.

Watching the staff interact with her was frustrating. I know they were trying to treat her as the capable, independent woman she would very much like to be—and how she tries to present herself. Once, I came looking for her after finding my own books. She had asked for help locating the DVD of *Brideshead Revisited*, and a staff member had given her a slip of paper on which three call letters were written in the penmanship equivalent of 10-point type. The item Doris sought was on a bottom shelf at

the far side of the room.

I know that libraries are busy places and staffers face many demands. I know all elderly people aren't the same and that some truly don't want or need that much assistance. Still, I couldn't help thinking, "This is how you serve a 4-foot-11 woman with white hair, trifocals, and a hesitating gait?"

My concerns are framed by the time I spend in youth services departments. Think of all the things we do to make those spaces usable for kids: low shelves; bold, attractive signage. Think of all the training and professional rhetoric about establishing ways to interact with teens that recognize their need for independence versus the inherent limitations of their age. Why don't we strive to serve the elderly in the same ways?

Such an endeavor brings us back to the roots of our profession, to Samuel S. Green's 1876 article, "Personal Relations between Librarians and Readers," in which he urged librarians to attend to all patrons' varied needs. Three years later he wrote, "I would have in every library a friend of the young, whom they can consult freely when in want of assistance" (*Library Journal*, vol. 4, no. 9).

I would also have in every library a friend of the elderly, tactful and sensitive to their changing needs. ■

JENNIFER BUREK PIERCE is associate professor of library and information science at the University of Iowa in Iowa City.

The RFID Opportunity

Use tags to deliver new services to your patrons

by Lori Bowen Ayre

In March, the National Information Standards Organization adopted RFID in US Libraries (RP-6-2012), recommending practices for using RFID tags in libraries for shelving, circulation, sorting, inventory, security, and interlibrary loans. In addition, it recommended adopting ISO 28560-2 as the model for encoding data on the tags. The final adoption of this data model is a big step toward standardization and interoperability among RFID suppliers.

These guidelines recommend installing the RFID tag early in the life cycle of the book. The tag could then be used by publishers, distributors, and libraries alike, as well as secondary markets (used-book stores, for example).

As more libraries and vendors adopt the standard, tags from one library could be used in other libraries for both identification and security. Libraries could also buy components from any compliant vendor and everything would work together. Gradually, additional functionality will be supported as adoption spreads and library system (ILS) vendors develop interfaces that support the new capabilities.

Realizing these expanded opportunities in RFID technology, however, requires three additional steps.

Removing legacy barriers

Vendors may seek ways to differentiate their products, now that the

new standard has rendered their proprietary solutions obsolete. The following are examples of seemingly attractive enhancements that in fact undermine interoperability:

- Vendor-specific encrypting and encoding of the data;
- Proprietary security functions;
- Software or firmware that is system dependent and can be used only with specific tags.

When designing your library's RFID system, recognize that choosing proprietary over interoperable puts you in a potentially dangerous

and costly situation. These so-called enhancements are not worth that risk.

Verifying compliance

Libraries need to identify an affordable service to verify that they are purchasing compliant tags, that their implementation of the data model is compliant, and that each vendor's encoding is compliant. Such a service provider must be an objective third party (not an RFID vendor). The service must be available to libraries for testing a vendor's tags both before and after encoding and for developing a compliant implementation plan. A discussion on how US libraries can verify compliance is now essential.



When designing your library's RFID system, recognize that choosing proprietary over interoperable puts you in a potentially costly situation.

Envisioning new uses

Most library RFID tags contain the barcode number and not much more, even though there is room for additional data. Prior to the new model, it was understandable that libraries were reluctant to extend the use of RFID. But now it's time to think creatively about how to use tags to optimize workflows and deliver such new services as eliminat-

ing routing slips, developing new library apps, sorting books without an ILS connection, and optimizing interlibrary loan and acquisition transactions.

Extending RFID functions will require new communication protocols with the ILS. Partnering with libraries in the United Kingdom may be the quickest way to make progress in this area. There, Book Industry Communication (BIC) has been leading an effort to establish the BIC Library Communications Framework (BLCF) to improve communication between ILS and RFID systems. The BLCF is an excellent way to provide all libraries worldwide with a roadmap for developing the new protocols and interfaces that will take us even further down Interoperability Road. ■

LORI BOWEN AYRE is a library technology consultant and head of the Galecia Group. This article is excerpted from the July 2012 issue of *Library Technology Reports*.

The March of Time

Technologies change, but innovation rolls along

by Joseph Janes

Can it really be 10 years since I began writing this column? It doesn't seem possible, yet there I am, horrible picture and all, chirpily nattering away on page 74 of the September 2002 *American Libraries*. A lot of water has gone under many bridges since then, which puts me in a nostalgic frame of mind.

I could revisit those past 10 years, but it seems more interesting to go back 10 more to get a broader perspective.

So set your way-back machines to the year of *The Crying Game*, *Murphy Brown*, *Maus*, and the pre-Monica-era Clintons, and let's have a look at what was going on 20 years ago. The *AL* cover was graced by Kristi Yamaguchi, in full glam sparkle for her READ poster, up on her toe picks and brandishing Danielle Steel's *Heartbeat* for all she's worth. That brought back some memories, as did the ads—ProQuest trumpeting full-text availability online and on tape, full images on CD-ROM, and the *Grolier Multimedia Encyclopedia* on CD. Those were the days.

This was September 1992, so there were a number of things that presaged what was on the horizon, besides a terrible economy and draconian budget cuts. There's a report on an open hearing in D.C. about

libraries' role in the planned high-capacity NREN (National Research and Education Network, the precursor of Internet2) (p. 617). We further learn that LC had begun to use the internet for cooperative cataloging and that more than 12,000 people had so far viewed its online exhibit of Soviet documents.

Another report describes a "virtual library" program at ALA Annual with Howard Rheingold that discussed the "cyberlibrary" as a sort of electronic agora (p. 636). I was struck by the comment

envisioning the public library as an electronic tool with which people can express themselves—echoes of the now-increasing interest in incorporating creation and the maker culture into the library domain.

Sometimes the simplest ideas, no matter how goofily we name them, are worthwhile. I couldn't help but smile at the item describing the "Dewey Dialer" developed in Fort Worth to automatically call people about their overdues (p. 618). (It was even smart enough to leave a message on an answering machine!) The discussion about "document delivery in an age of electronic technology" is somewhat less inspirational, though few of us would have appreciated just how completely "document delivery" would be transformed in less than a generation.

One sentence, though, jumped off the page at me and stared me in the eye. At a panel at the Annual Conference, a provost asks the assembled crowd this stunner: "How are you going to define yourselves to me?" (p. 630–631).

That's really the question, isn't it, then and now? These are the very beginnings of a profession exploring its boundaries, trying to understand a set of phenomena yet to be ubiquitous and nonetheless impossible to ignore, no matter how much many of us try. No doubt 20 years on, our first steps to cope with ebooks, the mobile/app culture, social networking, and so on will seem equally crude to our successors, and yet new challenges will face them to demonstrate our worth to our communities.

That conference was held in beautiful San Francisco, where the Gay Pride Parade took place the same weekend as ALA Annual. The July/August issue of *AL* triggered several months of correspondence and commentary about the cover image, which featured members of the Gay and Lesbian Task Force (which has since evolved into a round table) joyfully marching in the Pride Parade. Reader reaction included high-minded discourse such as "I wanted to puke!" from a colleague in Kansas (*AL*, Sept. 1992, p. 625). Nobody ever said progress was going to be easy ... but that's another story. ■



Set your way-back machines 20 years: Remember the "Dewey Dialer"?

Our first steps to cope with ebooks and apps may seem equally crude 20 years out.

JOSEPH JANES is associate professor in the Information School of the University of Washington in Seattle. Send ideas to intlib@school.washington.edu.

Let's #makeithappen

What is stopping you from creating change?

by Meredith Farkas

Have you ever seen something in your work that you wanted to change but did nothing about it? What stopped you? Maybe you didn't do it because you were too busy, but maybe you also felt that creating change was too daunting and you didn't feel capable of making it happen.

So many talented people dissuade themselves from creating change because of feelings of inadequacy and fear of failure. Structures can also inhibit change. Maybe you're new to your job or professional organization and feel you need to put in your time before you can make suggestions. Unfortunately, the longer you are part of an organization, the less likely you are to notice the things that are amiss.

I feel incredibly fortunate to have joined the profession when the "pay your dues" mentality was being replaced by "makeithappen-ism." The fact that I, as a new librarian, could build a major professional presence because of my blog is a testament to the notions that barriers are coming down and that there are many different ways to contribute.

The Twitter hashtag #makeithappen, coined by librarian J. P. Porcaro, is a rallying cry for new librarians to let go of whatever keeps them from taking professional risks. Groups such as Library Society of the World on FriendFeed (friendfeed.com/lsw) and ALA ThinkTank (facebook.com/groups/

ALAThinkTANK) are bringing passionate and tech-savvy librarians together for mutual support. There are now so many formal and informal channels for finding professional partners in crime, discussing ideas, and supporting change. If you want to make something happen, the biggest thing holding you back may be you.

In my January/February 2012 column, I wrote about libraries building fab labs, where patrons can use 3D printers to actually fabricate solid objects. I'm sure the first person who had the idea of libraries facilitating this kind of activity had to overcome significant skepticism and downright resistance. It takes commitment and confidence in your own vision to successfully shepherd an idea that represents a radical change in the role of libraries. But it is possible and can create an infectious vision that positively impacts many, many other libraries.

I'd been out of library school only one year when I saw something I wanted to change. Most online professional development opportunities were being offered by established organizations using costly enterprise products. I felt strongly that online professional development programs could be built primarily with sweat equity and without organizational sponsorship, making them free or affordable to those who lack access to

professional development funds.

I worked with four other amazing young librarians to create "Five Weeks to a Social Library" (sociallibraries.com/course), a free online learning program designed to

teach librarians about social media through experiential and reflective as well as individual and group activities. The project required a great deal of work, but it successfully demonstrated that professional development programs can be done on the cheap and made accessible to all. It's a model for online learning that has been replicated in a number of settings.

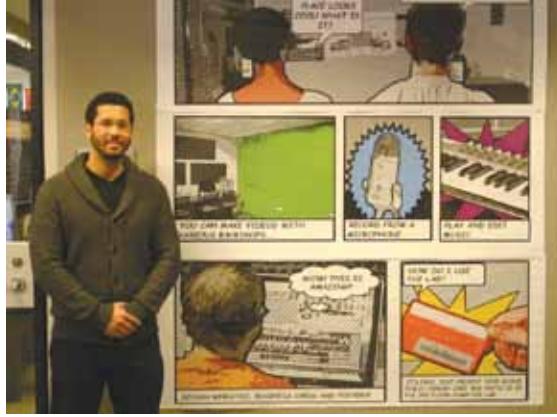
I don't fear for the future of libraries, because I feel confident that passionate, energetic librarians will soon be "making it happen" from directors' chairs. While I've moved into a management position, I'm still committed to keeping the spirit of #makeithappen alive in my professional life. This is the energy that will keep libraries meeting—and exceeding—the changing expectations of their patrons. This is the energy that will keep libraries vital and relevant well into the future. ■



This Twitter hashtag, coined by a librarian, is a rallying cry for those in

our profession to take risks.

MEREDITH FARKAS is head of instructional services at Portland (Oreg.) State University and part-time faculty at San José State University School of Library and Information Science. She blogs at *Information Wants to Be Free* and created *Library Success: A Best Practices Wiki*. Contact her at librarysuccess@gmail.com.



Geek Out



Digital learning labs convert consumers into creators

By Greg Landgraf

Teenagers are natural and voracious media consumers. But new research suggests that teens can learn more effectively in hands-on projects where they can be creative and think critically.

The Institute of Museum and Library Services and the John D. and Catherine T. MacArthur Foundation made \$100,000 grants this past November to eight libraries and four museums to plan and design their own digital learning labs where teens can hang out, mess around, and geek out. In the process, the young people learn to create media rather than just consume it.

Clockwise from bottom: Teens race remote-control cars at Anythink's Wright Farms branch in Colorado. At Skokie (Ill.) Public Library, video editing software and design books lure students into the Digital Media Lab. Rachel Safe (top, right) talks with Bonnie McGrew at Anythink Bennett. Former Skokie computer lab coordinator Adam Wisniewski stands next to a mural he created for the lab, which has a snowball mike.

“Libraries and museums are part of reenvisioning learning in the 21st century,” said Susan Hildreth, director of the Institute of Museum and Library Services (IMLS). “They are trusted community institutions where teens can follow their passions and imagine exciting futures.”

“We aim to be a launching point in the science, technology, engineering, and math pipeline of future scientists, mathematicians, and engineers to fill 21st-century global economy jobs,” said Christie Lassen, director of public relations for Howard County (Md.) Public Library, one of the grant recipients.

Mentors are key

The grant program was inspired by Chicago Public Library’s YOUmedia, a space where teens create game podcasts, record music, perform poetry, and produce an online literary magazine. Naturally, it’s a technology-rich space. But as appealing as that technology is, it’s not the most important element.

Earlier this year, the IMLS and MacArthur grantees visited YOUmedia to confer with one another and see how teens use the space in person. “Not one of the students talked about technology,” said Debbie Willms, deputy director of St. Paul (Minn.) Public Library. “They all talked about their relationship with their mentors. It was a real eyeopener for us.”

YOUmedia recruits artists in fields of interest to its teens to serve as mentors, said librarian Taylor Bayless of Chicago Public Library. Those mentors also receive training through DePaul University’s Digital Youth Network in how to teach and work with teens.

Other grantees have taken the mentorship lesson to heart. At San Francisco Public Library, planning for the learning lab is still underway, but the library has already hosted programming classes taught by employees of Twitter, whose offices are nearby. Nashville (Tenn.) Public Library has tapped existing relationships with a spoken-word artist and a software developer for its steering committee.

“I think that our patrons have always looked to the library to have collections and computers, but they love the idea of having staff that would help them use the tools in a more robust way,” added Tricia Bengel, emerging technology administrator at Nashville Public Library.

Teens also learn from each other. Angela Brade, chief operating officer and director of Howard County Public Library’s HiTech project, has observed that even teens who don’t know each other work well together in a library learning lab environment. “They are very good at sharing and collaboration,” she said. Since receiving the grant, the library has started hosting mentor-led technology sessions, but she has already promised three teens the opportunity to present sessions on their own passions.

Outreach needed

“I don’t think you can do librarianship without an outreach component,” said Crystal Faris, director of teen services at Kansas City (Mo.) Public Library. The library’s plans involve a partnership with a local science museum where the lab will be housed. But for teens in the city who don’t take advantage of that museum and wouldn’t feel comfortable there, Faris said she hopes to incorporate a mobile component into the library’s learning lab.

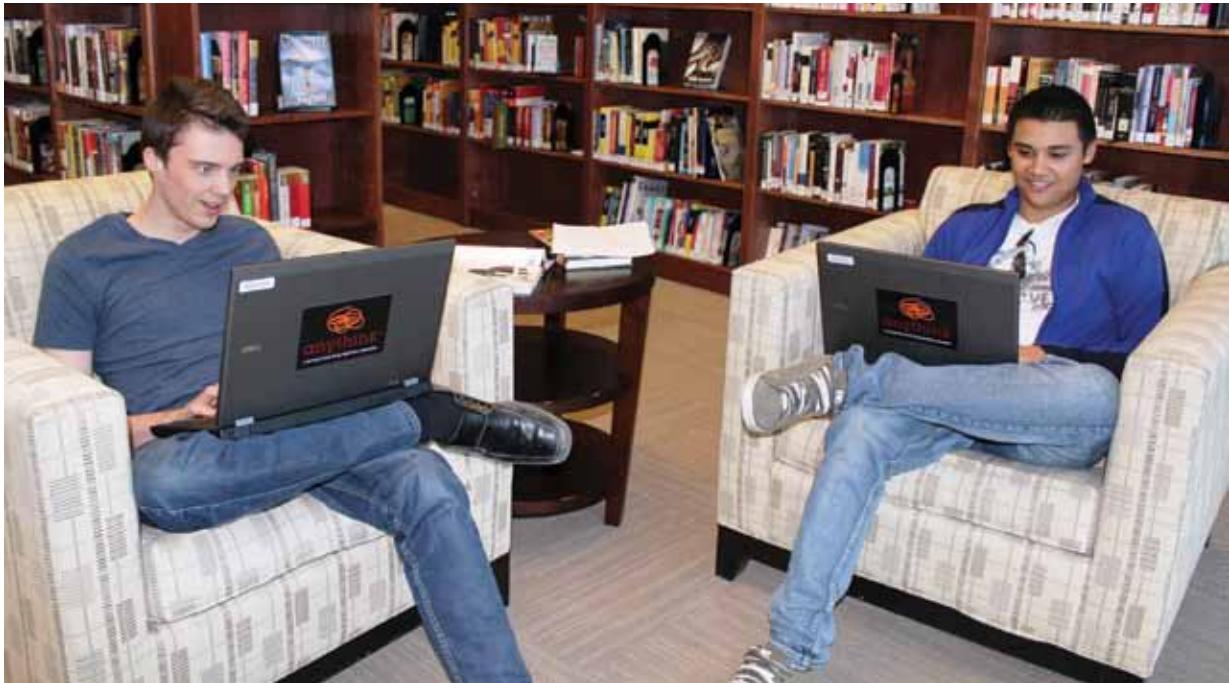
St. Paul Public Library also plans a mobile component, although the importance of relationships between teens and the library staff has made that a challenge to define so far. “We don’t want a bunch of strangers just bringing a bunch of machines to the library buildings,” Willms said.

While new relationships have to be formed to ensure the success of the digital learning labs, in many cases new skills need to be developed as well. Stacie Ledden, communications manager for Anythink in Adams County, Colorado, said the library has instituted plans to train staff on their own content creation skills this fall so they will be able to help customers when the lab opens next year.

St. Paul Public Library is examining how staffers, particularly those working in the new digital lab, can become fully confident in working with teens. “We’re continually reminded that they’ll have the most frequent relationship,” Willms said.



Howard County (Md.) Public Library’s HiTech project. Since receiving a grant from the Institute of Museum and Library Services and the John D. and Catherine T. MacArthur Foundation, the library has started hosting mentor-led technology sessions for teens.



Utah Lambert (left) and Jonathan Manning use the new laptops available for checkout at Anythink Brighton in Colorado.

The Chicago model

Many grantees have also used the grant as an opportunity to let adolescents shape the library. The Free Library of Philadelphia held an engagement summit with teens and youth organizations that the library feels embodied best practices for working with young people. “They want to be listened to, opportunities for dialogue, social opportunities, and a place of their own,” said Vice President of External Affairs Sandy Horrocks.

In San Francisco, Public Relations Officer Michelle Jeffers said that 80 teens applied for the 15 spots on the project’s teen design board.

“YOUmedia has been very honest,” added Stacie Ledden of Anythink. “You can set your plans, but the community is going to make it what they want it to be.”

That notion has required some transition for Chicago Public Library, Bayless said. “You have to make a few cultural shifts,” she admitted, including policies about food and noise level. And because YOUmedia connects students with the library as a whole, those changes start to seep into the rest of the library. “It can start on the road to greater institutional change.”

The 400–500 Chicago teens who visit the space each week have made good use of the opportunity, though. “They’re connecting with professionals in fields they’re interested in”—in some cases on a national level, Bayless said.

Earlier this year they participated in “What’s Going On ... Now,” a project from the Kennedy Center in which teens

remixed Marvin Gaye’s album *What’s Going On* to reflect similarities and differences between the now of today and that of 40 years ago, when the album was released. Winners performed in Kansas City, and one of the Chicago teen poets was invited to perform onstage with Grammy winner John Legend.

YOUmedia teens also helped to design an educational bus that went with Lady Gaga on her Born This Way Foundation tour. That work involved both business and creative work; the adolescents had multiple conversations with the foundation’s senior advisor David Washington.

Many of YOUmedia’s projects have demonstrated significant longevity as well. Library of Games, YOUmedia’s gaming podcast, has been running for more than three years. YouLit, the center’s online literary magazine, is going strong after more than a year and a half. “The programs with longevity developed from teens saying they wanted to do something or demonstrating their interest,” Bayless said. “Don’t develop programs without talking to teens first and determining the needs of teens who will use the space.”

Variety in approaches

While the ultimate goal of creating a space for teens to engage with technology and use it to create is pretty consistent among grantees, the precise form that each library’s plans are taking varies widely.

Anythink plans to repurpose the existing teen space at its Wright Farms branch, with minor construction this

winter leading to a March 2013 launch. Ledden said the library has been working to “figure out how the project is scalable and how it fits into what the library is already doing.” Anythink plans to adapt some of the library’s existing Sidekick volunteer program into its teen mentorship initiative, and it will build on existing hands-on programming, such as Battlecars, in which participants put remote-control cars through obstacle courses to compete against one another.

Columbus (Ohio) Metropolitan Library has started “Teen Columbus” in partnership with four other institutions—the Columbus Museum of Art, the Center of Science and Industry, WOSU Public Media, and the Wexner Center for the Arts. “We’re building a web, rather than a central hub and spokes,” said Helene Blowers, the library’s digital strategy director. She said that three or four of the partners will likely have a physical learning lab location initially and that the model allows for new locations to be created in the future.

The Free Library of Philadelphia’s plans include a space dedicated to teens at its Parkway Central Library and six hot spots throughout the community that provide computer training, job search help, and basic literacy assistance. “They’re meant to be outside the library walls in neighborhoods where people don’t necessarily go into a public library,” said Sandy Horrocks. Gena Seroogy, the library foundation’s director of grants and foundation giving, added that these hot spots serve as a loose model for the lab by providing “a supportive environment where teens can experiment,” particularly those who are reluctant users of the library.

Howard County (Md.) Public Library received a gift of space adjacent to its Savage branch when the business that had occupied it relocated. The branch is already using that space for its HiTech lab, although construction to adapt and improve the space won’t begin until next year. “We’re looking at this as a STEM lab,” said Christie Lassen. Angela Brade said that sessions the library has hosted on music, multimedia, and 3D design have averaged more than 50 attendees, and she expects those numbers to grow when the library begins offering sessions on a more stable schedule.

Kansas City (Mo.) Public Library has formed a new partnership with a museum, Science City at Union Station. “The first challenge is recognizing the different missions and trying to realize how those missions can align enough for a partnership,” said Crystal Faris. Both organizations want to serve teens, but as Science City has to generate revenue to sustain its facility, Faris said that service won’t look exactly like it does at the library.

Nashville (Tenn.) Public Library plans to create a primary learning lab in its downtown facility adjacent to an existing teen space, said Tricia Bengel. The system is



A student uses Howard County (Md.) Public Library’s HiTech lab. The library has hosted sessions on music, multimedia, and 3D design, with each session averaging more than 50 attendees.

building two new locations and renovating a third, and hopes to incorporate learning labs into those facilities in some fashion, as well as creating a mobile lab.

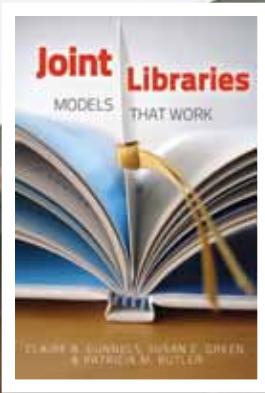
St. Paul (Minn.) Public Library is planning a new physical space, which broke ground in July for a planned opening in the fall of 2013. “The building is a new concept, a co-located parks and recreation center and library,” Willms said. Within that new building, services between the two departments will be fully merged.

San Francisco Public Library plans to design a space within its existing library building for the learning lab. But Teen Services Specialist Jennifer Collins said that the library will also follow a hive model, in which the library will have “a network of learning institutes, formed around events that provide fun learning opportunities for youth” at locations throughout the city. The library was also planning to get a sound booth that can be taken from branch to branch this summer.

IMLS will announce the winners of a second round of grants late this fall. Much has been written in recent years about the importance of libraries as a venue for patrons to create rather than just consume media. These digital learning lab projects are working to ensure that when teens need a place to support their creative efforts, a library is the first thing that comes to mind. ■



GREG LANDGRAF is a freelance writer in Chicago and former associate editor of *American Libraries*. His first book, *Citizen Science for Families*, is scheduled to be published by Huron Street Press in spring 2013.



An excerpt from ALA
Editions *Joint Libraries:
Models That Work*, 2012.

Joint Libraries: Models That Work

Combining town and gown

By Claire B. Gunnels, Susan E. Green, and Patricia M. Butler

The five-story Dr. Martin Luther King Jr. Library atrium at San José State University is a shared public and academic space.

In the past, academic and public libraries had very different missions and ways of operating. Academic libraries were created to serve their own faculty and students and to facilitate research. Public libraries were created to allow educational resources to flow to a community through generous donations and tax dollars.

These may seem to be stereotypes, but to some extent these two cultures still exist in libraries today. In its 2005 joint-use feasibility analysis, the Tidewater Community College (TCC) speculated on whether “one facility can truly support the missions of a community college and a public library. The underlying concern is that in trying to serve all, the core missions of the institutions might be diluted and no one will truly benefit.” The report, co-authored by Anderson Brulé Architects, Inc., and Virginia Beach (Va.) Public Library System, concluded that if both entities are truly collaborative and not competitive, “each user group will have access to much more than one organization could ever provide alone.” TCC President Deborah DiCroce said in the March 17, 2009, *Virginian Pilot* that there were challenges in merging academic culture with public library culture. “We are not looking to create yours, mine, and ours.”

Ken Draves, deputy director of the Poudre River Public Library District in Fort Collins, Colorado, says this about public/community college collaborations:

A public/community college joint-use library is an especially good combination. The missions and the service populations are similar enough to provide significant overlap and allow for excellent services to all users. For example, community college students find that the public library’s collections of materials and resources meet many of their academic needs and provide an excellent complement to the materials owned by the college. Likewise, community college students respond well to the friendly service orientation provided by a well-trained public library reference staff. I think that other combinations, such as a high school/PL or university/PL joint-use library, present additional challenges to good service that we do not face.



Ashley Schmidt, left, academic liaison for University Branch Library, and her assistant Alexandria Alместica plan a class on library resources.

Merging cultures

Once the two cultures are merged during a joint venture, there can be some radical adjustments that must be made by the librarians and staff of each type of library. What is a joint library’s mission? To educate, yes. To expand horizons, yes. To help with research, yes.

There are legitimate cultural differences in these two types of libraries. It is a good manager who can harness the best of both worlds. Instead of saying, “This is how the public library does this,” have the librarians say, “What is the best way to do it for our library?”

Facilities. Most public libraries have separate restrooms for staff. Most college libraries don’t. Public libraries with open access can draw a messy and sometimes destructive clientele. Some homeless people and troublemakers deface restrooms with tools and effluvia of all sorts. Children will have accidents and have sticky fingers. Rarely does a college library have these kinds of problems. It may be a culture shock for academic librarians to have to clean a bathroom or deal with children’s accidents.

Treatment. Public libraries treat their librarians differently than academic libraries do their staff. Public libraries have a hierarchical structure, whereas many academic librarians are faculty and are accorded a strong say in how things are run. Public librarians often have strict dress codes and rigid time constraints on their day. Academic librarians are responsible to other faculty for curricular needs and are encouraged to publish and innovate. Some academic librarians can be shocked when the public library management treats them like the typing pool as opposed to valued faculty members.

Some faculty are concerned that public librarians do not have the experience in teaching that an academic librarian

has. In the past, some librarians chose public librarianship because they were not comfortable teaching a class. This is really not the case anymore since public librarians now teach computer classes and even English as a Second Language classes. In a joint library it's important to have flexible staffers who can learn teaching techniques and how to conduct programs for adults, teens, and children.

Filtering. Many academic librarians abhor filtering of computers. They believe this is an invasion of intellectual freedom. Public libraries routinely filter computers for pornography and even social media. A joint library will have to find a happy medium, perhaps just filtering children's computers. At Lone Star College—Montgomery in Conroe, Texas, there was no filtering in the college library. A citizens' group caused an uproar when it accused the library of offering pornography. All libraries can be targets of interest group criticism if they do not filter.

Collection. Centralized purchasing of materials is usual for many public libraries. The administration orders

all the books with minimum input from librarians. Academic librarians purchase all of their materials to support the curriculum. It can be disturbing for academic librarians to give up control of what the collection will look like.

Programs. Adult, teen, and children's programs are an important part of public library services. Public librarians have experience creating a diverse series of educational and recreational activities for all ages. Academic librarians usually limit their programs to teaching students. Librarians in joint facilities need to learn to do both. Joint libraries offer all librarians an amazing variety of activities that require imagination and creativity as well as academic credentials.

"Once a public librarian, always a public librarian" is a cliché that unfortunately can be accurate in describing professional career options. College and university librarians, as well, are hesitant to cross over or leave the academic career track for other career opportunities. If an academic librarian joins a joint facility, it may be

ROCKING THE JOINT

by Laurie D. Borman

A JOINT LIBRARY SPROUTS IN CHICAGO

When a series of floods forced the 2011 closure of a Chicago Public Library (CPL) branch in the city's Back of the Yards neighborhood, CPL figured it would cost \$15 million to acquire land and build a new facility.

Then a phoenix arose.

Across the street from the closed library, a new high school was about to be built, including an 8,000-square-foot library building. Brian Bannon, Chicago's library commissioner, heard that the Chicago Public Schools might be interested in sharing library space and costs. The idea was intriguing, and it seemed cost-effective, too.

"We would get to provide a \$15 million library literally for free," Bannon told *American Libraries*.

Bannon and his team looked at several different models, including "school library by day, public library by night"; a hybrid school-and-public-library where two disparate computer systems managed separate patron databases; and a full-service library with a special program for teens. They opted for the third and plan to open in September 2013, six days a week, eight hours a day, "same way we'd operate any library," Bannon said.

The Back of the Yards branch library will share a wall with the new school. It will have three zones: an adult zone via a main entrance that opens from the street, a children's

zone with a 1,000-square-foot community room for programs, and a third zone adjacent to the school wall for teens, with a special emphasis on teen materials. Staff will include a school librarian, a branch manager, and a teen services librarian; officials also plan to have two part-time librarians, one each for children and adults.

"What we're going to do is a heavy focus on STEM [science, technology, engineering, math]," said Bannon, as well as programming on digital media and learning, like building robots. "I see this as one of the test sites that will be experimenting with teen-focused technology, because we want to extend this throughout the city."

It wasn't all easy to coordinate. "Any time you're engaging in a collaborative partnership, there are challenges," said Bannon. "It's not as cut and dried. Who's going to pay for security, maintenance, and so forth?" Even so, CPL is happy to enhance library service in a neighborhood that wouldn't have a branch otherwise, and to be able to experiment more deeply with teen programming.

THE CAMDEN COMBINATION

In 2011, only one city library branch remained in Camden, New Jersey—the Ferry Avenue branch. The city system had joined the Camden County Library System in 2010 and had to close two city facilities. Patron levels at the Ferry

difficult for him or her to be hired in any other academic library, especially those with tenure and requirements to publish. In addition, reference assistants are commonly part of the public library landscape. These are usually college-degreed staff who perform many of the routine duties of a master's-degreed librarian. They work the reference desk, do programs, give tours, plan events, and do outreach such as retirement-home book clubs, and so on. Some academic librarians might balk at nonlibrarians performing these functions.

Two directors, two payrolls, two cultures—one happy story

Lone Star College–Tomball Community Library is a joint library with Harris County (Tex.) Public Library in Greater Houston. With two codirectors and separate staffers, this endeavor started out with two cultures not particularly cooperating nor truly partnering as a joint library should.

One of the unplanned things that changed the culture at Tomball and quickly integrated the public library employees into the college's culture and rhythm was the location of the library at the front entrance of the college. The library parking lot was the first one spotted and made the first floor of the library the gateway/unofficial information desk for first-time visitors to the campus. Committed to providing the best customer service, the public library employees embraced this new role and familiarized themselves with the layout of the campus; the location and hours for admissions, the business office, conference rooms, the testing center and the bookstore; the college's web page; the faculty phone directory; and the daily schedule of college events. Other things that made them feel a part of the campus included being invited to all the ceremonies, performances, and special events sponsored by the college and having the same perks as college employees, such as free access to the campus wellness center and discounts at the bookstore.

Avenue branch increased dramatically. Camden city residents wanted another library, but it had to be done in a cost-effective manner.

"We needed to take an innovative approach to accomplish this task," said Linda Devlin, director of the Camden County Library System. "We then found out about an underutilized floor of Robeson Library on the Rutgers University–Camden campus. Could we create a county library branch within this academic library?"

The answer to the question was yes, and an innovative one-floor, 5,000-square-foot county library branch is now located in the campus's Robeson Library. Total project cost was \$2.5 million, and the library opened in April of this year. "In the first three months of operation, circulation and cardholders are up nearly 200%, and computer use has increased by 125%," said Devlin. "Use of the library's resources continues to increase as more and more residents discover the new branch."

Hours for the Camden County Library at Rutgers mirror those of other branches in the county library system, while the academic library keeps its own hours. The one-floor library has nine employees, three of whom are credentialed librarians: branch manager, librarian, and a senior librarian who is also youth services librarian.

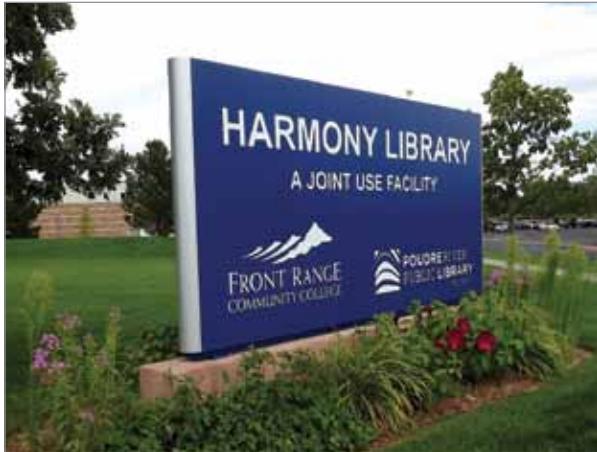
The new staffers received additional training for their



At work in the Camden County Library at Rutgers, located in the university's Robeson Library.

dual role, getting an orientation to the academic library and the Rutgers University–Camden campus. They also had to learn about the campus phone system and university police and security systems.

Devlin said she can't see any downsides to the joint library project. "We are providing so many valued services that it is difficult for us to focus on just one best part. We take great pride in providing all of our users with the latest bestsellers, popular video and music, and digital services." Devlin offered to share her knowledge and experience with other library systems that would like to emulate Camden County Library's approach.



The Harmony Library, a joint facility with Poudre River Public Library District and Front Range Community College in Fort Collins, Colorado.

Rug rats

Harmony Library of Colorado, a joint public and community college library, had a director with a shock of her own. Draves says, “Inevitably the reality of a joint-use library will not match the expectations partners have prior to opening, despite the best efforts to plan carefully. For instance, I know that the initial campus librarian was distressed by the sheer popularity of the library when it opened, and in particular the numbers of children. Her previous experience had been in the much smaller, quieter, and less busy college library, and she was surprised and displeased by what she considered the overwhelming use by the public and especially by children and their caregivers. Ultimately she retired, and the new campus librarian came in with much different expectations and a robust appreciation for working together for the benefit of all members of our joint-use service community.” This highlights the fact that staff buy-in is important to overcome culture shock in a joint venture.

North Lake divorce

Often decisions to create a joint library come from leaders in the community who see a need or an opportunity to improve services in an innovative way. Sometimes the leadership changes or the goals are not adequately conveyed to the worker bees (librarians). The Irving (Tex.) Public Library director and the president of North Lake College became acquainted with each other while serving on the North Lake Community Library board of directors. This creative duo came up with the idea to create a joint library. Unfortunately, failure to integrate staff at the grassroots was one of the downfalls of this library. Additionally, when these leaders moved on to other positions, the impetus for success weakened.

A joint library with SOUL

SOUL (Save Our University Library) was the buzzword on the campus at the San José State University. What an uproar from faculty when the leaders of the university and the city of San José proposed a joint library. Fears of faculty not having access to research materials and of students crowded out of computer labs were rampant among the college staff. Secretly, librarians wondered how this project would actually work. It was a bumpy road, but eventually the cultures successfully merged.

What culture clash?

Some librarians beg to differ. A library is a library is a library. Dana Rooks, dean of libraries at the University of Houston, trusts the public library of Fort Bend County, Texas, to run a branch serving university students and Wharton County Junior College students as well as the public. In fact, Rooks said she wanted the public library to run the facility and to that end mandated that current academic librarians working at the Sugar Land campus would not be grandfathered in but would need to reapply for new positions in order to work for the new joint library. This way they could hire librarians who truly bought into the idea of a joint facility run by the public library. Their hope was that there would be no culture clash if the right mix of librarians with the right attitude was hired. The university and the college also committed to paying the county library a sufficient sum of money to acquire materials to support the curricula and to hire librarians who could teach research skills to their students. The facility is a large, beautiful public library with public librarians serving all constituencies.

Is it worth it?

Most joint library ventures will not fire current employees and require them to reapply for jobs in a new joint library. Thus, there usually is some culture adjustment required for all employees. During the planning process, managers must weigh the pros and cons to ensure that both sides will benefit equally. Some libraries, after conducting feasibility studies, decide not to proceed. The intrepid few who do proceed must face more challenges. By studying how other libraries have merged or developed a single joint library, a library considering this project can learn how to avoid mistakes and go through a smoother process. ■

CLAIRE B. GUNNELS is founding faculty and assistant director of the Lone Star College–CyFair Branch Library, a joint library with Harris County Public Library in Houston, Texas. SUSAN E. GREEN came to Lone Star College–CyFair Branch Library as founding faculty and previously served as branch manager for the Maud Marks branch of Harris County Public Library. PATRICIA M. BUTLER, a former archivist for Colonial Williamsburg, served as reference librarian at the Lone Star College–Tomball Community Library from 2002 to 2009.

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AMERICAN
PSYCHOLOGICAL
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APA DATABASES &
ELECTRONIC RESOURCES

The Past, Present, & Future of Psychology

By John Carlo Bertot, Paul T. Jaeger, and Lindsay C. Sarin

FORBES FOLLY

Demonstrating the real net worth of a library degree

When Forbes.com published an article in June declaring that a master's degree in library and information science is the worst type of post-graduate degree based on career earning potential, the reaction from the library community was one of dismay. Librarians responded on blogs, email lists, and various social media, emphasizing the noneconomic reasons to earn an MLS—primarily the desire to have a career focused on delivering public service rather than becoming wealthy and also the widely acknowledged high levels of career satisfaction among librarians. (In response to the Forbes ranking, ALA President Maureen Sullivan wrote a statement—see page 6—that was later cited in a *Washington Post* blog.)



Yet another major reason why the Forbes.com article received so much traction in the library community is that it reflects the current fears and apprehension that exist among librarians and other public service professionals. The underlying issue is that there's a significant problem for librarianship when it comes to articulating a public benefit message. In this age of austerity, all agencies of the public good—not just libraries—are under attack.

Since the recession began, budgets for public libraries, public schools, public health services, and other state and local government agencies devoted to the public good have been cut substantially, limiting their ability to serve their communities.

Based on 2012 Bureau of Labor Statistics (BLS) data, 584,000 public-sector jobs in the United States were lost between June 2009 and April 2012; that is 2.5% of all the local, state, and federal government jobs that existed before the prolonged economic downturn began. State budget shortfalls have ranged from \$107 billion to \$191 billion between 2009 and 2012, and current projections place state budget shortfalls at \$55 billion for 2013, according to the Center on Budget and Policy Priorities. This stands in stark contrast to other recessions of the past several decades, during and after which the number of public-sector jobs actually increased.

All politics is ... national?

Contrary to the Forbes analysis, librarians are not poorly paid. Within the realm of public-sector occupations, BLS data shows a higher median annual wage for librarians than for social workers, dispatchers, firefighters, K–12 teachers, school counselors, and special educators, among others. While librarians are paid less, on average, than police officers, nurses, and college faculty, librarianship involves less danger than the first two professions and requires less education than the third. From a public-sector perspective, librarianship is not a poorly paid career choice, especially for people who want to serve the public good.

But serving a public good no longer has much political value; instead, all public agencies need to be able to demonstrate a tangible contribution, both in societal and economic terms. This may be reflected in the BLS data that suggests a 7% (designated as slower than average) growth rate for library positions over the next decade.

While libraries have employed a range of measures to articulate their value, they have relied on terminology from other fields—such as economic return on investment and monetary worth—rather than develop their own language

to capture the real contributions of libraries. Staying in reactive mode to political threats and responding with generalizations will not be successful in a political climate driven by austerity measures.

The contemporary library

Since this prolonged economic downturn began, public library usage has skyrocketed. People come to seek help finding a job, applying for social services, and learning new digital skills, as well as for access to technology and reading materials they can no longer afford to buy. Studies by ALA and others have shown that public libraries are fielding tens of millions more in-person and online visits annually since the economic downturn began; most libraries have seen an average increase of 25% in overall usage, but some libraries have had to handle up to a 500% increase in usage, according to *Advances in Librarianship, Vol. 34: Librarianship in Times of Crisis* (Emerald, 2012).

The contemporary library is a mix of community center and community service center, with librarians simultaneously acting as information experts, educators, and social workers. The library has become a center for early childhood education, digital literacy and technology education, employment training, and many other learning opportunities central to communities. We are well aware that the days of the library as solely a repository of print materials are long gone. The library is a central community space that serves increasingly diverse populations, many of whom rely on the library for both cultural and intellectual integration. For most people outside the library community, however, this new reality has not been clearly demonstrated.

The influence of the internet

Since 1994, the *Public Libraries and the Internet* surveys (now PLFTAS) have documented the amazing changes that the internet has brought to libraries:

In 1994, when the study was first conducted, just 20.9% of public libraries were connected to the internet. By 2004, free public internet access in public libraries was nearly universal; 99.6% of all public library outlets were connected to the internet and 98.9% offered public access computing for their users, transforming libraries into community service centers for internet access and training—the only such location available at no charge in most communities around the country.

The area of e-government services—which includes such vital functions as paying taxes, applying for social services, enrolling children in school, and many other

Since this economic downturn began, public library usage has skyrocketed. People seek help finding a job, applying for social services, accessing technology, and learning new skills.

major life needs—provides an excellent example. In 2011, 91.8% of libraries provided assistance to patrons in understanding how to access and use e-government websites; 96.6% provided assistance to patrons in applying for or accessing e-government services; and 70.7% helped patrons complete e-government forms, according to *Libraries Connect Communities*, the Summer 2011 digital supplement of *American Libraries*. None of these library roles existed 10 years ago. Additionally, 50.2% of libraries reported that they were called on to explain how government programs work. In these cases, librarians have to serve both as information experts and as experts in the functioning of the programs, a sizable addition to their duties.

Combining technology access and the skills and creativity native to the information professions, libraries have used the capacities of the internet to remake libraries into:

- The one place that guarantees free public internet access and education for those with no access, limited access, or limited digital skills;
- The main community resource for teaching digital literacy and providing digital inclusion;
- The primary access point and training resource for e-government information, communication, and services;

- A resource for early childhood education, homework help, continuing education, and distance education;

- A key part of emergency response and recovery in many parts of the country;

- The center of unique partnerships with other community organizations to meet pressing community needs, such as the Baltmarket program, through which Baltimore's Enoch Pratt Free Library and the city health department bring access to groceries to the food deserts in Baltimore; and

- A holistic community service agency that is more central to the needs of its communities than ever before.

These represent some trends across the nation and do not include the internet-enabled services and resources developed by libraries to meet the individual needs of their member communities.

The wealthier members of society do not frequently need these types of resources and therefore can easily be unaware of the library's importance in the lives of so many Americans—especially as the country's population continues to grow more demographically and culturally diverse. Relying only on their childhood image of the library some 30, 40, or 50 years ago, some people who are finan-



It takes forever to earn vacation time.

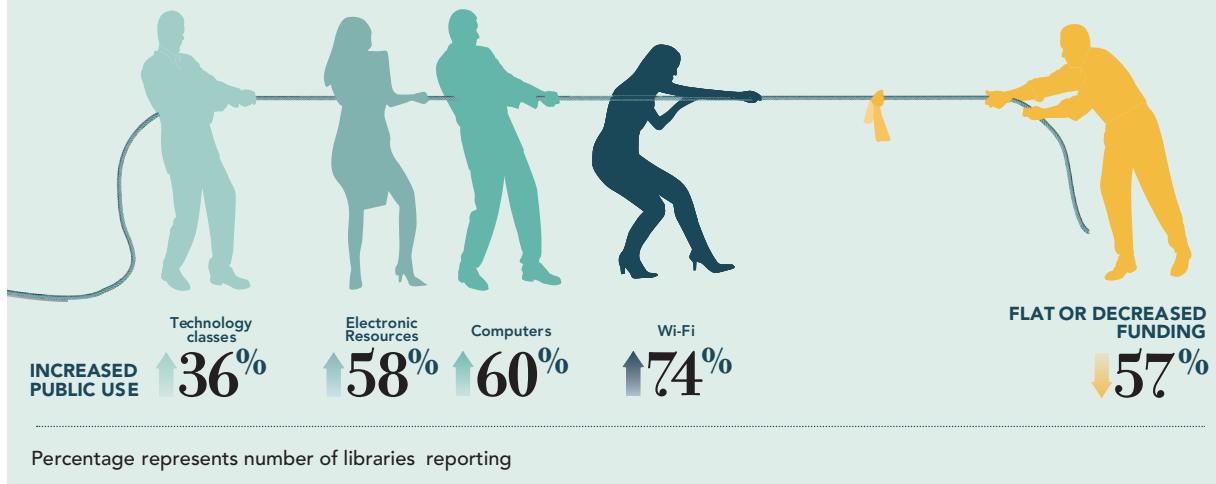
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FIGURE A-1: THE U.S. PUBLIC LIBRARY CHALLENGE: USE VS. FUNDING, FY2011–2012



Despite fiscal challenges at the local, state, and federal levels, public libraries in the United States face a growing demand for services. (Graphic and information from the 2011–2012 Public Library Funding and Technology Access Study.)

cially advantaged view the library as completely dispensable, particularly in the era of Google and mobile devices. Unfortunately, they also frequently serve as politicians, policymakers, and major financial contributors to political campaigns.

Austerity's poster child

Though it was just an article in a magazine for investors, the *Forbes* piece resonates with the anxieties of the library community. The article can also serve a far greater cause, however, by inspiring libraries to fight back against austerity and the abandonment of the public good by politicians and policymakers. We must get a concerted and forceful message to the people who play politics, fund politicians, and make policies about what libraries really do—and how many individuals and communities rely on them. Otherwise, libraries are destined to remain the poster child for the age of austerity.

We should not be waiting quietly for the next wave of cuts or defending libraries in idealized terms. It is time for us to join the fight with a consistent, strong message based on data and designed for politicians and policymakers at all levels of government across the country.

As conveyed by the types of societal contributions made by internet-enabled libraries, the library community has ample tangible examples and impacts to prove its value and contributions. The authors of this article have already seen how the approach of demonstrating value can shape the discourse about public support for a library.

The Information Policy & Access Center at the University of Maryland (ipac.umd.edu) makes available online a range of tools and products based on data about library contributions in areas such as e-government, digital literacy and education, partnerships, and employment services (see plinternetsurvey.org). Library directors have

informed us that they have used these products to prevent budget cuts by presenting concrete evidence of their library's contributions to the community; in some cases, we have been told, the data has even helped to increase support.

In addition, efforts such as the Public Library Association's Turning the Page 2.0 (ala.org/pla/education/turningthepage) and the Edge public access technology benchmarking initiative (libraryedge.org), both supported by the Bill & Melinda Gates Foundation, are designed to help libraries develop data-based advocacy approaches to demonstrate the true value libraries bring to their communities.

More members of the library community need to commit to creating materials that clearly articulate through tangible data the impacts of libraries, and libraries need to actively use such materials.

Only by proactively using data to fight against the currents of austerity can libraries reverse the direction of the present political discourse. Those in the profession and library supporters understand what libraries do and know that they are badly undervalued by society. But this message must reach those who are not members of the library community. Instead of being upset by the *Forbes.com* piece, let's use it to give Libraryland a much-needed jolt. Demonstrating the real value of libraries to those in power is essential—and long past overdue. ■



JOHN CARLO BERTOT is professor and codirector of the Information Policy & Access Center (iPAC), College of Information Studies, University of Maryland; **PAUL T. JAEGER** is associate professor and codirector of iPAC; and **LINDSAY C. SARIN** is MLS program coordinator and research fellow at iPAC.



ALA Award Winners **Visionaries & Innovators**

By Stephanie Kuenn

This year, the American Library Association bestowed its highest honors and awards on a variety of individuals and institutions whose achievements underscore their bold vision for librarianship and their strong commitment to the profession. Selected by their colleagues and peers, the 2012 honorees highlighted in these pages represent the best of the best in ALA and just a fraction of the more than 200 awards and honors given out each year by the Association's divisions, round tables, offices, and other units. Meet more winners at ala.org.



US Senator Jack Reed

Every major piece of federal legislation supporting libraries in the last 22 years has had one thing in common: the sponsorship of US Sen. Jack Reed (D-R.I.). For his unwavering commitment to supporting and strengthening library services, Reed received ALA's highest honor at the 2012 National Library Legislative Day in Washington, D.C., in May: **Honorary Membership**. Honorary membership is given to living citizens of any country whose contribution to librarianship or a closely related field is so outstanding that it is of lasting importance to the advancement of the whole field of library service. Honorary members are elected for life by vote of ALA Council upon recommendation by the ALA Executive Board.

Reed has been a staunch supporter of school and public libraries in the US Congress since his election to the House of Representatives in 1990 and his election to the US Senate in 1997. In 2012, as a member of the US Senate Appropriations Committee, he fought efforts to eliminate library funding and delivered \$28.6 million in competitive grants for school libraries and literacy programs.

THE VANGUARD

Beverly Lynch, professor in the Graduate School of Education and Information Studies at the University of California—Los Angeles, can lay claim to educating dozens of the library world's leaders as director of UCLA's Senior Fellows program, as well as establishing the prestigious California Rare Book School, a world-class center focused on an increasingly important aspect of academic librarianship. Lynch, a former Lippincott Award winner, was also lauded for her contributions to international librarianship through her work as chair of ALA's

International Relations Committee and for founding the US—China Librarians conference series. One-time executive secretary of ACRL, Lynch proposed and designed the first national ACRL conference and later served as president of ALA.



Beverly P. Lynch

Melvil Dewey Medal and \$2,000 for creative professional achievement in library management, training, cataloging and classification, and the tools and techniques of librarianship.

Donor: OCLC

A LIFETIME OF LEADERSHIP



Carla J. Stoffle

Joseph W. Lippincott Award of \$1,000 presented annually to a librarian for distinguished service to the profession of librarianship, including outstanding participation in the activities of the professional library association and on behalf of the profession, or notable published professional writing.

Donor: Joseph W. Lippincott III

Carla J. Stoffle, dean of libraries and the Center for Creative Photography at the University of Arizona, applies her belief in the importance of diversity, inclusion, and fairness into all of her professional activities: serving ALA as an endowment trustee and on its Executive Board, chairing the ALA Accreditation Committee, leading the Association for College and Research Libraries as president in 1982–1983, and contributing more than 60 articles and chapters in professional literature during her 40-year career.

Her peers say she is “a bold innovator.” Stoffle’s efforts to achieve greater diversity in the profession and set staff development as a core value previously earned her ALA’s Elizabeth Futas Catalyst for Change Award and the Equality Award.

SENDS KIDS SOARING

PRESERVATION ACTIVIST

As chief of binding and collections care/manager, mass deacidification in the Preservation Directorate at the Library of Congress, Jeanne Drewes has proven to be a tireless public advocate for preservation. In addition to her work educating colleagues in the field about preservation, Drewes was instrumental to the success of ALA's Preservation Week, established in 2010 to reach out to the general public. Drewes also supported preservation efforts in Cuban libraries, sending shipments of tools for library and book repair as well as overseeing the translation of how-to manuals.



Jeanne Drewes

The **Ken Haycock Award for Promoting Librarianship** of \$1,000 honors an individual for contributing significantly to the public recognition and appreciation of librarianship through professional performance, teaching, and/or writing.

Donor: Ken Haycock



Paul Kelsey

The **Scholastic Library Publishing Award** of \$1,000 is presented to a librarian for promoting access to books and encouraging a love of reading and lifelong learning.

Although Paul Kelsey has a notable career as head of acquisitions at Sims Memorial Library at Southeastern Louisiana University, he is likely best known to thousands of young authors, illustrators, and poets as the founder, publisher, and editor in chief of *Launch Pad: Where Young Authors and Illustrators Take Off!* a free online magazine that gives youth ages 6–14 a venue to publish their creative work and collaborate together. *Launch Pad* readers can search work by category, author/illustrator age, and place of origin, encouraging interaction on a website that draws contributors and readers from across the world, including the US, Australia, Canada, India, New Zealand, Pakistan, Thailand, and the United Kingdom.

TIRELESS FUNDRAISERS

FIRST AMENDMENT ACTIVIST, ESQ.

Attorney Michael Bamberger, general counsel for Media Coalition, partner at SNR Denton, adjunct professor of law at Cardozo Law School, and lecturer at the University of California–Berkeley's School of Law, was honored for his more than 30 years fighting for free speech rights.

Bamberger is best known for his work in *Hudnut v. American Booksellers Association*, which successfully challenged an Indianapolis anti-pornography ordinance that outlawed "graphic, sexually explicit subordination of women, whether in pictures or in words," presenting women as sex objects, or as enjoying pain, humiliation, or servility. The US Supreme Court affirmed lower courts' decisions to strike down the ordinance in 1985.

Michael Bamberger

The **Freedom to Read Foundation Roll of Honor Award** recognizes individuals who have contributed substantially to the foundation through adherence to its principles and/or substantial monetary support.

Sponsor: Freedom to Read Foundation



Katie Geiken, Exec. Dir.

The Cedar Rapids (Iowa) Public Library Foundation was hard at work raising funds for a new downtown library in 2008 when a catastrophic flood destroyed its existing building. But floodwater couldn't drown the foundation's clear goals, and from the devastation rose the Library 3.0 campaign, which aimed to raise funds for a new LEED-certified building and strengthen the library's endowment by at least \$1 million. Through innovative collaborations with community groups and dynamic public engagement, the foundation exceeded its goal, raising \$7.1 million before the official evaluation phase even began.

Cedar Rapids Public Library Foundation

The **Gale Cengage Learning Financial Development Award** of \$2,500 is presented to a library organization for exhibiting meritorious achievement in securing new funding sources for a public or academic library.

CUSTOMER-FOCUSED INNOVATORS

CHANGE AGENT

Lyn Hopper

Elizabeth Futas Catalyst for Change Award of \$1,000 for making positive changes in the profession of librarianship.

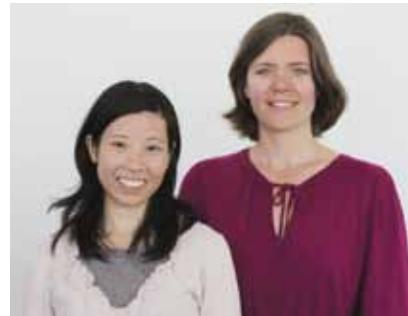
Donor: Elizabeth Futas Memorial Fund



Lyn Hopper, a strategic planning consultant and retired assistant state librarian for library development in Georgia, effects change in libraries by going beyond library doors and conducting outreach to trustees and Friends, focusing

on providing educational opportunities and training across the library community. An IMLS grant recipient, she created multiple resources for trustees and Friends in her home state of Georgia, expanding the library community. She also leads professional development opportunities for the Public Library Association and at Valdosta State University, where she teaches a community building seminar in the Library and Information Science program.

NPR librarians Lauren Sin and Katie Daugert developed Artemis, a training program designed to teach NPR staff far and wide how to use a new internal database for audio archives and transcripts. The program offers instruction through a variety of strategies, including librarian-produced online videos narrated in the familiar dulcet tones of NPR journalists, email campaigns, posters in NPR's headquarters, presentations at editorial staff meetings, and the recruitment and training of power users to be Artemis advocates. The program is targeted at a wide range of potential customers around the globe, including reporters, producers, editors, development staff, news executives, and radio hosts. NPR staff noted that the videos make the database approachable and are as fun as they are instructive—a compliment of the highest order for training materials.



NPR librarians Lauren Sin (left) and Katie Daugert

NPR Library

ALA/Information Today Library of the Future Award of \$1,500 to an individual library, library consortium, group of librarians, or support organization for innovative planning, application, or development of patron training programs about information technology in a library setting.

Donor: Information Today, Inc.

CROSS-CULTURAL EDUCATOR



Patricia M. Y. Wong

Equality Award of \$1,000 for an outstanding contribution that promotes equality in the library profession.

Donor: Scarecrow Press

County librarian and chief archivist of the Yolo County (Calif.) Library, Patty Wong attributes her career championing the importance of diversity in library services to her upbringing in a culturally and ethnically diverse community. Wong—1999 president of the Asian Pacific American Librarians Association, one-time ALA Executive Board member, and a participant on several Spectrum scholarship committees—received recognition for her work on diversity issues at the California State Library and her mentorship of MLS students at San José State University's School of Library and Information Science, where she is an instructor. She received the Joint Conference of Librarians of Color's Advocacy Award in 2006 for being a strong advocate for "communities of color" and was Yolo County's 2009 Woman of the Year.



OPPORTUNITY CREATOR

Mary M. Wagner

Beta Phi Mu Award of \$1,000 for distinguished service to education in librarianship.

Donor: Beta Phi Mu International Honor Society

When St. Catherine University received its ALA accreditation in 2011 after decades of work to establish Minnesota's only library science program, Mary Wagner, its most tireless advocate, wasn't there to hear the good news. Wagner, a professor of library and information science at St. Catherine, was on sabbatical at the University of Zambia in Lusaka as a Fulbright Scholar, lecturing in the Library Studies Program, developing a curriculum for school librarians, teaching marketing strategies, and fostering literary development for Zambian children. Wagner also established the Urban Library Program, in collaboration with St. Paul Public Library, which gives training to minority students and encourages them to embark on careers in librarianship.

ZOOKEEPERS

Virginia Beach Public Library

The H. W. Wilson Library Staff Development Grant gives \$3,500 to a library that demonstrates great merit in a staff development program that furthers the goals and objectives of the library organization.

Donor: H. W. Wilson Company

Virginia Beach (Va.) Public Library will fund its innovative Petting Zoo training program with this grant, purchasing a variety of digital devices and then using both structured in-person instruction and self-directed, hands-on exploration to teach staff how to use the devices. Library staffers at all levels throughout the system will be able to learn from tech experts and by means of their own experimentation. They will then be able to use the Petting Zoo concept to teach library customers how to use digital media at the library or with their own equipment.

COMMUNITY PARTNERS

The Early Learning Center at Waukegan (Ill.) Public Library is a model for supporting the learning needs of a changing area while celebrating the diversity that makes the community dynamic. Staff at WPL saw that the literacy rates for children ages 0-7 were lagging because of a lack of resources and developed a programming series called Championing Our Littlest Learners to bolster the pre-literacy needs of youngsters and showcase the importance of parents as their children's first teachers.

Waukegan Public Library

Marshall Cavendish Excellence in Library Programming Award of \$2,000 for a school or public library that demonstrates excellence.

Donor: Marshall Cavendish Corporation

FRIEND OF THE FAMILY

As director of family services at Anythink Libraries in Thornton, Colorado, Lynda Welborn Freas has expanded services to children at Anythink's seven branches. Freas brought Family Place Libraries to Anythink, an approach that integrates resources for the entire family into children's services, ensuring that the library is a welcoming place for everyone in the family, from birth through adulthood. Freas also expanded the summer reading program to include hands-on programming and greater family involvement and spearheaded the addition of Nature Explore community gardens at three branches.



Lynda Welborn Freas

The Sullivan Award for Public Library Administrators Supporting Services to Children is given to an individual who has shown exceptional understanding and support for public library service to children while having general management, supervisory, or administrative responsibility that has included public service for children in its scope.

Donor: Peggy Sullivan

WINNING TITLES



Schneider Family Book Awards

The **Schneider Family Book Awards** of \$5,000 to honor authors or illustrators for books that embody an artistic expression of the disability experience for child and adolescent audiences. Recipients are selected in three categories: birth through grade school (age 0–10), middle school (age 11–13), and teens (age 13–18).

Donor: Katherine Schneider

Winners of the Schneider Family Book Awards. From left: Wendelin Van Draanen, Brian Selznick, and Joan Bauer.

Joan Bauer's *Close to Famous*, the story of a tween girl with a reading disability who dreams of becoming a celebrity chef, shared the middle readers' award with Brian Selznick's *Wonderstruck: A Novel in Words and Pictures*, which links the experiences of two deaf children who live 50 years apart from one another. Wendelin Van Draanen's *The Running Dream*, which won the teen readers' award, examines 16-year-old runner Jessica's rehabilitation and return to the sport after she loses her leg. (The awards committee chose not to award a book in the young readers' category.)

ABC-CLIO/Greenwood Award for Best Book In Library Literature

ABC-CLIO/Greenwood Publishing Group Award for the Best Book in Library Literature of \$5,000 for a publication that helps library professionals in the areas of management principles and practice, understanding and application of new techniques, or furthering the education of librarians or other information professionals.

Donor: ABC-CLIO Greenwood Publishing Group

R. David Lankes foresees a bold future for librarianship in *The Atlas of New Librarianship*, which envisions a profession that "improve(s) society through facilitating knowledge creation" in each library's community. Lankes's innovative text, with its creative use of graphics and extended companion website, uses its unusual format to push librarians outside their comfort zones and consider what the future holds for them. Lankes is a professor at Syracuse (N.Y.) University's School of Information Studies and director of its library program, as well as director of the Information Institute of Syracuse, a research center and think tank.



R. David Lankes

W. Y. Boyd Literary Award

W. Y. Boyd Literary Award for Excellence in Military Fiction of \$5,000 for the author of a military novel set in a time when the US was at war and that honors the service of Americans.

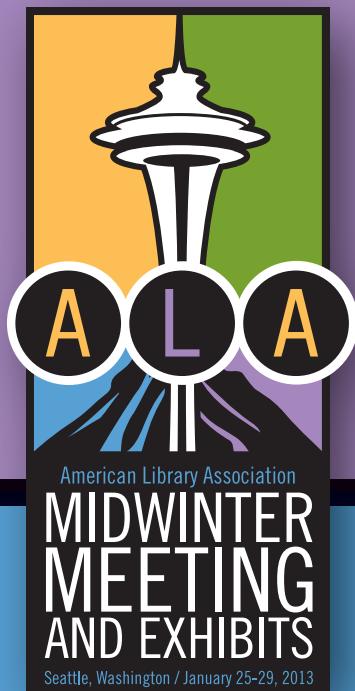
Donor: W. Y. Boyd II



Peter T. Deutermann

Reflecting on the devastation of World War II's Pacific theater from the perspective of three main characters—two Naval Academy graduates and a Navy nurse—Peter T. Deutermann's novel *Pacific Glory* offers a gritty, horrific view into what heroism meant to those who served on the sea and in the air. Deutermann drew on his own experiences as a Navy captain, as well as those of his father, a World War II vet who became a vice admiral.

The conversation starts here...



The conversation starts here...

The ALA Midwinter Meeting continues to develop and enhance its focus in response to what you as current, past, and future attendees tell us in surveys and other conversations that you're looking for and need. You want to go back to your libraries and other institutions with new tools and ideas for successful innovation and incremental improvements, as well as a renewed sense of energy. You want more participatory sessions and for content to be as current as possible. You're looking for all this from both listening to selected experts, including reports on research, and from formal and informal dialogue with colleagues and peers.

Be on the lookout for announcements about the many ways we're continuing to build on what you want—creating more opportunities for conversations not to be missed, more interactive sessions, ALA Masters Series, the ALA Unconference, Library Camp, and the 200+ discussion groups on important current topics.

New in January 2013 will be an expanded series of updates from a wide range of internal and external groups and partners that will keep you abreast of new and current research, data, and predictions, and give you a chance to ask questions. Key topics will be covered, such as federal legislation, regulation, public policy, ebooks and digital content, technology, accessibility, LIS research, book industry data, RDA, grant priorities, library user research, and more. Presenters and partners include, among others, ALA Washington Office, other ALA offices and divisions, and a number of external agencies, including IMLS.

Last year's very popular double-header featuring two afternoons of facilitated deep conversation will continue in Seattle. The specific focus—still under discussion—is likely to include community engagement.

All this is on top of high-profile Auditorium Speakers, ERT/Booklist Author Forum, and the Arthur Curley Memorial Lecture. There's also no shortage of opportunities for social events and fun given the attendees and what Seattle offers—we look forward to keeping you informed as you make your plans.

ERT/BOOKLIST AUTHOR FORUM

Friday, January 25

4:00–5:15 pm

Exciting panel of authors discussing their new books.

RIBBON-CUTTING CEREMONY & ALA/ERT EXHIBITS OPENING RECEPTION

Friday, January 25

5:15–7:00 pm

Visit your favorite exhibiting companies and meet new ones while enjoying food, entertainment and prizes.

“THINK FIT @ ALA” YOGA

Sunday, January 27

7:00–8:00 am

Think Fit Yoga is back at Midwinter 2013! Start your day off right with a refreshing morning workout; enjoy the 60-minute morning session led by certified yoga instructors.

BOOK BUZZ THEATER

Saturday, January 26 and Sunday, January 27

9:00 am–5:30 pm

Come hear the latest Buzz about the newest titles from your favorite publishers.

AUDITORIUM SPEAKER SERIES

Saturday, January 26

10:00–11:00 am

Steven Johnson: popular science author and media theorist

ARTHUR CURLEY LECTURE

Saturday, January 26

4:00–5:00 pm

ALA PRESIDENT'S PROGRAM

Sunday, January 27

3:30–5:30 pm

Join ALA President Maureen Sullivan for this exciting session.

YOUTH MEDIA AWARDS

Monday, January 28

7:45 am

WRAP UP/REV UP CELEBRATION AND RAFFLE

Monday, January 28

2:00–3:00 pm

Celebrate the wrap-up of the Midwinter Meeting & Exhibits and rev up for Annual Conference in Chicago.

Visit www.alamidwinter.org for a complete list of speakers and descriptions.

EXHIBIT HALL HIGHLIGHTS



American Library Association
**MIDWINTER
MEETING
AND EXHIBITS**
Seattle, Washington / January 25-29, 2013

With over 400 exhibiting organizations, the Midwinter Meeting Exhibits feature the latest in publishing, furnishings and technologies for your library. This makes the exhibit hall an integral part of the overall Midwinter experience and gives attendees the opportunity to get hands-on experience with the products and services that keep libraries in the forefront of their communities.

Beginning with the ALA/ERT Opening Reception on Friday night, the Midwinter Meeting exhibit hall is filled with special features and exhibits to fill your schedule.

THE POPTOP STAGE – POPULAR TOPICS, EVERY DAY.



The PopTop Stage will focus on extremely popular librarian favorites: Mystery, Romance, Technology and Travel. The PopTop Stage will feature readings, discussions, and presentations over the course of the exhibits.

VISIT THE ALA STORE

Find the Store at the 2013 ALA Midwinter Meeting on the main aisle near the center of the exhibition hall, ideal for easy access and convenient browsing. With plenty of new and bestselling items available, you'll want to make sure to carve out some time in your schedule to stop by!

Look for the best in professional library tools and resources at the ALA Store, too, including books from ALA Editions, Neal-Schuman, Facet, and Chandos, most at 20% off list price! Many more new and favorite titles from the many divisions of ALA will also be available. And be sure to ask us about free shipping on books purchased at the ALA Store.

Look for brand new Spring 2013 posters, bookmarks, and incentives from ALA Graphics, including the latest additions to the READ campaign. Other recent items include posters and bookmarks featuring Origami Yoda, Clifford the Big Red Dog, Captain Underpants, and John Green declaring "Reading is awesome," as well as the Play Read Grow sippy cup and READ magnifier bookmark. And while you're here, be sure to pick up the promotional materials for National Library Week, Teen Tech Week, Choose Privacy Week, and School Library Month.

Prices at the Store automatically reflect the ALA Member discount, so there's no need to dig out your membership card! Follow the ALA Graphics and ALA Editions Twitter and Facebook feeds for updates on author/illustrator signings, special offers, and more.

In addition to the exhibits, stages and pavilions on the exhibit floor, other vital services will be available to attendees. These include the Internet Room, Post Office, concession stands and lounge areas.

Interested in exhibiting? Visit <http://exhibitors.ala.org>

EXHIBIT HOURS – HALL A-C

FRIDAY, JANUARY 25
5:15 PM – 7:00 PM

SATURDAY, JANUARY 26
9:00 AM – 5:00 PM

SUNDAY, JANUARY 27
9:00 AM – 5:00 PM

MONDAY, JANUARY 28
9:00 AM – 2:00 PM



JANUARY 25-29, 2013 / WASHINGTON STATE CONVENTION CENTER / SEATTLE, WASHINGTON
WWW.ALAMIDWINTER.ORG

REGISTRATION, HOTEL AND TRAVEL INFORMATION



WHAT'S INCLUDED WITH YOUR FULL REGISTRATION

Sign up for full registration to take advantage of all the great meetings in Seattle. Included in the full registration package you get access to the exhibit hall, discussion groups and meetings, ERT/Booklist Author Forum, ALA President's Program, ALA Youth Media Awards, RUSA Book and Media Awards, Auditorium Speaker Series, Spotlight on Adult Literature, Job Placement Center and much more.

REGISTRATION CATEGORIES	EARLY BIRD BY NOV. 30TH	ADVANCE BY JAN. 11TH	ONSITE	ONE DAY
Member	\$170	\$190	\$190	\$140
Division Member	\$170	\$190	\$190	\$140
Student	\$65	\$87	\$87	\$62
Retired	\$170	\$190	\$190	\$140
Non-member	\$270	\$300	\$300	\$160
Exhibits Only - grants you access to the exhibit floor during exhibit hours.	\$35			

HOTEL RESERVATION DEADLINES AND INFORMATION

You must be registered for the Midwinter Meeting to make a housing reservation. Hotel reservation requests will be accepted until December 17, 2012, subject to availability. Rates are quoted for the room, not per person, and all rooms are assigned on a first-come, first-served basis. Special rates are available only when you book directly with Experient. All rooms are subject to applicable tax. All requests must include six choices. Make sure to give accurate dates of arrival and departure for everyone occupying the requested room. PLEASE NOTE: Experient does not assume the responsibility of pairing guests for double occupancy or in multiple housing units. After December 17, Experient will continue to make reservations on a space-available basis only (i.e., register early to get the hotel of your choice).

HOTEL CONFIRMATIONS, CANCELLATIONS OR CHANGES

Confirmation of the room reservation will be acknowledged by the travel desk and sent within 72 hours. If you have any questions regarding your reservation, or to make changes or cancellations, contact Experient at 1-800-974-3084, not the hotel. One night's room and tax guarantee to a credit card is required to hold hotel reservations. All changes and/or cancellations prior to January 16, 2013, must be made through Experient. After January 16, changes and cancels must be made direct to the hotel at least 72 hours prior to arrival date for most hotels.

TRANSPORTATION AND INFORMATION

Airport

Seattle-Tacoma International Airport (airport code SEA) is more commonly referred to as Sea-Tac and is the gateway to the Pacific Northwest of the United States. Sea-Tac is 17th busiest airport in the US serving over 31.5 million passengers. The airport has a Central Terminal with four branching concourses, A through D. There are also two Satellite Terminals, North and South. The airport has over 20 airlines and includes international non-stop flights to cities such as Beijing, China, Calgary, Canada, Dubai, UAE, and Seoul, South Korea. Located between the cities of Seattle and Tacoma, the Light Rail Link's SeaTac Airport Station is connected to the fourth floor of the Airport Garage. For terminal and airline information, call 1-800-544-1965 or visit www.portseattle.org/seatac.

General Parking

The Washington State Convention Center operates two covered parking garages that adjoin each other and the Convention Center. The two parking garages can accommodate approximately 1490 vehicles. Unlike most downtown parking garages located in the retail and theater district, Convention Center parking is located in close proximity to two I-5 exits and is accessible from the eastside of the freeway. Payment machines and the cashiers accept major credit cards and cash. Standard hours for the Convention Center Main Garage: Daily 5:30 a.m. - 12 midnight. Standard hours for the Convention Center Freeway Park Garage (located on Hubbell Street): Monday - Friday, 6:00 a.m. - 8:00 p.m. Meeting Planners can arrange to use a validation ticket to pay for their attendees' parking. Arrangements for validation must be made with the Parking Manager thirty (30) days before the event. For short-term bookings, exception will be made. Parking validation does not provide in-and-out privileges or guarantee space availability. Validation Main Garage = \$14.00, Freeway Park = \$13.00.

REGISTRATION, HOTEL AND TRAVEL INFORMATION



Taxi Service

Taxis are available at the Seattle airport on the third floor of the parking garage. Sedans and large vans are available. Call (206) 622-6500 or you can also visit their website at www.yellowtaxi.net. Stationed at the airport, STILA offers town cars, SUVs, and stretch limos and picks up passengers either at the curb outside of Baggage Claim or on the third floor of the parking garage. To arrange for a limousine or town car, use the touch screen to access "Ground Transportation" on any of the Travelers' Information Boards in Baggage Claim (located near the escalators), use curbside phones, or go to the Ground Transportation Booth on the third floor of the parking garage. You can also contact STILA at (206) 930-1966. To get a taxi from the Seattle convention center visit the Seattle Visitor Center desk which is located in the main lobby area on Level 1, directly across from Espresso Caffé Dior. Hours: 9 am to 5 pm, Monday - Friday.

Rentals/Charters

All rental car companies currently operating at Sea-Tac Airport have moved their customer service counters, rental vehicles and related activities to the new rental car facility. Dedicated shuttle buses operate 24 hours a day with two passenger pick-up areas located outside baggage claim at the north and south ends of the main terminal. Companies operating at the facility include - Alamo: 1-800-462-5266 or www.alamo.com, Avis: 1-800-331-1212 or www.avis.com, Budget: 1-800-527-7000 (local reservations), (800) 527-0700 (out-of-town reservations) or www.budget.com, Hertz: 1-800-654-3131 or www.hertz.com, National: 1-800-328-4567 or www.nationalcar.com, Advantage: 1-800-777-5500, (206) 824-0161 or www.advantage.com, Dollar Car Rental: (206) 433-5825 or www.dollar.com, Enterprise: (206) 246-1953 or www.enterprise.com, Thrifty: (206) 246-3005 or www.thrifty.com. Car rental companies have rental offices in downtown Seattle, at Sea-Tac International Airport, in Bellevue and Seattle's Eastside communities and throughout the region.

Rail

Get your train and bus tickets or other Thruway services on Amtrak.com to travel over 500 destinations via 30 plus train routes in the USA and Canada. There's no better way to visit the Emerald City. When you arrive by Amtrak, you step off the train just minutes from Pioneer Square, the Pike Place Market and many others of Seattle's famous attractions. Seattle, WA Amtrak train station has an enclosed waiting area, without Wi-Fi, with parking, accessible platform and wheelchair available. For schedule and fares visit Amtrak.com.

PUBLIC TRANSIT

King County Metro Transit

The "Metro" public bus system that operates throughout Seattle and King County is one of the most extensive and highly-praised in the nation. To find a route, maps and fare information for travel throughout and beyond Seattle, visit Metro online at metro.kingcounty.gov. Adult Fares range between \$2.25-\$3.00. Metro's Route 99 connects Seattle's International District, Pioneer Square, First Avenue destinations including the Seattle Art Museum and Pike Place Market, and Elliott

Bay waterfront attractions such as the Olympic Sculpture Park, Seattle Aquarium and ferry services. Visit Metro Online for a route map and timetable.

South Lake Union Streetcar

The South Lake Union Streetcar links Seattle's vibrant downtown core to the fast-growing South Lake Union neighborhood and new 12-acre Waterfront Park. Visit www.seattlestreetcar.com for a route map, hours of operation and ticket prices. Fares - Adult Fare: \$2.50, Reduced Fare: \$.75, Youth (ages 6-17): \$1.25, Children 5 and under ride free.

Seattle Center Monorail

The nation's first full-scale commercial monorail system provides a fun, two-minute link from downtown Seattle to the Seattle Center daily. The Seattle Center station is across from the Space Needle; in downtown Seattle, catch the monorail at Westlake Center at Fifth Avenue and Pine Street. Learn more at www.seattlemonorail.com.

Sound Transit

Link Light Rail connects downtown Seattle with Sea-Tac International Airport, making interim stops in Southeast Seattle neighborhoods. **Central Link** light rail travels between Westlake Station in downtown Seattle and Sea-Tac Airport, making 11 stops along the way. Link trains run every 7.5, 10 or 15 minutes depending on the time of day. Service is available from 5 a.m. to 1 a.m. Monday through Saturday and from 6 a.m. to midnight on Sunday and holidays. Adult fares range from \$2.00 to \$2.75 depending on how far you travel. Visit www.soundtransit.org for more information. Sounder Commuter Trains operated between downtown Seattle, Tacoma and Everett. Sounder trains travel between Tacoma and Seattle (making stops in Puyallup, Sumner, Auburn, Kent and Tukwila) and between Everett and Seattle (making stops in Mukilteo and Edmonds). Sounder regularly runs weekday mornings and afternoons only. Sounder also serves select major weekend events such as Mariners and Seahawks games. Adult fares are between \$2.75 and \$4.75 depending on how far you travel.

ALA SHUTTLE BUS SERVICE

Free shuttle buses, sponsored by Gale Cengage, will operate during the meeting. Service will also be provided for attendees with disabilities. Shuttle bus schedules (including daily pickup times, locations and destinations) will be published in Cognotes (the daily show newspaper available during the meeting) and will be available onsite. Complimentary bus service is provided by Gale Cengage Learning. Don't forget to stop by the Gale Cengage Learning booth to say thanks for the lift.

HOTEL MAP & RATE INFORMATION



	Hotels	Single/Double	Triple/Quad
1	Sheraton Seattle - H, BC, CI (HS/WIFI), F, IP, RS, SF	\$173/\$173	\$193/\$213
2	Westin Seattle - H, BC, F, IP, HS, RS, SF	\$173/\$173	\$203/\$233
3	Crowne Plaza Seattle - H, BC, CI (HS/WIFI), F, R, RS, SF	\$139/\$139	\$159/\$179
4	Fairmont Olympic Hotel - H, BC, CI (HS/WIFI), F, IP, R, RS, SA	\$199/\$199	\$229/\$229
5	Grand Hyatt Seattle - H, BC, CI (HS/WIFI), F, RS, SA	\$189/\$189	\$199/\$209
6	Hilton Hotel Seattle - H, BC, CI (HS/WIFI), F, R, RS, SF	\$149/\$149	\$169/\$189
7	Hyatt at Olive 8 - H, CI (HS/WIFI), F, IP, R, RS, SF	\$189/\$189	\$199/\$209
8	Mayflower Park Hotel - H, CI (HS), F, RS, SF	\$148/\$148	\$178/\$188
9	Hotel Monaco - H, BC, CI (HS/WIFI), F, R, RS, SF	\$159/\$159	\$174/\$189
10	The Paramount Hotel - H, BC, CI, F, R, RS, SF	\$125/\$125	\$145/\$165
11	Red Lion Hotel Seattle - H, BC, CI (HS/WIFI), F, R, RS, SF	\$149/\$149	\$169/\$189
12	Renaissance Hotel Seattle - H, BC, CI (HS/WIFI), F, R, RS, SF	\$149/\$159	\$169/\$179
13	The Roosevelt Hotel - BC, CI (HS/WIFI), F, RS, SF	\$119/\$119	\$139/\$149
14	W Hotel Seattle - H, BC, CB, F, HS, R, RS, SF, WIFI	\$159/\$159	\$189/\$199

Co-Headquarter Hotels

Key: BC=business center; CAT - complimentary airport transfer; CI= complimentary internet; CB=continental breakfast included; F=fitness center; FB=full breakfast included; H=handicapped accessible rooms; HB=hot breakfast; HS=high speed internet access; IN=internet in room; IP= indoor pool; OP=outdoor pool; RS=room service; SA=smoking rooms available; SF=smoke-free Hotel; WIFI=wireless internet access

REGISTER *for both* AND SAVE!

"The conversation starts here..."
in Seattle in January and continues
as we work on Transforming Our Libraries,
Ourselves in Chicago in June.

The conversation starts **here...**



DON'T MISS OUT-

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- › Over 500 programs presented by your peers and industry experts on a wide range of hot topics, from digital content to tools for advocacy, from ebooks and digital content to Makerspaces, and dozens more
- › 50+ topic-specific Institutes and Pre-Conferences hosted by AASL, ALCTS, ACRL, LITA, OLA, YALSA and ALA state chapters
- › Exhibit halls showcasing the latest publications, products, and services to improve your library—the most extensive exhibits for the library marketplace
- › ALA Masters Series, ALA President's Programs, Conversation Starters, Ignite Sessions, Unconference, Library Camp, Networking Uncommons and provocative Auditorium Speakers including Steven Johnson
- › Exhibit hall stages and in-booth appearances featuring hundreds of authors and illustrators of cook books, graphic novels, children's books, poetry, and more
- › Updates from the ALA Washington Office, Pew Research Center, and other leading institutions
- › Youth Media and other awards and related events, including Newbery, Caldecott, Printz, Odyssey, Carnegie, ALA Notables, and more
- › "Book Buzz Theater" introducing new and upcoming titles across all genres
- › ALA JobLIST Placement Center with tips and techniques for advancing your career
- › ALA Virtual Conference registration discounts



BUNDLE YOUR 2013 MIDWINTER AND ANNUAL CONFERENCE REGISTRATION

between September 10 and September 28, 2012, at alamidwinter.org/bundle to get the most at the best price.
Midwinter-only registration opens October 1, 2012. Annual-only registration opens January 14, 2013

Currents

- In July **Katie Albright** became director of Rossland (British Columbia) Public Library.
- In late July **Kathy Bell** was appointed librarian of the Nancy Carol Roberts Memorial Library in Brenham, Texas.
- In August **Annette Birdsall** became director of the Ulysses Philomathic Library in Trumansburg, New York.
- July 13 **Charlotte Buxton** retired as librarian of Baker Free Library in Bow, New Hampshire.
- Recently **Andrew Carlos** was appointed science and web services librarian at California State University at East Bay.
- In June **Dorothy Carlson** retired as head of children's services at Radnor (Pa.) Memorial Library.
- July 1 **Chris Dames** was named dean of libraries at University of Missouri—St. Louis.
- In August **Lon Dickerson** retired as director of Jefferson Parish (La.) Library.
- July 1 **Jayson Felty** became director of library services at the Preston G. Northrup Memorial Library in San Antonio.
- July 1 **Susan Gilman** was appointed access services and outreach librarian at the University of Oregon Portland Library and Learning Commons.
- July 26 **Karen Gonzales** retired as children's librarian from Missoula (Mont.) Public Library.
- July 1 **Michele Gorman** became deputy director for lifelong learning of Charlotte Mecklenburg (N.C.) Library.
- June 4 **Adelia Grabowsky** joined Auburn (Ala.) University Libraries as health sciences reference librarian.
- In July **Tracie Hall** joined Queens (N.Y.) Library as director, strat-



Lon Dickerson



Shayna Muckerheide



Adelia Grabowsky

- egy and organizational development.
- In June **Madeline Miele Holt** retired as director of Ames Free Library in North Easton, Massachusetts.
- July 1 **Leonora Kaufmann** became deputy director for library experiences of Charlotte Mecklenburg (N.C.) Library.
- July 1 Charlotte Mecklenburg (N.C.) Library welcomed **Lois Kilkka** as deputy director for library experiences.
- In June **Danielle Krol** became director of Mohave County (Ariz.) Library District.
- August 1 **Janice Larson** retired as librarian of Ransom Memorial Public Library in Altona, Illinois.
- July 30 **Melanie Lightbody** was appointed director of libraries for the Butte County (Calif.) Library.
- Effective September 13 **David Mather** will become director of Gulfport (Fla.) Public Library.
- September 1 **Gerry Meek** will retire as director of Calgary (Alberta) Public Library.
- Effective in September **Greg Mickells** will become director of Madison (Wis.) Public Library.
- July 16 **Suzanne Moore** became county librarian of the Ashe County (N.C.) Public Library.
- In June **Shawn Morin** was named chief operating officer for Ingram Content Group Inc. in Tennessee.
- July 2 **Gabriel Morley** became director of the Calcasieu Parish (La.) Public Library.
- July 30 **Shayna Muckerheide** was appointed technical services and special projects manager at Bellevue (Ohio) Public Library.
- In June **Kari Oanes** became children's librarian at Austin (Minn.) Public Library.
- June 26 **Linda Peelle-Haddeman** retired as librarian at the Bayliss branch of the Willows (Calif.) Public Library.
- July 1 **Eva Poole** became chief of staff at the District of Columbia Public Library.
- July 1 **Kathy Rieger** was appointed director of the Council Bluffs (Iowa) Public Library.
- July 9 **Paula Settoon** became dean of the Learning Resources Center at Tulsa (Okla.) Com-

CITED

- In July **Shelley Arvin**, Indiana State University assistant librarian, was named the winner of the Winifred Sewell Award at the Special Libraries Association's annual convention in Chicago. The BioMedical and Life Sciences Division selected Arvin for innovative use of technology in promoting biological and medical information.

munity College.

■ **Jack Siggins** retired August 31 as university librarian of the Estelle and Melvin Gelman Library at George Washington University Libraries in Washington, D.C.

■ In July **Ricky Sirois** became director of the Griffin Free Public Library in Auburn, New Hampshire.

■ In August **Starr Smith** became branch manager of Tysons-Pimmit Regional Library in Falls Church, Virginia.

■ July 1 **Tracy Smith** was appointed director of college libraries at Pearl River Community College in Hattiesburg, Mississippi.

■ In June **Monika Tobin** retired as library assistant at Truckee (Calif.) Library.

■ August 6 **Mary Vernau** was named Tyler, Texas, city librarian.

■ August 13 **Elaine Westbrook** became associate university librarian for research at the University of Michigan Library in Ann Arbor.

■ July 1 **Eloise Williams** was appointed librarian of Attala County (Miss.) Library.

At ALA

■ In July **Casey Kinson** joined ALA as program coordinator for the Asso-



Gabriel Morley



Andrew Carlos

ciation of College and Research Libraries.

■ **Stephanie Kuenn** left ALA as web services manager for the Young Adult

Library Services Association July 26.

■ In July **Shumeca Pickett** became administrative assistant in the Office for

Intellectual Freedom.

■ July 23 **Kerri Price** joined the Office of ALA Governance as Executive Board secretariat. ■

OBITUARIES

■ **Mabel Burklow**, 101, former librarian and teacher, died July 11. Burklow served as librarian at the former Fleming-Neon High School in Kentucky for several years before moving to Hazard, Kentucky, in 1953. She then became teacher and librarian at Roy G. Eversole School in Hazard until her retirement in 1980.

■ **Margaret Goggin**, 93, died June 10 after a lengthy battle with Alzheimer's disease. She served the University of Florida in a number of positions from 1949 to 1968 including associate professor of library science, assistant director, and acting director of libraries. In 1968, the University of Denver hired Goggin as full professor and dean of the graduate school of librarianship. In 1980, she was the cofounder of what is today the Colorado Antiquarian Book Seminar. In retirement, she served as interim director of collection management at Emory University from 1986 to 1988; coowner of Book Seminars, Inc. from 1986 to 1995; and owner of Margaret K. Goggin Books beginning in 1994.

■ **Helen Harding**, 101, former director of Gale Free Library in Holden, Massachusetts, for 25 years, died June 29.

■ **Michele Honochick**, 63, died June 25 from a stroke. Since 1999, she was school librarian at Salisbury High School in Allentown, Pennsylvania.

■ **Mary Lambdin**, 97, former children's librarian at the Enoch Pratt Free Library in Baltimore, died July 15.

■ **Margaret Mahy**, 76, died July 23 after being diagnosed with cancer. She worked for the Petone Public Library in New Zealand, and in 1967 for the School Library Service in Christchurch. In 1969, she published her first book, *A Lion in the Meadow*. Mahy wrote more than 120 books and won the UK Carnegie Medal for outstanding children's writing twice.

■ **Hedwig Saucier**, 89, died June 25 from complications related to pneumonia. Saucier was a US military librarian in Bremerhaven, Germany.

■ **William Joseph Welsh**, 92, died July 13. He worked for 41 years at the Library of Congress. When he retired in 1988, he had served for 12 years as Deputy Librarian of Congress, where he accomplished a great deal, including his roles in the renovation of the historic Jefferson Building, the development of a process to lengthen the lifespan of books by deacidifying the paper on which they were printed, supporting an intern program to develop new leaders, and overseeing a pilot project on the use of optical disk technology to store pictorial and textual material in compact formats. In 1971 he was the recipient of the American Library Association's Melvil Dewey Medal for his imaginative leadership and wide-ranging contributions to librarianship. In 1983, he was presented with the Distinguished Service Award by the Library of Congress.

Send notices and color photographs for *Currents* to Katie Bane, kbane@ala.org.

Space: The New Frontier

Reconfiguring library floor plans for 21st-century learning

by Linda W. Braun

About 10 years ago I had an experience with a small group of teen girls that taught me a lot about the impact of a facility's use of space on young people. We were at the Mount Holyoke College library and I wanted to show the teens the college's information commons. To get there, we had to walk through the hushed, shadowy, austere reference area. I could sense that the girls were feeling intimidated by the environment. Then, reaching the end of a long hallway off of reference, it was as if the world opened up.

There, before us, was the information commons: a space filled with light, computers, and collaborative study spaces. The girls exclaimed excitedly as we walked into the space, and they literally skipped to the computers and started looking at websites together.



As collection formats change, so too will the ways young people learn and the space needed for them to learn.

Commons connections

As collection formats change, so too will the ways young people learn and the physical-space configuration they need to learn. Children and teens need spaces that permit hands-on contact with technology and raw materials. Information commons, learning labs, and makerspaces are finding their way into library buildings. Sometimes

the three are combined in interesting ways.

An information commons (sometimes called a learning commons) is probably the most traditional of the three space types. In a commons, books and traditional materials are pushed to the periphery—or they aren't included in the space at all. Instead, the space is quite open, with a variety of seating types, technology, and lots of space in which collaboration can easily take place.

A learning lab, frequently modeled on the YOUmedia space (youmedia.org) at the Chicago Public Library, is dedicated to giving young people opportunities to gain 21st-

century digital literacy skills through content creation and collaboration. These spaces often have creation stations where kids and/or teens create videos, produce music, write, or learn photography. Again, collaboration is key in these spaces as young people get to build, think, and problem solve in groups.

According to the Makerspace website, a makerspace is "a place where young people have an opportunity to explore their own interests, learn to use tools and materials, and develop creative projects." Although they don't necessarily include technology, these projects often do. Makers sometimes use 3D printers to construct

objects, or they may create robots or more traditional objects such as go-carts. Whatever the project, the key is that young people have a space in which to make things that relate to their particular interests, and in the process, gain skills in problem solving, critical thinking, teamwork, and research.

Make way for makers

Are you saying to yourself, "Is this really what my library space has to look like?" In the 21st century, less library floor space will be taken up with shelves full of books, leaving room for these innovative spaces and giving youth services staffers the opportunity to do more of what they are trained to do—connect youth with information, knowledgeable adults, and resources to help them gain skills and knowledge. These might be skills in digital content creation, robot production, or research, all of which will serve young people well when they move into the worlds of work and higher education.

As you begin to plan, don't worry; help is available. ALA's Young Adult Library Services Association released new national space guidelines for public libraries (ala.org/yalsa/guidelines/teenspaces), and many institutions are already innovating in library space design and use. ■

LINDA W. BRAUN is an educational technology consultant for LEO: Librarians and Educators Online and a past president of ALA's Young Adult Library Services Association.

Community Connections

Using technology to reach your clientele

by David Lee King and Michael Porter

Has your library ever thought about using technology and community-wide projects to connect with customers? It's not easy to pull off, but if you're successful, your library can make new friends and contacts and can provide useful knowledge or entertainment for the community along the way.

Topeka, where David works, has done a number of these projects—but with a technology twist. Here are some examples to get us started.

Community novel project

Topeka and Shawnee County (Kans.) Public Library is in the process of writing a serialized novel. Here's the plan: The library created a summary of the novel, devised a rough outline to follow, and wrote the first chapter. Then we found local authors (many of whom have participated in National Novel Writing Month, or NaNoWriMo, events in the past) and assigned each a chapter to write. We publish one chapter a week in a blog post, and chapter authors can read the previous week's chapter before they write theirs. Check it out at tscpl.org/community-novel.

Once the novel is finished, we plan to hold an author signing event at the library and give each author a printed copy of the book (via a service like Lulu or CreateSpace). We also plan to create an ebook version of the novel and sell it on Amazon to complete the process of creating a community-written novel from scratch.

Community connections for this project include gathering local authors around a project, letting our community in on the fun through posting the next chapter of the book each week, and allowing the public to comment on what they read.



and technology, you too can reach a broader audience and build community relationships.

Podcamp Topeka

Topeka has also created a conference for local social media users called Podcamp Topeka. Because it is an unconference, Podcamp Topeka includes a mix of planned and unplanned sessions. The day usually starts off with a keynote speaker. Breakout sessions are a mix of planned-out sessions and topics dreamed up the day of the conference. Some meeting rooms are left open for discussions to take place.

Community connections for Podcamp Topeka focus on making connections with area residents. Participants can meet other local professionals interested in social media and can facilitate further meetings if desired. We are also able to share some really useful information and brainstorm during the conference.

Library 101

We have done a few librarian-focused community projects, too. To date, the biggest was the Library 101

project. For Library 101, organizers asked some smart people in the library and information industry to write essays about the future of libraries and then published those essays on a website. We created

a music video around the project, which focused on the project theme. The video featured hundreds of librarians providing content in the form of photos. So far, that video has been watched almost 27,000 times, and the essays have been popular too.

Community connections for this project included giving other librarians a magazine's worth of essays from thought leaders, and an example of creating media and promotional material for a web-only project through social media tools such as blogs, Facebook, and YouTube.

These three examples of using online social tools to reach different segments of a community will hopefully get you thinking about how to use technology to reach your community in a big way.

Has your library done this type of project? We'd love to know. What worked? What didn't? ■

DAVID LEE KING is digital services director for Topeka and Shawnee County (Kans.) Public Library. MICHAEL PORTER is currently leading the effort of the e-content-centric nonprofit Library Renewal and has worked for more than 20 years as a librarian, presenter, and consultant for libraries.

Librarian's Library

The Library Is the Real School

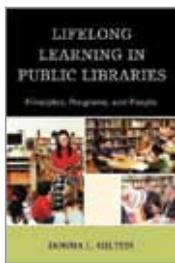
by Karen Muller

"I am a librarian. I discovered me in the library. I went to find me in the library. Before I fell in love with libraries, I was just a 6-year-old boy. The library fueled all of my curiosities, from dinosaurs to ancient Egypt. When I graduated from high school in 1938, I began going to the library three nights a week. I did this every week for almost 10 years and finally, in 1947, around the time I got married, I figured I was done. So I graduated from the library when I was 27. I discovered that the library is the real school."

—Ray Bradbury,
"The Art of Fiction No. 203"
The Paris Review, No. 192
Spring 2010

Fall is back-to-school time, and with this gathering of recent books, we explore the educational role of libraries.

Public libraries have long been viewed as a key component for adult continuing education. As our economy has become more information based, information literacy, in turn, has become a key life skill and a necessary building block for ongoing learning. In *Lifelong Learning in Public Libraries: Principles, Programs, and People*, Donna L. Gilton explores the principles of information literacy instruction and provides a framework for implementing programs in pub-



lic libraries. This is a thoroughly researched overview, providing the foundation to develop a strategy rather than the practical details needed to execute it.

INDEXED. SCARECROW PRESS, 2012. 252 P. \$45. 978-0-8108-8356-7 (ALSO AVAILABLE AS AN EBOOK.)

Although targeted for the academic library, Monty L. McAdoo's *Fundamentals of Library Instruction* examines the basics of a library in-



struction program and presents concepts that can be applied in many types of libraries. With libraries being transformed from primarily print-based material to digital collections, librarians need to provide instruction in the use of all types of information and information resources. McAdoo covers models for library instruction programs, the challenges of teaching, and delivery mechanisms, along with a discussion of the issues of assessment and indicators of effectiveness.

INDEXED. ALA EDITIONS, 2012. 128 P. \$55. 978-0-8389-1141-9

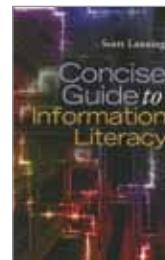
Where Gilton provided the "why" and McAdoo the "how," Scott Lanning presents the "what" in *Concise Guide to Information Literacy*. This is not a guide for the librarian on how to develop a program for informa-



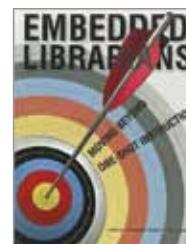
It's back to school time—and time to brush up on our skills as educators.

tion literacy; rather, it is a sourcebook for the student to use when undertaking research, or for the public library researcher to use as a refresher for the scholarly process. The book includes the nature of information and where to find what is needed, whether in a catalog, a database, or on the web; the range of library resources available; evaluation of the research process; and how to ethically use—and not misuse—information.

INDEXED. LIBRARIES UNLIMITED, 2012. 99 P. \$35. 978-1-59884-949-3 (ALSO AVAILABLE AS AN EBOOK.)



Embedded Librarians: Moving Beyond One-Shot Instruction is a collection of essays, gathered and edited by Cassandra Kvenild and Kaijsa Calkins. Embedded librarianship is a model in which the librarian works closely and collaboratively, over an extended period of time, with a nonlibrarian group—a class, an academic department, a functional unit in a company—to ward an information-resource goal or information literacy goal. In distance education and on-

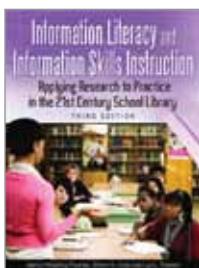


ROUSING READS

GREGORIAN CHANTS MEET THELONIOUS MONK

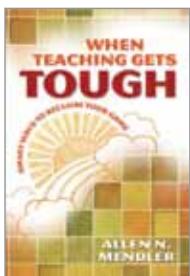
line course models, the embedded librarian participates in the course, providing information resource guidance at appropriate points, in collaboration with the instructors. The essays provide descriptive background along with case studies. NOT INDEXED. ASSOCIATION OF COLLEGE AND RESEARCH LIBRARIES, 2011. 248 P. \$48. 978-0-8389-8587-8

As might be expected from a third edition, *Information Literacy and Information Skills Instruction: Applying Research to Practice in the 21st Century School Library* by Nancy Pickering Thomas, Sherry R. Crow, and Lori L.



Franklin is a thorough exploration of information literacy and library instruction. The authors review the evolution of school library standards through the current AASL

Standards for the 21st Century Learner. Using research, they present the key elements of the information search process and how to teach that process to developing students. INDEXED. LIBRARIES UNLIMITED, 2011. 261 P. \$40. 978-1-59884-490-0 (ALSO AVAILABLE AS AN EBOOK.)

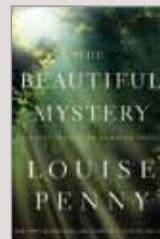


Finally, as we implement library instruction programs, we are continuously learning to teach. Allen N. Mendler's *When Teaching Gets*

Tough: Smart Ways to Reclaim Your Game is intended for the classroom teacher, but the tips and strategies offered may be useful in the library instructional setting as well. INDEXED. ASCD, 2012. 192 P. \$26.95 (ASCD MEMBERS, \$19.95) 978-1-4166-1390-9

KAREN MULLER is librarian and knowledge management specialist for the ALA Library.

Somewhere, I told myself, amid shelves of long-ignored LPs, I had a recording of Gregorian chants. But where? After much foraging, the album eventually turned up, and, remarkably, my ancient turntable still worked, giving me the chance to experience—for the first time in some 40 years—the otherworldly serenity of this hypnotically alluring musical form.



What prompted me to return to Gregorian chants? A novel, naturally: *The Beautiful Mystery*, by Louise Penny, the latest in her wildly popular series starring Armand Gamache, chief inspector of the Sûreté de Québec. That I am an unabashed fan of this series is itself a little surprising. Usually, I prefer my crime fiction to be thoroughly hard-boiled, without a hint of coziness. I want my heroes to drink booze, not tea, and I don't want anyone interrupting the action to tell me how to make muffins. Penny's novels are hardly traditional cozies, but when the setting is Three Pines, the Brigadoon-like village outside of Montreal, there is an undeniably cozy feel, and there is often plenty of muffin-making.

Her latest isn't set in Three Pines, but it does take place about as far from my preferred mean streets as you can get: a monastery in a remote corner of Quebec. Not only that, the book's plot is centered on the "beautiful mystery" of Gregorian chants (a far cry from Thelonious Monk, who occupies pride of place on my iPod). So why in the world was I so entranced by this novel, which begins when the choir director at the monastery is murdered, his skull bashed in with a rock? Perhaps it's because Penny, even when she works within the tight structure of a classical mystery—whether it's a Christie-like cozy or a locked-room drama—always incorporates a wealth of deeply felt emotion and inter-personal drama.

The locked room here, of course, is the monastery itself; outsiders are not allowed inside the walls, where 24 cloistered monks pray, make chocolate, and sing—though a few years earlier a homemade recording of their chants was released and created a sensation. Now, with the murder, the doors of the monastery are opened to Chief Inspector Gamache and Inspector Jean-Guy Beauvoir, who are charged with finding a killer among a group of largely silent monks, who, it quickly becomes apparent, are engaged in a civil war over their music, but one "fought with glances and small gestures"—until now, when rocks have been added to the arsenal.

Yes, the action takes place in a locked room, but Penny layers her plots so intricately that we never feel confined. "The deepest passions could appear dispassionate, the face a smooth plain while something mammoth roiled away underneath," Gamache thinks, expressing not only his frustration with the case but, inadvertently, the coming crisis in his relationship with Beauvoir. Of course, there is always something mammoth roiling away beneath the surface of Penny's novels, but this time the roiling is set against the serenity of the chanting, producing a contrapuntal melody of uncommon complexity and beauty—just the ticket for a Thelonious Monk fan.



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Solutions and Services

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Indus International introduces the Indus 4601-SL, a screenless microfilm scanner that supports other media such as microfiche, aperture cards, micro opaque cards, and jackets. It can scan up to 600 dpi, and one major scanner feature is auto-advance, which allows for continuous scanning of 16mm or 35mm roll film. Some other features include image rotation, skew adjustment, image masking, scan-to-file, and scan-to-print. Released just this summer are two new features in the software: scan-to-email and searchable PDF.



cengagesites.com/Literature/782/gale-business-insights-global-essentials/

Gale, part of Cengage Learning, announced the launch of Business Insights: Essentials, a new resource for research on business, companies, and industries. It was built on the same intuitive platform as Business Insights: Global but will replace Gale's long-standing Business and Company Resource Center database. The new platform and features included in Business Insights: Essentials make it more intuitive and user-friendly. Librarians can more effectively help faculty, students, and patrons investigate investment opportunities, research businesses, analyze and compare financial and statistical data with interactive charting tools, compare companies within an industry, and much more. Current Business and Company Resource Center customers can migrate to Business Insights: Essentials at no additional charge.

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The Healthcare Information and Management Systems Society (HIMSS) has partnered with Impelsys to introduce an application for the Apple iPad that delivers convenient access to its newly released library of ebooks. This new app for the iPad allows users to go directly into the HIMSS ebook store and check out available titles immediately. Customers can browse for ebooks by category and search for them based on various keywords. Once the ebook is purchased, the customer can download the full ebook, read at his or her own pace, add bookmarks, and much more. The app for HIMSS allows health information professionals to quickly obtain the content they need directly on their iPads, and it helps the organization make its valuable content accessible to members and nonmembers alike from any location in the world.



To have a new product considered for this section, contact Katie Bane at kbane@ala.org.

ebSCOhost.com/novelist/libraryaware >>>

In July EBSCO Publishing and the creators of the readers' advisory service NovelList announced the launch of LibraryAware, a new online marketing program designed to meet the growing needs of libraries to create, deliver, and measure promotional messages that extend outreach into communities and bring patrons into libraries. LibraryAware equips librarians with tools to reach out to patrons and help them discover the programs, products, and services libraries have to offer. Librarians can combine professionally designed templates with their own pieces of reusable content to carry information across an entire suite of promotional materials that can then easily be delivered to customers, community partners, elected officials, and the media.



CASE STUDY

OCLC BRINGS TIME-SAVING SERVICES TO WISCONSIN

The Todd Wehr Memorial Library is part of Viterbo University, a Catholic Franciscan institution in La Crosse, Wisconsin. In March 2010, library management started exploring ways to better organize and increase efficiency. At an OCLC event at the 2011 ALA Midwinter Meeting, Library Director Gretel Stock-Kupperman was impressed with the speed of work in OCLC WorldShare Management Services compared with its existing system. The library decided to make the switch, and from May 2011 to October 2011, it migrated to WorldShare. This included three systems' worth of data. The most fundamental changes for the library were new workflows, which cut cataloging time by 75% and selection process by 50%. Saving time was the biggest gain.



Todd Wehr Memorial Library

the value of the search results instead of where to click and which silo to search. This helped students see the extent of the library's materials and how to conduct research more effectively. "We now have a search interface that looks like a modern search engine. Needless to say, our users have wholeheartedly embraced this change," Stock-Kupperman said.

She suggests librarians might want to think about several factors if considering WorldShare Management Services. One is the environment of change it will bring. Because librarians will be driving the new system based on their unique needs, being engaged and vocal is key. Another factor is preparing for the collection to be discovered. While it's great for users, it can bring to light the

extent of outdated materials. Last is the willingness to review all processes and start by asking questions, as opposed to immediately trying to figure out what the system does. With WorldShare, Wehr library now drives the workflow and decides how to operate.

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Yale University Library Seeks Applications and Nominations for Digital Preservation Librarian The Digital Preservation Librarian (DPL) will develop a plan to ensure effective acquisition, description, preservation, future migration, and security of all Yale Library digital components that must be preserved indefinitely. While reporting to the Director of Preservation, it is expected the DPL will work closely with and coordinate digital policies & procedures with Library & University IT and with Library departments/units that have borne digital collection material and significant digital surrogates of analog material. **For a complete position description and application guidelines, please see: <http://goo.gl/iH8Sj>** AA/EEO

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WANTED

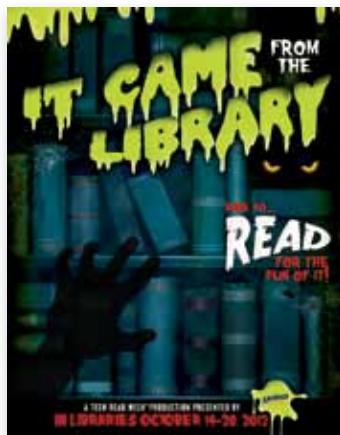
E. Mason at 94 needs Brother model WP3410 word processor in good condition 859-266-2340

CONTACT E-mail joblist@ala.org or call 800-545-2433, Katie Bane, ext. 5105. Career Leads, American Libraries, 50 E. Huron St., Chicago, IL 60611; fax 312-337-6787.

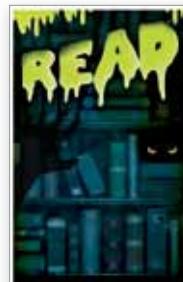
Celebrate Teen Read Week This Fall

It Came from the Library, YALSA's 2012 Teen Read Week theme, offers a fun and simple way to show off what's lurking in your library! Use this event, October 14–20, as a convenient opportunity to highlight what your library has to offer teens and their families, from best sellers to quirky special collections.

Find out more at www.ala.org/teenread.



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Is God Really a Librarian?

Turning the actuarial tables in my favor

by Will Manley

This old Irish joke is as old as the sod: “It’s always puzzled me,” said the Irishman, looking up from his newspaper, “how every time the Lord gets it right. People always seem to be dying in alphabetical order.”

The other Irishman responds, “I guess that means God is a librarian.”

I was reflecting the other day how throughout my library career, different parts of *American Libraries* became important to me. While I was still an undergraduate, I perused the magazine in general to learn more about what librarianship was all about. Then when I had decided to go for an MLS and make it my career, I homed in on articles about various library schools. In library school, the job ads became a priority. Once ensconced in my career, I realized that no one wrote about library matters better than *AL* Editor Art Plotnik, so I read his ar-

ticles with great interest. Then came a time when I was interested in getting involved in ALA and so all the organizational material appealed to me.

Now that I am a retired sexagenarian, the first page I turn to is the obituaries. I’m at the age where one day I will get a letter from the friendly folks at “Smart Cremation,” and the next I’ll get an invitation to join the Neptune Society, which people are just dying to get into.

So, right ... death is just an email away. We boomers may not be retiring as expected, but we are dying. That’s why the library obituaries have become a main point of interest for me. As you might expect, the *American Libraries* obituaries are listed in alphabetical order, and while that is the librarianish thing to do, I find it rather annoying. I

would prefer *AL* list obits by age, from youngest to oldest.

Why? I’m at that point in my life where I don’t care so much who is dying but rather how old they were. With few exceptions, I don’t recognize the names of the departed (although from time to time a name will ring a bell and I’ll think,



Now that I’m retired, the first page I turn to in *AL* is the obituaries.

“Well, old Fred the cataloger died. How did they know? He was a rather quiet man.”)

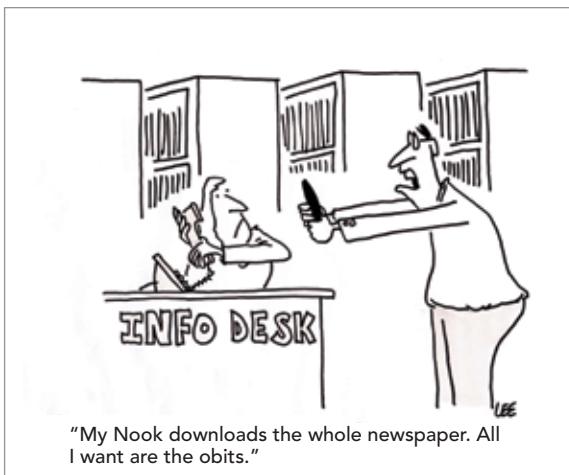
But for the most part I want to know how old a librarian was when he/she died

so I can run some actuarial numbers in my head. Do librarians live longer than, say, welders, plumbers, bankers, or computer programmers? Each issue, I add up the ages of all the people listed in the *AL* obits and divide that by the number of deceased. This gives me an average age of death for librarians. Then I compare it to my own age—62. This gives me some idea of how many years I may have left.

When I received my May/June *AL*, I was feeling quite spry and happy (62 is the new 42!) because eight librarians were listed in the obits, and their average age of death was 87. The oldest lived to 102 and the youngest was 65. That gives me 25 more years to write about libraries.

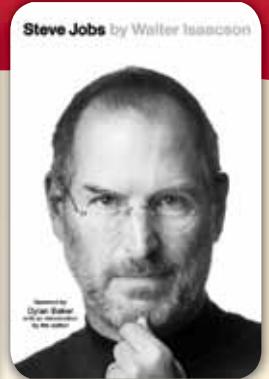
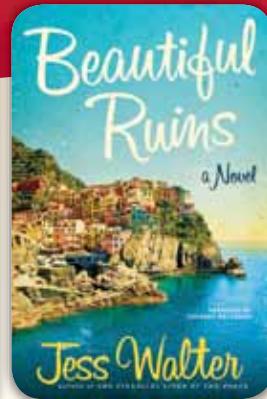
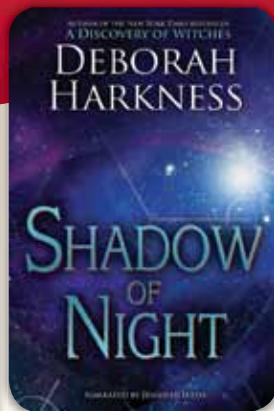
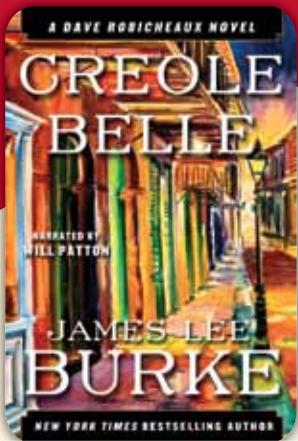
Of course my good news is bad news for those librarians in graduate school looking for jobs. Much has been written about how the tidal wave of boomer retirements has fizzled into a ripple. For many reasons, mostly financial, librarians are not retiring as quickly as expected. And librarians don’t seem to be dying as quickly either. ■

WILL MANLEY has furnished provocative commentary on librarianship for over 30 years and nine books on the lighter side of library science. Write him at wmanley7@att.net.

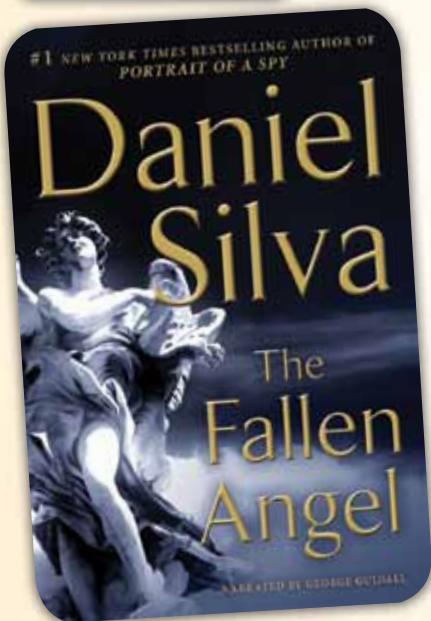


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