

Eager to look at the latest in library products, attendees crowd the exhibit floor to be the first to see what exhibitors have to offer.

Something Kicking in My Soul: Richard Ford on Writing

Rules for writing novels are different for every writer said Richard Ford, author of *Canada*, the 2012 recipient of the Andrew Carnegie Medal for Excellence in Fiction. Ford spoke yesterday at the PLA Opening Lunch. He started writing *Canada* in October of 1989 in Montana. "I ended up with some time on my hands, so as a writer I thought, I'd better write something."

He began the story with the concept of a boy that couldn't take care of himself and gets sent to Saskatchewan. Why he was sent and why his parents couldn't take care of him, Ford hadn't

figured out yet. "I connect one thing I know in advance with another thing I know in advance."

He set it aside after writing 11 pages knowing that he would get back to it in the future. "I didn't know it would be over 20 years," said Ford.

He wrote other books in the meantime, and never considered resuming his work on the story. "It is generally not like me to do that. I am possessed to get things finished, and unfinished things made me feel awful about myself. Starting out in the 1960s, I was terrified of having deskfuls of unfinished manuscripts."

He did keep those 11 handwritten pages alive in his memory. "I would mouse away note after note when new things came to mind." He kept a brown cardboard envelope in the freezer wherever he lived so that he always knew where the notes were and his dogs wouldn't get and destroy them. But still, he never looked at the notes.

He was nervous about examining them. He feared that if he read the notes he would hate them, or his idea would have lost its currency. "The *Canada* that I would have written in 1989 might have no interest for me now," Ford lamented.

But Ford could not get away from the novel. "I thought I should put these words back in play, so for reasons



Richard Ford

Continued on page 6

Inspirational Talk Sets Tone At Opening Generational Session

Bryan Stevenson, Founder and Director of the Equal Justice Initiative, delivered a compelling speech that challenged the packed house to work as agents of social change. Stevenson began his talk by recalling how he used the public library as a child: to read the stories of people he wasn't learning about in his segregated elementary school. Later, when a classmate's parent complained to the school board about *The Catcher in the Rye*, Stevenson ran to the public library to read the banned book.

Stevenson centered his talk on



Bryan Stevenson delivers the Opening General Session address on Wednesday afternoon.

four principles: proximity, changing the narrative, hope, and doing things

Continued on page 11

Right Book, Right Person, Right Time: Ann Patchett Provides the Word

Ann Patchett took the role of readers' advisor and shared some of her favorite books with an enthusiastic audience on Wednesday morning. "The very best thing about owning a bookstore is when people come up to me and say, 'I love your bookstore.'"

Two recent books Patchett has enjoyed are *Redeployment* by Phil Klay and *The Goldfinch* (Donna Tartt)—this book hit #1 on the bestseller list in February after being released in October.

"I have been very attracted to sad books since my sister's husband died in January," said Patchett. "We can use books to make sense of our lives. Sometimes we are looking to be lifted out of our lives, but sometimes we are looking for someone to speak to us straight on, and that can be a great comfort," she said citing the book *Wave* (Sonali Deraniyagala) in which the author is on vacation with her family when



Ann Patchett

a tsunami hits and only the author survives.

She suggested the following titles with her impression of the book:

The Suicide Index by Joan Wickersham – "Unbelievable;" *Act One* by Moss Hart – "Unforgettable;" *Men We Reap* by

Continued on page 6

Today's Schedule

- 7:30 AM–5:30 PM..... Registration
- 8:15 AM–9:15 AMBig Ideas With Simon Sinek
Exhibits Halls F & G
- 9:30 AM–5:00 PM..... Exhibits
- 9:30–10:45 AM Exhibits Coffee Break
- 10:45 AM–12:00 PM.....Programs/Conversations
- 12:15–1:45 PM.....Adult Author Lunch With Jane Pauley
Required preregistration
Sagamore Ballroom 1-4
- 12:15–1:45 PM..... Children's Author Lunch With Brad Meltzer
Required preregistration
Sagamore Ballroom 6-7
- 1:00–3:00 PM Career Fair
Rooms 201-202
- 2:00–3:15 PM.....Programs/Conversations
- 3:15–4:15 PM..... Exhibits Coffee Break
- 4:15–5:15 PM.....Programs/Conversations/Spark Talks
- 6:00–8:30 PM.....Audio Publishers Association Dinner
Required preregistration
JW Marriott Hotel — White River Ballroom

Indiana Library Federation Works For Hoosier Libraries and Librarians

By Susan Akers, Executive Director, Indiana Library Federation

Indiana communities have always been passionate about their libraries. This is evident in the fact that there were 164 Carnegie libraries built in Indiana—more than in any other state. At that time communities requesting funds were required to demonstrate the need for a library, provide a suitable tract of land, and establish a tax that would generate funds amounting to one-tenth the original grant, annually, for the maintenance of the institution. The first library built in Indiana with Carnegie funds was the domed structure dedicated in Goshen in 1903. Indiana received its last grants for Carnegie libraries in Lowell and North Vernon in 1918.

The Indiana Library Association (now Federation) (ILF) was originally organized by volunteers who were library trustees in 1891. The ILF is comprised of four associations that represent those who work in public, school, and academic libraries, as well as library trustees. These groups work on behalf of more than 1,200 personal members and hundreds of trustee members throughout Indiana's 92 counties.

Recent initiatives of ILF have

included increased use of technology; improved membership database services; a commitment to better communication with members; strengthened advocacy efforts; expanded collaborative programming; and more resources to help libraries promote their services. The ILF also is devoted to fostering the professional growth of its members and to promoting libraries of all types. It offers valuable continuing education credits and outstanding networking opportunities, including an annual 2.5 day conference, which attracts nearly 1,000 librarians. Its legislative advocacy program involves a network of volunteers and two public affairs lobbyists who keep state and federal lawmakers informed of the library community's concerns. ILF also has an active committee which works on intellectual freedom issues.

In addition to receiving reduced registration fees for ILF conferences and webinars, members receive a monthly newsletter and a journal. There are other great benefits, including, a mentoring program, leadership opportunities, eligibility for awards and scholarships, and more. For more information about the Indiana Library Federation visit <http://www.ilfonline.org/>.



Join the Conference Conversation on Twitter:
Use hashtag #PLA2014

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Libraries Transforming Communities: Learn to Lead Social Change with Four 'Turning Outward' Sessions

By Sarah Ostman

All communities have challenges, and libraries are directly affected by them. At the San Francisco Public Library (SFPL) in 2010, the challenge was homelessness — and it was driving a wedge between homeless and non-homeless patrons.

SFPL could have viewed the problem as an institutional one, taking steps to curb the clash within the library. But instead they turned their focus to the community, partnering with city services to create a homeless

and poverty outreach team and hiring an in-house social worker. Today, this social worker and her staff — four formerly homeless, now gainfully employed health and safety associates — reach out to homeless library patrons to help them find shelter, showers, and hot meals.

Across the country, librarians are in a unique position to help conquer community challenges like these — if they have the right tools. A series of programs during PLA conferences — “Turning Outward to Lead Change in Your Community” — is designed

to give you those tools, enabling you to leverage your trusted position in the community to engage people on issues that matter.

“The change from a passive institution to an institution actively engaged with individuals and groups — welcoming customers to classes and collaborative spaces in the library, or meeting them in their after-school care centers and church social programs — is a true innovation in public library service,” said PLA



President Carolyn Anthony.

The “Turning Outward” sessions are offered by ALA, in collaboration with PLA and the Harwood Institute for Public Innovation, as part of Libraries Transforming Communities (LTC), a groundbreaking initiative promoting a vision of librarians as change agents. The initiative is made possible through a grant from the Bill & Melinda Gates Foundation.

The four-part series is based on the Harwood Institute’s practice of “turning outward,” which emphasizes shifting the institutional and professional orientation of libraries and librarians from internal to external. Taken together, the sessions offer a complete toolkit, but each session can also stand alone.

- “Turning Outward to Lead Change in Your Community: Aspirations” (10:45 a.m. to noon Thursday, March 13) will help librarians focus on community aspirations, identify next steps for change, and create an aspirations-based story for their community as a starting point for library action.

- “Turning Outward to Lead Change in Your Community: Turn Quiz” (2 to 3:15 p.m. Thursday, March 13) will introduce librarians to the “Turn Quiz” tool, enabling them to assess the focus of their efforts in the community as they shift their orientation from internal to external.

- “Turning Outward to Lead Change in Your Community: Intentionality” (10:45 a.m. to noon Friday, March 14) will enable participants to test the external orientation and mindfulness of their community engagement choices and decisions.

- “Turning Outward to Lead Change in Your Community: Sustaining Yourself” (2 to 3:15 p.m. Friday, March 14) will help librarians personally map the components that feed their motivation and commitment for community work.

All sessions will be led by Harwood Institute educators in Indiana Convention Center room 137-139.



I was able to pop in on one of the conferences and it's amazing what you can learn in just 30 mins. Looking fwd to more! #PLA2014
— @BookwormJWW

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ADI ALSAID
author of *LET'S GET LOST*
Thursday, March 13
9:45 a.m. to 10:45 a.m.

MARY KUBICA
author of *THE GOOD GIRL*
Thursday, March 13
11:30 a.m. to 12:30 p.m.

SARAH BETH DURST
author of *THE LOST*
Thursday, March 13
1:45 p.m. to 2:45 p.m.

ELIZABETH SCOTT
author of *HEARTBEAT*
Thursday, March 13
3:15 p.m. to 4:15 p.m.

KATIE MCGARRY
author of *CRASH INTO YOU*
Friday, March 14
9:45 a.m. to 10:45 a.m.

TIFFANY REISZ
author of *THE SAINT*
Friday, March 14
11:30 a.m. to 12:30 p.m.

GINGER JAMISON
author of *LIBERTY*
Friday, March 14
1:30 p.m. to 2:30 p.m.

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Shuttle and Trolley Schedules

Shuttle service is provided from the four hotels outside of the downtown area. Buses will pick-up/drop-off at the front of each hotel and at the Maryland Street Canopy of the Indiana Convention Center (ICC).

Shuttle Route One Hotels include the Crowne Plaza Indianapolis Airport and the Wyndham Indianapolis West.

Shuttle Route Two Hotels include the Indianapolis Marriott North and Sheraton Indianapolis Hotel at Keystone Crossing.

Today – Thursday, March 13

Morning – First shuttles leave hotels at 6:30 a.m. and continue on the half hour until 11:00 a.m.

Afternoon – Shuttles begin leaving ICC at 3:30 p.m., with last shuttle departing ICC at 6:30 p.m.

Evening – Audio Publishers Association Dinner Transportation

Shuttle Route One – First shuttle leaves JW Marriott at 8:00 p.m.; last shuttle leaves JW Marriott at 9:00 p.m.

Shuttle Route Two – First shuttle leaves JW Marriott at 8:00 p.m.; last shuttle leaves JW Marriott at 9:30 p.m.

Today's Trolley Schedule: 10:00 a.m. - 5:00 p.m.

Convention Center

Vonnegut Library (Stop/Pick-up only if requested)

Central Library

Children's Museum for InfoZone

Back to Convention Center

The trolley stops at select downtown sights perfect for the visiting librarian! During its hours of operation, the trolley will leave the convention center (Maryland Street door) on the hour, every hour. Pick-up at individual locations will be hourly from the corresponding drop-off time. Reservations are not required.

Career Fair Today in Career Center

Located in the Convention Center Room 201-202, this spot is dedicated to job providers and job seekers. If you are looking for a job—or just curious about what other libraries might be offering—stop by the Career Fair, today, 1:00-3:00 p.m., to speak with representatives from 19 different libraries who are ready and waiting to share their information with you.

We also encourage you to stop by and peruse the listings on the bulletin board. If your library is hiring, please feel free to add your job listing.

Patchett

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Jesmyn West – “Astonishing;” *When Things Fall Apart* by Pema Chodron – “Comforting;” *Swimming Studies* by Leanne Shapton – “Meditative;” *The Bully Pulpit* by Doris Kearns Goodwin – “Thoughtful;”

The Good Lord Bird by James McBride – “Purposeful;” *Dirty Love* by Andre Dubus – “Harsh;” *Fools of Fortune* by Willam Trevor – “Self-contained/Smart;” *Thunderstruck* by Elizabeth McCracken. (April 2014) – “Terrific;” and *The Signature of All Things* by Elizabeth Gilbert – “Independent.”

Ford

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that I couldn't completely understand I informed my publishers that I was ready to write the novel that I started 20 years ago. I took out my frozen envelope and looked at the pages.”

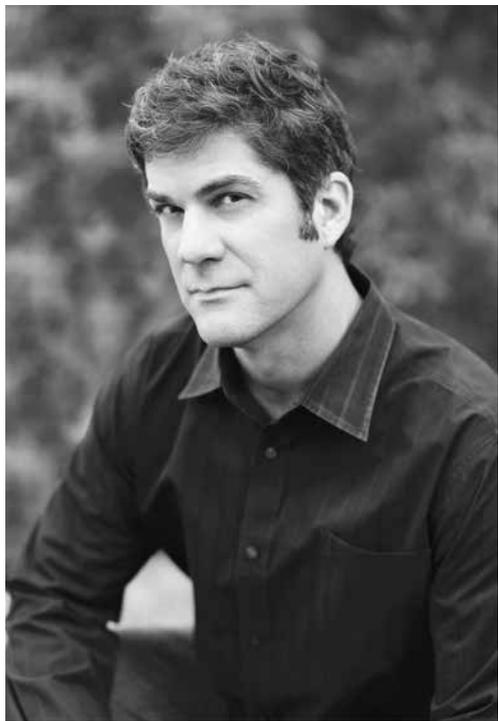
He wanted to do a more complex novel in 2008 than he would have

done in 1989.

“I gave myself a full year – March 2008 to March 2009 – to think about this book without writing a word. I had to find a reason that this boy went to Canada and decide what happens to him,” said Ford.

Ford concluded by saying, “Writing novels should always give us a chance to be smarter than we are.”

COME MEET THE AUTHORS!



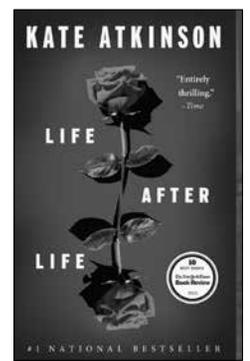
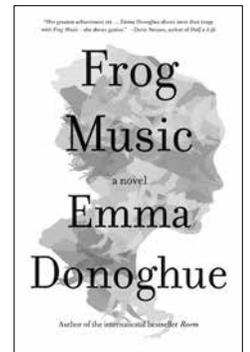
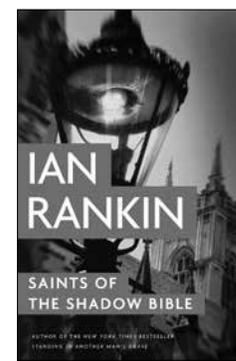
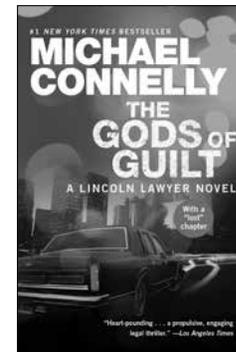
Jeff Abbott

PLA 2014 Mystery Authors Revealed
Friday, March 14th
at 10:45 am–12:00 noon
ICC, Wabash Ballroom 3



Brad Meltzer

Author signing
Thursday, March 13th at 10:30 am
HBG Booth #949



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PLA's Performance Measurement Task Force

By Carolyn Anthony, Director of the Skokie (Ill.) Public Library and PLA President

Public library roles are changing along with the evolution in the ways people read, receive, and find information. While many people still associate public libraries with books, studies have shown that a large majority of adults are aware that public libraries are also places to use a computer and get an answer to a question. But do people also know that public libraries play a major role in early childhood literacy, digital learning, and discovery through content creation? For the most part, reported public library statistics continue to focus on circulation, door count, reference questions, and program attendance. Increasingly, the profile of the public library (as reflected by these statistics) is incomplete, as there is so much more the library is doing for the community. Also, as virtual use of the library and other information resources increase, some of these traditional library use measures may decline. Unfortunately, both individuals in the community

and governing authorities may look at these limited and misleading measures of library use and question whether sustained funds for public libraries are warranted. Librarians know from anecdotal evidence that public libraries make a difference in the lives of individuals and communities, but how do we show the extent of the impact?

One of the Public Library Association's four goals in its strategic plan is to be "an essential partner in library advocacy." To better advocate for public libraries, better information is needed about the ways people are using public libraries and the impact of that use on individuals and communities. To address this need, the PLA Board approved the establishment of a PLA Performance Measurement Task Force in spring 2013. Chaired by Denise M. Davis, Deputy Director, Sacramento Public Library, the group's charge is "To develop standardized measures of effectiveness for widely-offered public library programs and promote the training for implementation and use of the measures across public libraries." The Task Force has membership from a broad spectrum of public libraries,

researchers, and representatives of state library agencies. It assisted in its work by two researchers, Joseph R. Matthews and John Carlo Bertot, who are well regarded for their research in public library performance measurement and outcomes.

The performance measurement process starts by defining the services the library provides and the target group for whom the services are intended. Once a selection of services is determined, performance measurement can be used to assess the library's effectiveness in accomplishing its objectives. Until the 1980s, public libraries primarily reported input measures such as the number of square feet in the library building, the number of volumes in the library collection, and the number of FTE staff employed. In the 1980s, PLA developed a set of output measures and promoted their use to turn the focus more on what a public library delivers to its community rather than the resources put into the library. Codified into a book, the output measures included library-use measures of visits and registration, materials use, in-library materials use,

turnover rate, and program attendance.

However, the measures don't begin to tell us how individuals or communities were changed by the use of materials or services they received. Determining the outcomes of services requires an assessment of attitudes, behavior, knowledge and/or competency. It requires feedback from the user of the service. Did the service meet their expectations? Did they learn something? Do they do something differently or more often as a result of the service? These are the kinds of questions we expect to be answered by outcome measures. When transactions were the primary measure of library use, output measures were sufficient as the objective was simply to get materials into people's hands, without regard to the outcome of the use of those materials. Now, however, people come to the public library to learn to use the computer or software, learn how to download titles onto their tablet or e-book reader, become kindergarten-ready, make a digital recording, obtain employment, start a business, or view an exhibit. For these types of services, outcomes matter. Did a person learn to use Microsoft Word? Start kindergarten ready to learn? Launch their business?

Clearly, strokes on a page for numbers of people served will not answer these questions. Counting the number of people who signed up to use a computer or the number of hours logged onto a computer does not tell you anything about the service delivered, although it may provide useful management information regarding the number of computers needed in the library. Projects such as the U. S. Impact Study conducted by the University of Washington investigated the ways library patrons use free access to Internet-connected computers, why they use them, and how the computer use affects their lives. With their finding that 45 percent of the 169 million visitors to public libraries in a recent year connected to the Internet using a library computer or wireless network in the library, it is helpful to know the outcome of that use. The Impact Study found that 60% of public access computer users were maintaining connections with other persons, and 35% of those users were connecting with family outside the U.S. Other major

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The Nationwide Monthly Staff Picks List



Find out More:
LibraryReads.org

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(As long as it doesn't cut into your reading time.)

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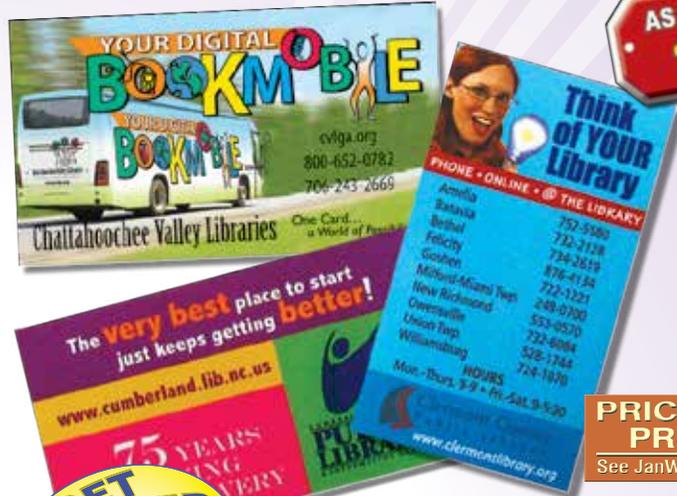
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Today's Author Signings

Exhibitor	Booth #	Author	Book	Time
Abdo	940	Kenny Abdo	<i>Haven't Got A Clue Series</i>	10 a.m. - Noon
Capstone	1710	Emma Carlson Berne	<i>Summiting Everest</i>	9:30 a.m.
Cardinal Publishers Group	1655	Todd Outcalt	<i>Husband's Guide to Breast Cancer</i>	10:00 am - 12:00 p.m.
Children's Plus, Inc.	1231	Bill Harley	Charlie Bumpers	10 - 11 a.m.
Evanced Solutions	503	Kathryn Otoshi	<i>One; Zero</i>	1:30-2:30 p.m.
Flux	1953	Crissa-Jean Chappell	<i>More Than Good Enough</i>	1-3 p.m.
Flux	1953	AdriAnne Strickland	<i>Wordless</i>	3-3:30 p.m.
Hachette Book Group	949	Brad Meltzer	<i>The Fifth Assassin</i>	10:30 - 11:00 a.m.
Hachette Book Group	949	Jeff Abbott	<i>Inside Man</i>	11:30 a.m. - Noon
Harlequin	1937	Adi Alsaid and	<i>Let's Get Lost</i>	9:45-10:45 a.m.
Harlequin	1937	Mary Kubica	<i>The Good Girl</i>	11:30 a.m.-12:30 p.m.
HarperCollins	1837	Toni Blake	<i>All I Want is You</i>	Noon-1 p.m.
HarperCollins	1837	Elizabeth Boyle	<i>If Wishes Were Earls</i>	Noon- 1 p.m.
HarperCollins	1837	Lori Wilde	<i>Somebody to Love</i>	Noon - 1 p.m.
HarperCollins	1837	Erika Johansen	<i>The Queen of the Tearling</i>	1:30 - 2:15 p.m.
HarperCollins	1837	Peter Swanson	<i>The Girl With A Clock For A Heart</i>	2:30-3:30 p.m.
HarperCollins Children's Books	1836	T. Michael Martin	<i>The End Games</i>	10 - 11 a.m.
HarperCollins Children's Books	1836	John David Anderson	<i>Sidekicked</i>	2 - 3 p.m.
Kensington Publishing	1956	Daniel Palmer	<i>Desperate</i>	3-4 p.m.
Luminis Books/IPG	1936	Chris Katsaropoulos	<i>Antiphony</i>	9:45 - 10:30 a.m.
Macmillan Adult	1852	Marci Jefferson	<i>Girl on the Golden Coin</i>	1:30-3:30 p.m.
Macmillan Children's Publishing Group	1856	Gene Luen Yang	<i>Boxers & Saints</i>	1-2 p.m.
Peachtree Publishers	1845	Bill Harley	<i>Charlie Bumpers vs. The Teacher of the Year</i>	3-4 p.m.
Penguin Young Readers	1737	Laurie Halse Anderson	<i>Impossible Knife of Memory</i>	1 p.m.
Random House	1636	Lori Rader-Day	<i>The Black Hour</i>	10-10:30 a.m.
Random House	1636	Laura McHugh	<i>The Weight of Blood</i>	2:30-3:00 p.m.
Random House	1636	Walter Mosley	<i>Debbie Doesn't Do It Anymore</i>	3:00-3:30 p.m.
Random House	1636	Ben H. Winters	<i>Countdown City</i>	3:00-3:30 p.m.
Romance Writers of America	1245	Elizabeth Boyle	<i>Along Came a Duke</i>	9:30 - 10:30 a.m.
Romance Writers of America	1245	Lori Wilde	<i>The Cowboy Takes a Bride</i>	10:30-11:30 a.m.
Romance Writers of America	1245	Shelley Shepard Gray	<i>Daybreak</i>	11:30 a.m. - 12:30 p.m.
Romance Writers of America	1245	Elizabeth Hoyt	<i>Duke of Midnight</i>	3:15-4:15 p.m.
Simon & Schuster, Inc.	1537	Walter Mosley	<i>Devil in a Blue Dress: Featuring an Original Easy Rawlins Story "Crimson Stain"</i>	2-3 p.m.
Sourcebooks	1548	Julie Ann Walker	<i>Hell for Leather</i>	11:30 a.m.
Sourcebooks	1548	Carolyn Brown	<i>The Red-Hot Chili Cook-Off</i>	2:00 p.m.
Tyndale House Publishers	1052	Cindy Thomson	<i>Grace's Pictures</i>	1:00 p.m.
W.W. Norton & Company	838	Andre Dubus III	<i>Dirty Love</i>	3:15 -4:15 p.m.
World Wisdom and Wisdom Tales	1359	Elsa Marston	<i>The Compassionate Warrior</i>	11:00 a.m.
Zondervan/Blink	1840	Robert Treskillard	<i>Merlin Spiral Series</i>	9:30-10:30 a.m.
Zondervan/Zonderkidz	1840	Tim Shoemaker	<i>Below the Surface</i>	3:15 - 4:15 p.m.

Product News

Now available for public libraries: An eReading room just for kids

OverDrive now offers a service for public library partners to give young readers a place of their own: an eReading Room for kids and/or teens as an extension of your digital library website. In this unique area of the site, kids and teens can browse, sample, place holds and borrow eBooks and other media appropriate for their age range and reading level. Kids can spend as much time as they want clicking away and exploring without the worry of them stumbling upon mature content. See the first live eReading Room for kids at Kitsap Regional Library in Washington at <http://krl.lib.overdrive.com/kids>.

"eBooks are not just for adults, and we believe this site will help us highlight some of the great children's content that we have to offer," said Sharon Grant, Digi-

tal Branch Manager at Kitsap Regional Library. "More importantly, we believe this site will save people time because it effectively highlights books by reading levels, age groups and interests."

The eReading Room is a safe environment for children, independent of the larger digital collection, yet easily accessible and fully integrated – seamlessly working with your existing catalog. OverDrive offers clean, friendly, simple design options and the choice of including juvenile and/or young adult fiction and nonfiction titles. All titles in the eReading Room are also cataloged by reading level, ATOS scores, and other reading metrics to help parents and teachers select titles to aid in literacy campaigns.

The checkout and hold experience is the same as with your existing site, so when the kids are ready to graduate to the next level, they'll already be seasoned users of the website's tools and navigation. The kids' eReading room is available now, so contact your OverDrive Collection Development Specialist at collectionteam@overdrive.com to learn more.



Deliciously morbid reading list from Ann Patchett #pla2014
Can I skip the rest of the day to read?
- @jenneral_idea

LibraryReads; National Library Staff Picks

By Melissa DeWild, Kent District Library, Michigan

Remember the last time you read a book so good you wanted to tell the whole world about it? Now there's a great new way to do just that—with LibraryReads, the nationwide, monthly "library staff picks" list of ten newly released must-reads.

How can you become a part of it?

Staff working in U.S. public libraries across the country nominate pre-publication adult titles. The ten titles receiving the most nominations will appear on each monthly list, which is then published and promoted in libraries and the publishing industry. Anyone working in a U.S. public library may participate—you don't have to hold a library degree. Check out LibraryReads.org for deadlines.

How to get advance copies of books:

- Visit the publisher booths at PLA
- Digital reading copies: Edelweiss and NetGalley are fantastic online communities where publishers offer free advance copies to public librarians.
- Library Marketing departments: Many publishers have staff devoted to library outreach – these are great people to contact when there is a specific book you want. EarlyWord.com has an excellent list of marketing contacts.
- Publishing newsletters and blogs: Reading copies are frequently offered via free industry email newsletters and blogs

More information

For more details and specifics on how to nominate your favorite titles, go to LibraryReads.org

Task Force

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uses were for education, employment, health and wellness, obtaining government or legal services, participating in community engagement, and maintaining finances. Knowing that people rely on access to the Internet at the library for essential services has implications for library hours and staffing as well as public policy in regard to library funding and bandwidth allocation. The Edge Initiative, undertaken by PLA, the Urban Libraries Council (ULC), and others with the support of the Gates Foundation, is another national assessment tool that identifies technology benchmarks and guidelines that will assist libraries in assessing their technology offerings.

Outcome measures have been incorporated into some state or federal grant requirements, giving staff in some public libraries experience with the use of such measures. As an example, there are public libraries that have already developed and used outcome measures to assess services such as PLA's Every Child Ready to Read. That service is built on the concept of the parent or caregiver as the young child's primary teacher. Assessment of the program outcome might include such measures as more time spent reading with the child, parent-reported observation of a child's growing vocabulary, or an increase in the percent of children ages 3 – 5 in the community who are read to daily by a family member.

The supplementary section of PLA's Public Library Data Service Survey this year asks about the use of performance measures in public libraries to learn how many libraries are conducting such measures, in what service areas

outcome measures have been completed, and the level of interest in and readiness for effectiveness measures. This information will help the Task Force decide which service areas should be targeted for performance measure development as well as identify some sources of measures that might be adapted for broader use by public libraries nationally.

The Task Force plans to test some outcome measures in summer 2014 and then roll out a group of measures to be tested in 2015, before undertaking a general dissemination of the measures. Care will be taken to provide instruction for data collection and compilation to ensure the consistent reporting of valid data. Use of performance measures will be helpful to any public library in determining how individuals and the community benefit from library services. If adopted by a large number of public libraries, the data from this group of performance measures may be used to present a regional or national picture of the difference public libraries are making in their communities, a terrific tool for advocacy.

In January, 2014, the Los Angeles Public Library announced that it is offering 850 online courses for continuing education and partnering with a private firm to introduce a program to help 150 adults obtain their high school degree. In talking about the learning initiative with ABC news, Director John Szabo commented, "I believe with every cell in my body that public libraries absolutely change lives and change lives in very big ways." We all believe that public libraries change lives and transform communities. Won't it be wonderful when we have the data to show just how it is happening?

are being served. Hope: Libraries provide access to resources and opportunities that impoverished community members would not otherwise have. Doing Things That Are Uncomfortable: Stevenson shared many personal experiences from his own life where he gained insight into personal issues by committing himself to a new and unfamiliar experience. Stevenson concluded his speech with a call to action, noting that "the opposite of poverty is not wealth, but justice."

Also on the dais were Carolyn Anthony, PLA President; Jessica Dorr, Deputy Director of the Global Libraries, Bill & Melinda Gates Foundation; and Barbara Stripling, ALA President.

Opening

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that are uncomfortable, and he argued that libraries play an important role in each category. Proximity: The public library's role as a community center places staff in contact with community leaders, not only the visible ones, but those in the margins as well. Changing the narrative: Stevenson discussed how libraries already help change the narrative about who deserves justice and who does not, citing their work on bridging the digital divide, and challenging them to make sure all members of their community

best part of #pla2014 is striking up conversations with librarians from all over the country. every encounter can be a learning experience.

– @kongtemplation

Judge a society by how it treats its poor & marginalized. Libraries help equalize & provide opportunity. Bryan Stevenson #pla2014

– @Sirius_Alpacas

Exhibits Updates and Changes

These exhibitors joined the show or changed their booth numbers after the PLA Program Book was printed. Be sure to stop by and check them (and all our other exhibitors) out!

Booth Number Changes

Mergent, Inc. 331
<http://www.mergent.com>
 On the Avenue Marketing 856
<http://www.ontheavenuemarketing.com>
 Transparent Language 1519
<http://www.transparent.com>

New Exhibitors

American Library Association 1348
www.ala.org
 Association for Library Service to Children T12
www.ala.org/alsc
 Beijing Language & Culture University Press 1923
<http://phoenixtree.com>
 Books Galore, Inc. 545
<http://www.booksgaloreinc.com/>
 Bridge Publications 330
<http://www.bridgepub.com>
 ChinaSprout 1553
<http://www.chinasprout.com>
 Cybrarian Ventures Pte Ltd 418

Galaxy Press L.L.C. 1812
<http://www.galaxyexpress.com>
 Happy Feet 1357
<http://www.happyfeet.net>
 Indus International, Inc. 650
<http://www.indususa.com>
 Kaplan Elementary 636
<http://www.kaplanco.com/>
 KI 412
<http://www.ki.com>
 Milliken Carpet 1059
<http://www.millikencarpets.com>
 Reference & User Services Association (RUSA) T14
<http://www.ala.org/rusa>
 Shoutbomb, LLC 416
<http://www.shoutbomb.com>
 Stanger Litho Library Services Div. 1057
<http://www.stangerlitho.com/>
 Stay Connected 1925
<http://stayconnected.co/>
 Timberland Regional Library... T10
<http://www.TRL.org>
 Total Boox Ltd. 1544
<http://www.totalboox.com>
 University of Washington - Impact Survey 739
<http://www.impactsurvey.org/>
 World Media Group 1842
www.worldmediagroup.com



There are a few rules for writing a novel. Unfortunately, no one knows what they are. -Richard Ford #pla2014

– @keroze22

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Heather McCormack on Her Unique Approach to Collection Development

10:30 AM THURSDAY & FRIDAY
Driving Circulation Through the 3M Cloud Library

3:15 PM THURSDAY & FRIDAY
3M's Innovative Model for Consortium: Cloud Link

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The Aviator's Wife
Due: Thursday, December 26, 2013
The Last Policeman
Due: Thursday, December 26, 2013

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