

EBD # 12.45
2010-2011

TO: ALA Executive Board

RE: *Office for Literacy and Outreach Services Update*

ACTION REQUESTED/INFORMATION/REPORT:
Information only

ACTION REQUESTED BY:
None

CONTACT PERSON:
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DRAFT OF MOTION:

DATE: *June 9, 2011*

BACKGROUND:
Summary of OLOS Activities since the January 2011 Executive Board Report

Attachments: Report

Office for Literacy and Outreach Services (OLOS) Update

Programs at Annual

The OLOS Advisory Committee and the Committee on Literacy have selected Dr. Robert Wedgeworth to present the 2011 Jean E. Coleman Library Outreach Lecture on Monday June 27th from 8:00am-10:00am, Convention Center Room 346-347. Dr Wedgeworth's lecture, "The Future of Literacy in Libraries: Our Challenges, Our Opportunities," will explore libraries' services for adult new and non-readers.

The OLOS Advisory Committee and the Committee on Literacy will host the Diversity and Outreach Fair on Saturday June 25th from 3:00pm-5:00pm in the Convention Center Special Event Hall I/J. This year's Diversity and Outreach Fair will feature 28 posters highlighting diversity and outreach initiative from within the association and across the profession.

The ALA Committee on Literacy will present "A Lifetime of Literacy in Libraries: Marking the Milestones from Infancy to Maturity" on Monday June 27th from 10:30am-12:00pm, Convention Center Room 346-347. The program will feature literacy initiatives from across the association and profession designed to improve reading and writing skills for all ages.

The OLOS Advisory Committee will present "Library Services to Incarcerated People and Ex-Offenders: Models of Outreach" on Sunday June 26th from 8:00am-10:00am, Convention Center Room 335-336. The program will highlight successful efforts to reach out to incarcerated people and ex-offenders.

The OLOS Advisory Committee and the Association of Bookmobile and Outreach Services have once again partnered to present Bookmobile Sunday, a series of programs focusing on bookmobile and mobile outreach services. This year's Bookmobile Sunday will feature a Panel Discussion, Author Luncheon, and the Popular Parade of Bookmobiles.

The Committee on Rural, Native, and Tribal Libraries of All Kinds will present three programs at the 2011 Annual Conference. "Raisin'Readers: Improving Literacy for Rural Children and Youth" on Sunday June 26th from 1:30pm-3:30pm in the Convention Center Room 348, will feature the Honorable James K. Bartleman, Canadian diplomat, author, literacy advocate, and member of the Mnjikaning First Nation, who as Lieutenant Governor of Ontario, initiated the Lieutenant-Governor's Book Program in 2004, collecting over 1.2 million books to stock school libraries in First Nations communities; launched a program to pair Native and non-Native schools in Ontario and Nunavut; and set-up summer camps for literacy development in five northern First Nations communities. "Trickster: Engaging Readers, Honoring Traditions" on Sunday June 26th from 4:00pm-5:30pm in the Convention Center Room 284, will feature contributors to "Trickster: Native American Tales: A Graphic Collection," presenting their tales, discussing their collaborative process, and highlighting the importance of bringing these stories to a new audience of readers while honoring their traditional origins. Finally, "Common Sense Preservation Assessment," on Monday June 27th from 10:30am-12:00pm in the Convention Center Room 269, will feature Jacob Nadal, Preservation Office at the UCLA Library, providing common-sense approaches to

preservation risk assessment and collections care. This program builds on a popular preservation program presented at the 2010 Annual Conference.

Toolkits

The Office for Literacy and Outreach Services continues to promote its toolkits to help improve outreach efforts in libraries. Available toolkits include “The Small But Powerful Guide to Winning Big Support for Your Rural Library,” “How to Serve the World at Your Library,” “Guide to Building Support for Your Tribal Library,” and “Keys to Engaging Older Adults @ Your Library.” OLOS continues to promote “TRAILS: Tribal Library Procedures Manual,” “The Librarians Guide to Gaming,” and the “Handbook for Mobile Services Staff.”

The Committee on Rural, Native and Tribal Libraries of All Kinds and the OLOS Advisory Committee will approve an updated edition of “The Small But Powerful Guide to Winning Big Support for Your Rural Library” at the 2011 Annual Conference. The new update will include new content on technology as a tool for library advocacy. The updated version should be available by early Fall 2011, to be ready for distribution at the 2011 Association for Rural and Small Libraries (ARSL) Annual Conference.

The OLOS Advisory Committee and the Hunger, Homelessness & Poverty Task Force of the Social Responsibilities Round Table are collaborating on an upcoming toolkit for providing library services to poor and homeless people.

The Committee on Literacy is working on an upcoming toolkit on providing library services to adult new- and non-readers.

National Bookmobile Day @ your library

Wednesday April 13, 2011 marked the second celebration of National Bookmobile Day (NBD), a collaborative effort between ALA, the Association of Bookmobile and Outreach Services (ABOS), and the Association for Rural & Small Libraries (ARSL).

This year’s celebration saw the first-ever inclusion of an honorary spokesperson, Audrey Niffenegger, library supporter and acclaimed author of *The Time Traveler’s Wife*, *Her Fearful Symmetry*, and the illustrated novel *The Night Bookmobile*.

As in 2010, the emphasis for OLOS’ National Bookmobile Day was to provide librarians with the tools to stage and publicize their own events. For 2011, OLOS enhanced its online publicity materials, including art from Audrey Niffenegger’s *The Night Bookmobile*, as well as her headshot (courtesy Abrams Books and Regal Literary). Ms. Niffenegger also graciously agreed to film an evergreen PSA, which is being finalized for use in next year’s celebrations.

OLOS worked with the Public Information Office to craft a national press release, which was in turn sent out to library trade publications and the general media – as well as American Libraries Direct and ALA

News. National Bookmobile Day was also promoted in National Library Week 2011 materials. PIO also assisted OLOS in securing studio space at Columbia College Chicago for the PSA filming.

Response to National Bookmobile Day 2011 was overwhelmingly positive. According to the Public Information Office's CisionPoint media monitoring and reporting service, the event had over 100 media mentions in print and online outlets, garnering a total circulation of 26,552,998 and 66,382,495 impressions (circulation x 2.5). These figures mark a 26x improvement over last year's circulation of 875,000/2.5 million impressions.

The National Bookmobile Day's social media efforts also experienced significant growth in followers/friends and engagement. These efforts centered around the NBD Facebook page, www.facebook.com/bookmobileday, which saw an increase from about 550 'fans' last year to almost 900 fans as of late April – a 63% increase. Facebook's new Insights feature presents additional data that illustrate how NBD fans interact with the page. Active participants, or the ratio of 'active' fans to total fans was about 83% (738/888 fans on 5/2/11). Total page views of the Facebook page for April 2011 were 26,662, with feedback of 155 'likes,' reposts and comments.

Exhibiting

OLOS participated in the Texas Library Association, with an American Dream Starts @ your library poster session. The poster included information from the five Texas libraries funded by ALA and the Dollar General Literacy Foundation to expand literacy services to adult English language learners. These diverse libraries are expanding print and digital collections, adding wireless technology to bookmobiles, and holding classes and conversation circles.

At the Texas Library Association, Mary Jo Venetis, chair of Camila Alire's 2010 Family Literacy Focus Initiative, organized and facilitated a session focusing on *Resources and Tools for Reaching and Serving Diverse Communities*. The session featured the projects developed by ALA's five ethnic affiliates, especially noting how models could be replicated in libraries serving diverse communities.

OLOS exhibited at the 17th National American Indian and Alaska Native Child Care Conference in Minneapolis, MN, April 5-7, 2011. Sponsored by the US Department of Health and Human Services Office for Child Care, the conference attracted over 250 attendees from 28 states. Attendees were particularly interested in the Guide for Building Support for Your Tribal Library Toolkit and the Talk Story Project of the Family Literacy Focus Initiative.

OLOS and the Office for Diversity exhibited at the first ever Lea LA Spanish Language Book Festival at the Los Angeles Convention Center, April 29-May 1, 2011. The event, organized by the University of Guadalajara and the Feria Internacional del Libro de Guadalajara, allowed OLOS to promote various resources from the Association, including Family Literacy Focus, Dia, Born to Read, and more. The event proved very popular and attendees took every item that was available.

American Dream Starts @ your library

The 73 American Dream libraries are currently completing their projects and writing their final reports. OLOS has begun a process to assess the American Dream project, including having all of the libraries complete an online survey and inviting staff from 22 of the libraries to participate in a series of focus groups. Preliminary data shows that the libraries have expanded their print and digital collections, added hardware and software, reached out to diverse and underserved populations by expanding bookmobile routes, offered citizenship and ESL classes, and held naturalization ceremonies at the library. At this time, OLOS is focusing on gathering and analyzing American Dream data to effectively report the impact of this funding to the Dollar General Literacy Foundation and ALA by the end of 2011.