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Cover design by Jennifer Palmer.

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FROM THE EDITOR | Masthead



Planning for Spontaneity by Leonard Kniffel

t takes a lot of planning to be spontaneous. Anyone who's ever produced a successful program, service, or publication knows how much work goes into making a thing appear to arise from nowhere, fresh and unplanned, at just the right moment.

There was a lot of talk at ALA's Midwinter Meeting in Denver (report begins on p. 45) about economizing and about retaining current revenue streams and developing new ones. Those discussions weigh on my mind as we consider the future of publishing in general and American Libraries in particular. Planning and budgeting for FY 2010 is going to be a huge challenge for just about everybody.

One of the suggestions I've received in recent weeks-related to both economizing and greening-is that since the thousands of copies of AL mailed to members every year "just get wasted," as one ALA member put it,

It will take even more planning and organizing for America's libraries to come through in the months ahead.

people should be able to opt out of paper altogether. But at the same time, other readers have complained that the print issues of AL are getting smaller.

While opting out of print is a choice that's coming to you soon via your communications preferences in your membership record, it is still print that generates the revenue that enables us to produce the weekly e-newsletter AL Direct, regular AL Focus videos, the Inside Scoop blog, and to begin a series of digital supplements, the first of which appeared in January. All of

these new ventures may seem to have sprung out of nowhere, but they are part of the struggle to make budgeting and planning responsive to the genuine wants and needs of ALA members. While the print issues have gotten somewhat smaller, the roles of the website, blog, video, and e-newsletter have grown as we consider just exactly what it is that is best delivered in print. Clearly, it is not breaking news.

In addition to developing new ways to deliver information to members, AL is also using a Carnegie Corporation of New York grant to develop a new interactive "@ your library" public website, due to launch this spring, to complement the "I Love Libraries" advocacy site. In this issue (p. 34), Sally Reed examines the growing role of Friends, trustees, and foundations in light of the creation of a new ALA division that embraces all these areas of public advocacy. Chrystie Hill (p. 38) asks us to take a fresh look at the library's role in civic engagement, while Elizabeth Martinez (p. 42) inspires with her story of the great comeback from the brink of extinction of the public library in Salinas, California.

It took a lot of planning to bring a new ALA division into being, and a lot of organizing to save Salinas from disaster. It took even better planning and organizing to make it all look simple and natural. It's going to take even more for America's libraries to continue to deliver in the uncertain months ahead. Just as the public expects its libraries to come through, the members of this Association expect ALA to come through with the tools we all need. United we can and we will, in whatever format is most useful.

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Making Connections

School librarians play key role in student learning

by Jim Rettig

he experiences I had one day in early January confirmed two things I thought I already knew. The first was how much richer my K-12 education could have been; the second, how much in common we have regardless of the type of library we work in.

I realized that although I have been talking about the importance of school libraries since my term began last July, I had not spent a day of my life in a school library. My grade school had a room with books in it and volunteer mothers who checked them out when we went as a class. I don't think my visits were consistent year after year, but I do recall writing many book reports in 5th or 6th grade. My high school had a library and a librarian. My freshman English class went there for orientation. It was memorable because, thanks to the antics of another guy at my table, the librarian gave all of us detention. My only detention wasn't worthless; I had to memorize a Wilfred Owen poem.

The next year an issue of the school paper was ready the first week of school. Its editor, Thomas Mann, now a well-known reference librarian at the Library of Congress, wrote an exposé of the school library's inadequacies, especially of its collection. The school administration destroyed all copies before the paper was distributed. His suppressed article convinced me that I was better off using my public library.

I learned firsthand how much more my schools' libraries could

have been. Ann Martin, president of ALA's American Association of School Librarians and educational specialist in library information services for the Henrico (Va.) County

Public Schools, arranged a day for me to spend time observing and talking with the librarians in three schools. In every case, I witnessed committed, creative

librarians collaborating with faculty to engage students in active learning experiences.

I remember writing a paper on mythology in high school. I might remember something about its content if, like the students at Deep Run High School in Glen Allen, Virginia, I had been assigned a Greek deity and a list of his or her infamous acts-murder, kidnapping, adultery, and more. Students had to research their deity, cite sources, identify their crimes in Virginia law, develop a defense or a prosecution strategy, and prepare an oral argument for a student jury. At Hungary Creek Middle School, students moved through five stations to answer questions about such topics as ancient Rome's politics, civil engineering, and military. Librarians and a teacher incorporated print and electronic resources into the project. Both assignments engaged the students and stimulated peer interaction. Librarians and teachers kept busy responding to student questions, asking them if they needed help, and of course, troubleshooting students' computers. (Every Henrico

middle and high school student is issued a laptop.)

At Colonial Trail Elementary School, a story reading incorporated a fun letter recognition exercise. A

I have never doubted the fundamental, foundational role of school libraries and librarians and their contribution to student achievement.

kindergartner's question, "Where are the fake books about dinosaurs?" prompted the librarian's insightful reader's advisory service for makebelieve books (a.k.a. fiction). I have never doubted the fundamental, foundational role of school libraries and librarians and their contribution to student achievement. Now I have experienced that, albeit decades late.

Every day these dedicated, imaginative librarians do what I have observed and experienced as a patron in public libraries and have done as an academic librarian. They help their patrons discover the best resources for a particular task, teach them how to evaluate sources, help them understand the ethics and mechanics of attribution when using others' work, make appropriate technologies available, and give them tools that help them learn on their own and with others. They create connections! We all create connections!

ALA President **JIM RETTIG** is university librarian at Boatwright Memorial Library, University of Richmond in Virginia. Visit jrettig .org





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In Tough Economic Times

Making the case for libraries

by Keith Michael Fiels

t's time to beat our plowshares into swords. It's no secret. The tough economy is already having an impact on library budgets.

For those of us who have been through multiple recessions, the stories of budget cuts and branch closings are all too familiar. We know that

libraries provide essential services, but we are also aware that libraries don't necessarily receive



the recognition they deserve. All too often, the library is the first to be cut or is disproportionately cut, regarded as a "nonessential" service.

What is also familiar is the increased usage that libraries are experiencing as users come for help in finding new jobs or skills, accessing information on government assistance programs, or simply because libraries are the best deal in town when it comes to stretching a shrinking dollar. All across the country, public libraries are reporting increases in usage of 10%, 20%, or even 30%.

However, some things *are* different this time. This time, the increase in library usage is being widely reported in newspapers and magazines and on radio and television. This time we also know a lot more about how to fight impending budget cuts.

We know that:

We can no longer afford to be passive victims; we have to be outspo-

ken advocates and encourage the public to advocate on behalf of libraries as well.

■ If we do make the case for our libraries, we are much more likely to receive needed funding or avoid budget cuts.

There are skills and resources that can help anyone become a more

All across the country, public libraries are reporting increases in usage of 10%, 20%, or as high as 30%.

persuasive and effective library advocate.

We also have

a secret weapon: the energy and enthusiasm

of 67,000 ALA members and the millions of people that use and love libraries. So how are the Association and its members working to make the case?

Here are some of the ways:

A new Office for Library Advocacy (OLA) devoted to helping library supporters make the case locally.

■ Increased advocacy efforts and tools available from the Washington Office.

A growing network of state chapters linked by shared legislative action software.

Two new online toolkits— "Advocating in a Tough Economy" and "Add it up: Libraries Make the Difference in Youth Development and Education."

More library trustees, Friends, and the public involved in library advocacy, thanks to ALA's new Association of Library Trustees, Advocates, Friends, and Foundations and the "I love libraries" website. A new national radio public awareness campaign, "En tu biblioteca," targeted to our growing Latino population.

■ Nonstop media outreach to get the library story in national and local newspapers and magazines, on radio and television, and via internet news sources.

■ Up-to-date and in-depth breaking news on library budgets and library success stories through *American Libraries*, *AL Direct*, and AL Focus.

Examples of and statistics on the increases in library usage.

A growing body of research and stories documenting the impact and value of libraries.

Case studies and how-to tips from libraries that are successfully making their case.

New advocacy training opportunities from OLA as well as ALA's Public Library Association, Association of College and Research Libraries, American Association of School Librarians, and others.

A wide range of practical how-to programs at Midwinter Meetings and Annual Conferences.

A growing network of peer-topeer mentoring and help for library advocates.

■ ALA President Jim Rettig's "Building Statewide Coalitions" initiative.

Times may be tough—and getting tougher—but we do have a whole new set of tools to help us do the job. So, let's all roll our sleeves up. We've got some libraries to save. ■



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Letters and Comments

"Bunheads" Called Drivel

"The Bunheads Are Dead" (American Libraries Digital Supplement, Winter 2009) is marketing hype and drivel.

The Occupational Outlook Handbook predicts a less-than-rosy future for those with an MLS degree, especially because non-degree-holders do just fine working in a library.

Ken Haycock and Carla Garner are either intellectually dishonest or uninformed in suggesting that bioinformatics and drug development are possible career options for those

I wish people would stop making wild assertions about what an MLS degree can do for your career based on the fact that it deals with information. Bioinformatics requires a doctorate and involves heavyduty molecular biology and computing; it involves analyzing DNA and protein sequences. Drug development requires a degree or background in pharmacology.

holding an MLS.

I wish people would stop making wild assertions about what an MLS degree can do for your career based on the fact that it deals with information.

> Emily Nedell Tuck Vallejo, California

Observations about Obama

Your Inside Scoop blog posting, "Obama Invokes Libraries at Governor's Conference" (Dec. 3, 2008), was a total tear-jerker. It made my day.

It made me not mind having to work another holiday weekend to get ready for another busy week of supporting my school's awesome students and their talented teachers.

It made me not care that I had to share a banana with my husband at breakfast this morning because we had to dip into our meager monthly food budget to buy extra supplies for the library.

It made me proud to be a librarian and it made me proud to be an American. Thank you.

> Anna Koval Sonoma, California

In the introduction to the "Year in Review" article (Dec. 2008, p. 38–41),

Review" article (Dec. 2008, p. 38–41), the then–president-elect is referred to as preparing "to become the first African-American president."

While I rejoice and applaud the fact that we managed to elect an African American and find particular satisfaction with the realization that he is truly African American (American mother, African father), I would prefer that we focus on his impending presidency rather than his racial identity. There are so many reasons to look forward with great hope to the future with this intelligent, articulate, highly educated man at the helm.

Let's develop some color-blindness. Let's concentrate on his humanity, personality, character—not his race. And let us as librarians lead the way.

> Margaret "Peggy" Northcraft Hannibal (Mo.) Free Public Library

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.

Librarians in the Audience

Two upstate New York university libraries have recently reduced staffing due to economic constraints on their institutions' budgets.

Rensselaer Polytechnic Institute eliminated 98 positions December 16, 2008, including three reference/ instruction librarians (half of the reference staff).

In early January, Syracuse University announced that 23 library staff would be laid off. My position was eliminated at RPI, and I had previously worked at Syracuse for 20 years and know many of those affected. For me, this has hit doubly hard.

At a meeting with the state employment office staff arranged for us at RPI, staff was encouraged to use the resources of our public libraries. I don't think they knew about the librarians in the audience.

> Mary Ann Waltz Voorheesville, New York

Libraries as a Business Model

As I have watched and listened to executives of banks, insurance companies, and automakers plead for bailouts, I have come to think that public library directors have experienced enough downturns in funding to provide advice to the business community.

As public services to our community, we have always had to adjust our spending to match our budgets. We have learned to pay attention to customers' priorities and make the necessary cutbacks while continuing the best-quality services possible.

I spend part of every day at my front line, the circulation desk,



"You know, I don't know if ALA presidents have Presidential Libraries."

listening to my customers tell me what they want and need. How often do any of the executives of these large corporations really listen to their customers?

Customers will tell you what they expect if you listen. Sales data will not tell you what you need to know. Customers whose cars are in the repair shop will give you an earful if you listen. Customers will tell banks that the old 2 p.m. deadline and no computer updates on weekends ignore their fast-paced lifestyle if you listen. Repair technicians can also provide lots of advice on making cars easier and cheaper to service if you listen.

Keeping customers satisfied means listening and adjusting services to meet their needs. Where were the members of boards of directors when decisions were made about funding priorities?

Public libraries in all but the largest cities or counties in this country have very few layers of bureaucracy. Public library directors meet the public every day. We can handle most tasks in the library.

Do you really need layers and layers of staff? Do you really need so many highly paid assistants? When you compare office staff salaries to union workers' salaries in the auto companies, who is giving you the best service for your customers? Who really deserves a raise?

Library workers often begin at federal minimum wage. We work long hours, helping others without bonuses at the end of the year because we love what we do.

The tradition of tax-supported free public libraries is an old one in this country. Public libraries have developed new services as our customers have expected them. We will continue to provide excellent public services.

Can you, executives of large corporations, say the same?

Beth McNeer Allendale (S.C.)–Hampton–Jasper Regional Library System

School Library Focus Needed

A recent U.S. News and World Report article touts the publication's three-point analysis for determining the 100 best U.S. high schools.

As a school librarian, I wondered if there is another reason that these high schools could present such high student achievement—a wellstocked, well-staffed, full-time school library.

There was no mention of libraries in the article, but I think that research into what kind of library programs these high schools have could result in a very interesting article in *American Libraries* and give us more ammunition for protecting school library programs all over the country.

> Donnella Mitchell Tacoma (Wash.) Public Schools

Exhibits as Research Tools

I recently stopped by the "Artifacts of Childhood: 700 Years of Children's Books" exhibition at the Newberry Library in Chicago and looked briefly at the display of children's books.

One book Tabulae Abcdariae Pueriles [Alphabet Table for Children] by Valentin Bapst from about 1544 actually yielded a research finding.

The alphabet, in capital letters, is listed on top of the page with no J, U, or W. Then, in lower case, the alphabet lower down the page is listed with no j, v, or w.

A simple display at libraries, such as the Newberry, can provide historical understanding of our language.

Museum and library exhibits are helpful for linguistics research just as much as digging for a discovery in the ground might be.

> James T. Struck Chicago



Continue the conversation at al.ala.org/forum/

CORRECTION: Sheldon Blair's name was misspelled in "Hearing It Again for the First Time" (Dec. 2008, p. 48–51).

ALA to Share \$6.9-Million Gates Foundation Grant

he Bill and Melinda Gates Foundation is funding a \$6.9-million pilot Opportunity Online broadband initiative designed to help public libraries in seven states secure faster internet connections. The combined grant was awarded to Connected Nation, a nonprofit broadband internet advocacy group, and ALA's Office for Information Technology Policy (OITP) to support improved public library internet connections in Arkansas, California, Kansas, Massachusetts, New York, Texas, and Virginia.

Connected Nation will receive \$6.1 million to help each state organize and host broadband summits. OITP will get \$851,889 to provide research and expertise designed to help state library agencies develop and begin to implement strategies. OITP will also develop and disseminate case studies demonstrating how public libraries can successfully sustain broadband for patrons.

Connected Nation, OITP, and the Gates Foundation will work with state library agencies to improve and sustain internet connections in all public libraries within the pilot states to at least 1.5 megabits per second or faster, wherever feasible.

The pilot states are being invited to submit proposals to support the

MEMBER ALERT ELECTION MATERIALS ON THE WAY

or the first time, ALA will hold virtually its entire election online. Members are asked to check with their library information technology personnel or internet service providers to make sure that spam filters will not prevent receipt of the ballot forms.

The polls open March 17 at 9 a.m. (Central Standard Time). ALA will notify e-mail voters, providing each member with a unique passcode and information about how to vote online. All addresses with bounced e-mails will be sent a special informational letter by surface mail. The election e-mail will have the following header information, which should be whitelisted: From: ALA Election Coordinator, e-mail address: 2009election@ alavote.org; Subject: ALA 2009 Election Login Instructions.

Visit www.ala.org/membership to update e-mail addresses or send a message to membership@ ala.org (with the subject line: "update my e-mail address").

Members who are homebound and do not have internet access can still receive paper ballots, but they must contact the ALA Customer Service Department at 800-545-2433, press 5. increased cost and implementation of faster internet connections. They will work with Connected Nation and OITP to develop plans to ensure the long-term sustainability of broadband connections, a condition of the foundation's request for proposals.

The selected states have high concentrations of public libraries with internet speeds of less than 1.5 Mbps, public policy support to increase broadband in public libraries, and state library agencies that have taken steps to improve and sustain quality internet connections in libraries.

To date, the Gates Foundation has invested \$325 million in grants and other support to install and sustain computers in libraries and to train thousands of library staff in all 50 states and U.S. territories.

The Connected Nation program may expand to a limited number of additional states pending results from the seven pilot sites.

Report Sent to Obama Transition Team

ALA's Washington Office submitted a report December 23 to the Obama-Biden Presidential Transition Team outlining the goals and concerns of the library community that warrant the new administration's attention.

Opening the "Window to a Larger World": Libraries' Role in Changing America was compiled based on input from ALA's Office for Information Technology Policy's Advisory Council and ALA's Committee on Legislation, which met in the weeks after the election. For the report, search "transition team" at www.ala.org/washoff.

New Lyman/SAGE Scholarship Created

ALA has announced the creation of the Peter Lyman Memorial/SAGE Scholarship in New Media funded with the support of SAGE Publications. It was created in memory of Peter Lyman, former university librarian and professor emeritus at the University of California at Berkeley's School of Information.

The \$2,500 scholarship and travel stipend to attend ALA's Midwinter Meeting will support a student in an ALA-accredited MLIS program pursuing a specialty in new media.

For more information, visit www .ala.org/scholarships.

Booklist Reveals 2008 Top of the List

ALA's review journal *Booklist* has announced its 19th annual Top of the List winners chosen from the annual Editors' Choice selections as the best books and media of 2008.

"This year's Top of the List winners again show that excellence in print, video, and audio comes in many forms, from a hard-hitting contemporary novel about life on the streets of New York's Lower East Side (Richard Price's *Lush Life*) to a stunning picture book celebrating baseball's Negro Leagues (Kadir Nelson's *We Are the Ship*)," said *Booklist* Editor and Publisher Bill Ott.

The winners, including the longer Editors' Choice list from which the titles are selected, are available at www.booklistonline.com.

Online Tough Times Toolkits Available

A new web-based Advocating in a Tough Economy toolkit is posted at www.ala.org/tougheconomytoolkit. The resource is designed to help library advocates make the case for libraries during times of economic

Rettig Responds to NSL Gag-Order Ruling

A LA President Jim Rettig released a statement December 15 regarding a Second Circuit Court of Appeals ruling upholding portions of a decision striking down provisions of the Patriot Act that prevent National Security Letter (NSL) recipients from speaking out about the secret demands for individuals' records. John Doe, v. Mukasey challenged the FBI's use of NSLs on constitutional grounds (see p. 19–20, this issue).

Although welcoming the court's decision to protect First Amendment freedoms and requiring meaningful judicial review when an NSL gag order is challenged, Rettig maintained that "the court's order, however, does not address the constitutionality of the FBI's use of NSLs to obtain an individual's personal data.

"We remain concerned about the FBI's use and abuse of NSLs, as documented by the Department of Justice's Inspector General," he added.

ALA and its Freedom to Read Foundation participated in the litigation as amicus curiae, filing briefs urging the Second Circuit to uphold the district court's decision and preserve First Amendment rights.

The full court opinion is available at www.ca2.uscourts.gov by searching docket number 07-4943.

CALENDAR

Mar. 8–14: Teen Tech Week, www.ala.org/yalsa.

- Mar. 12–15: Association of College and Research Libraries National Conference, Seattle, www.ala.org/acrl.
- **Apr. 2–4:** Public Library Association Spring Symposium, Nashville, Tennessee, www.ala.org/pla.
- Apr. 12–18: National Library Week, www.ala.org/nlw.
- Apr. 30: El Día de los Niños/El Día de los Libros, www.ala.org/alsc.
- May 7–8: LITACamp, Dublin, Ohio, www.ala.org/lita.

- May 11-12: National Library Legislative Day, www.ala.org/washoff.
- July 9–15: ALA Annual Conference, Chicago, www.ala.org/ annual.
- Oct. 1–4: Library and Information Technology Association National Forum, Salt Lake City, www.ala.org/lita.
- Oct. 18–24: Teen Read Week. www.ala.org/yalsa.

Visit www.ala.org/ala/alonline/ calendar/calendar.cfm for *American Libraries'* full calendar of library events.

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downturn. It contains information on how to work with decision-makers, ways to work with the media, and talking points to help libraries articulate their role in times of economic downturn. Users are invited to share advocacy success stories. Recent media coverage of libraries is also featured.

The toolkit is part of "Advocacy U," ALA's new initiative geared to providing tools, training, and resources to library advocates. For more information, visit www .ala.org/advocacyuniversity.

ALA's American Association of School Librarians is also offering two new toolkits focused on advocacy for school library media programs during tough times.

The School Library Media Health and Wellness and Crisis toolkits are designed to address the needs of, and resources available to, school library media specialists. Search "toolkits" at www.ala.org/aasl.

NLW 2009 Online Tools Available

New online materials and products are available at www.ala.org/nlw to help libraries reach out to their communities during National Library Week, April 12–18.

Created by ALA's Public Information Office and the Campaign for America's Libraries, the materials are available in English and Spanish and focus on this year's theme, "Worlds connect @ your library." They include a proclamation, sample press release and letter-to-theeditor, as well as scripts for use in radio public service announcements.

Libraries are invited to share their NLW 2009 success stories by e-mailing atyourlibrary@ala.org. ALA Graphics products supporting the theme are available at www .alastore.ala.org.

THE ASSOCIATION'S ASSOCIATIONS: ALCTS

OPPORTUNITIES IN TOUGH TIMES

The Association for Library Collections and Technical Services offers many opportunities to participate without having to at-



tend ALA's Midwinter Meetings or Annual Conferences. Offering service from committee member to webinar presenter, there are many avenues ALCTS strives to provide to stay involved in the Association.

In the past several years, the division has opened up many more virtual member positions on committees at all levels of the association. Fill out the ALCTS volunteer form and check the button for virtual member.

ALCTS has outstanding and inexpensive web courses in our Fundamentals series available throughout the spring and summer covering acquisitions, electronic resources, and collection development. Forthcoming courses include cataloging and preservation. In high demand, these courses sell out quickly.

One of the new initiatives for this year is development and presentation of webinars. Webinars give us the chance to provide low-cost CE and provide opportunities for presenters and moderators. ALCTS is looking for moderators and presenters for webinars on a variety of topics. Can't be a presenter? Then plan on registering for one of the webinars. Contact Julie Reese at jreese@ala.org.

ALCTS conducted many e-forums since last summer. These e-forums are moderated list discussions (select alcts-eforum@ala.org at lists.ala .org/sympa) over two days on topics of interest, research, or problems. Volunteer to lead a discussion or plan on participating. Get your name known. Contact alcts@ala.org.

The ALCTS website (www.ala.org/alcts) has a schedule of upcoming events.

For all of the above, except for volunteering for a committee, contact the person listed. For a committee, you'll need to fill out the volunteer form under Member Groups in the middle of the main ALCTS webpage.

-Charles Wilt, executive director

Each month the Association's Associations spotlights the activities and agenda of one of ALA's divisions. Next month: Association for Library Service to Children

Great Stories CLUB Recipients Announced

A total of 237 libraries will receive Great Stories CLUB (Connecting Libraries, Underserved Teens, and Books) grants from ALA's Public Programs Office and Young Adult Library Services Association and funded by Oprah's Angel Network. Fifty-three sites will receive additional funds to pay program-related expenses.

Visit www.ala.org/greatstories for a listing of libraries selected. Applications will be accepted in September for the next round of grants.

Petition Candidates Seek ALA Council Posts

In addition to the candidates for ALA Council published in the December 2008 *American Libraries* (p.17–18), 28 individuals have petitioned to be included on the ballot. According to ALA's Governance Office, petition candidates are:

■ Rosie L. Albritton, director of library services, Prairie View (Tex.) A&M University

■ Thaddeus P. Bejnar, reference librarian, Socorro (N. Mex.) Public Library

■ Frank A. Bruno, director, Dorchester County (S.C.) Library

Aaron W. Dobbs, electronic resources and systems librarian, Shippensburg University of Pennsylvania

■ Heidi W. Dolamore, community librarian manager, San Pablo branch, Contra Costa County (Calif.) Library

■ **Reese Evenson**, children's librarian, Jefferson County (Colo.) Public Library

■ Carolyn Giambra, coordinator of school libraries (retired), Williams-ville (N.Y.) Central School District

 Michael A. Golrick, public library consultant, State Library of Louisiana, Baton Rouge

■ Mario M. Gonzalez, trustee, Orangeburg (N.Y.) Library

■ Nann Blaine Hilyard, director, Zion-Benton (III.) Public Library

Dora T. Ho, young adult librarian, Los Angeles Public Library

Karen D. Jessee, senior librarian, Jacksonville (Fla.) Public Library

■ Alfred Kagan frican studies bibliographer, University of Illinois, Urbana

Stephen T. Kochoff, regional sales director, Basch Subscription, New York City

Dennis J. LeLoup, media specialist, Sycamore Elementary School, Avon, Indiana

■ Norman Maas, director, Norfolk (Va.) Public Library

■ Peter McDonald, dean of library services, California State University, Fresno

■ Linda Mielke, chief, Division of Collection and Technical Management, Montgomery County (Md.) Public Libraries

■ Michael J. Miller, coordinator, access services, Queens College, City University of New York, Flushing

■ Virginia (Ginny) B. Moore, librarian, Oxon Hill Library, Prince George's County (Md.) Memorial Library System

■ Jo Ann Pinder, assistant director, support services, Baltimore County (Md.) Public Library

Frances R. Roscello, information literacy consultant, Roscello Associates, Rensselaer, New York

■ Gail Schlachter, president, Reference Service Press, El Dorado Hills, California ■ Pamela C. Sieving, biomedical librarian/informationist, National Institutes of Health Library, Bethesda, Maryland

■ Patricia Smith, executive director, Texas Library Association, Austin

■ James K. Teliha, associate university librarian for public services, Idaho State University, Pocatello

■ Shixing Wen, head of technical services, Duluth Library, University of Minnesota

■ Nancy P. Zimmerman, associate professor and associate dean for academic affairs, University of South Carolina, School of Library and Information Science, Columbia

KEY 2009 ELECTION DATES

Ballot mailing begins— March 17

Polls close at 11:59 p.m. (Central Standard Time)—**April 24**

Certification of election results by Election Committee—**May 1**

Candidates notified and elections results report distributed—**May 1**

Kids Books Get Year's Reprieve from Lead Testing

ibrarians are breathing a sigh of relief thanks to a one-year stay of enforcement on having to test for lead in books geared to youngsters under the age of 12. The extension until February 10, 2010, puts an end to the nightmare scenario envisioned by some in the library community of having to either ban children from their facilities or cordon off the book collections in youth services areas until federal regulators concede that the printing of titles for children complies with the Consumer Product Safety Improvement Act.

"Since we know children's books are safe, libraries are still asking to be exempt from regulation."

The January 30 announcement came only days after several representatives of the Consumer Product Safety Commission heard the concerns of the publishing industry during the American Library Association Midwinter Meeting in Denver. Afterward, CPSC General Counsel Cheryl Falvey reassured libraries that they did not have to take any action at this time, ALA Washington

-Emily Sheketoff

Office Associate Executive Director Jessica McGilvray reported January 22 on the District Dispatch blog.

It was the unrelenting concern of children's librarians nationwide that got the attention of CPSC regulators in the first place: ALA President Jim Rettig quipped at a governing Council session at ALA Midwinter in Denver that one commission member attested to having gotten the message and was begging for librarians to stop calling.

Acknowledging the burden of imposing a test mandate before there are definitive laboratory procedures for children's books, the CPSC notice indicated that such previously unregulated items might receive "appropriate relief" from testing and certification if the publishing industry "provide[s] the additional information requested by our staff in a timely manner."

Nonetheless, ALA Washington Office Executive Director Emily Sheketoff cautioned, "This announcement is not an end to this problem. Since we know children's books are safe, libraries are still asking to be exempt from regulation under this law." She went on to assure the library community that ALA "will continue to work with members of Congress and the CPSC to ensure that a year from now, this matter is resolved once and for all, and America's libraries remain open and welcoming to children."

Meantime, some children's librarians—already vigilant about lead levels in toys available at their libraries (*AL*, Sept. 2006, p. 12)—were reporting on the discussion list for ALA's Association for Library Service to Children that they are sending playthings out for third-party testing. ALSC Executive Director Diane Foote advised that "before taking drastic action," librarians should consult CPSC's rulemaking timetable, which is posted online. —*B.G.*

DON'T FORGET YOUR LUNCH MONEY



More than 450 children and parents join the children's band Lunch Money for the January 17 release party for their second album, *Dizzy*, at the Richland County (S.C.) Public Library children's room.The band, which performs throughout the United States, comprises Molly Ledford, J. P. Stephens, and Jay Barry. The album includes the song "I Love My Library," which was written specifically about the Richland County library.

Sacramento Library to Enact 302 Reforms

The interim director of the Sacramento (Calif.) Public Library has released a list of 302 reforms he plans to implement in the wake of recent charges of mismanagement and financial improprieties.

Phil Batchelor, who succeeded Anne Marie Gold after her December l retirement (*AL*, Nov. 2008, p. 22– 23), called the roster of changes "ambitious but doable." He told *American Libraries* that he expects 71% of the changes will be in effect by June, in time for the planned hiring of a new director.

Unanimously approved by the library board January 22, the reforms range from the sweeping (establishing a systemwide strategic plan, creating a comprehensive training strategy) to the relatively picayune (preparing bid documents for pestcontrol services, assessing space utilization of storage areas).

Batchelor said the highest-priority items are establishing internal controls over finance and accounting functions, putting policy and procedure manuals in place, and reducing the time between ordering materials and getting them on the shelf. The priorities are understandable, given SPL's recent plague of management and morale problems: Following an investigation into overpayments made to a subcontracting firm coowned by a library staffer and his wife, a grand jury issued a report last May charging the board and director with mismanagement and recommending that Gold be replaced; in August, the board rejected the panel's findings (AL, Sept. 2008, p. 22).

Batchelor developed the reforms with input from the library's 18-member management council

<u>GUEST LIBRARIAN</u>



Ohio State Senator Mark Wagoner (R-Toledo) saw the other side of the circulation desk when he served a one-hour shift as "Very Special Guest Librarian" at the Toledo–Lucas County Public Library November 25. "The senator is a supporter of literacy and public libraries, so we're grateful that he accepted our invitation to check out books for patrons," said Director Clyde Scoles.



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and staff from all 27 branches, who Batchelor said provided "a lot of positive energy and feedback." The former administrator of Contra Costa County, Batchelor voiced optimism that the changes would be successfully implemented: "I've been in a lot of different organizations, but I've never seen an organization with the depths of talent and enthusiasm" as Sacramento Public Library, he said.

Pres. Obama Issues **Open-Records Rules**

The day after becoming the 44th president of the United States, Barack Obama issued two directives that encourage government agencies to release federal and presidential information to the public.

"In the face of doubt, openness prevails," Obama declared January 21 in a memo on complying with the Freedom of Information Act. "The presumption of disclosure should be applied to all decisions involving FOIA." He also issued an Executive Order on Presidential Records that makes final decisions about withholding the records of the incumbent president, former presidents, or vice presidents subject to review by the U.S. attorney general, White House

counsel, and the courts. "Information will not be withheld just because I say so," President Obama said at the signing.

Obama's actions undo a "In the face 2001 executive order by of doubt, President George W. Bush that allowed current and openness former presidents and prevails." their heirs to deny access to any administration's Barack Obama presidential records and a 2005 executive order that includes language encouraging federal agencies to "protect information that must be held in confidence for the Government to function effectively or for other purposes."

Ironically, on the same day President Obama issued the order easing access to presidential and vice-presidential records, the Justice Department sought to dismiss a lawsuit seeking the recovery of millions of White House e-mails exchanged between 2003 and 2005. However, the policy change may facilitate the release of information sought by several congressional committees from former Vice President Dick Cheney's records; the handover to the National Archives was the subject of a lawsuit lost January 19 by the watchdog group Citizens for Responsibility and Ethics in Washington.

Tom Blanton, executive director of the National Security Archive at

> George Washington University, lauded the directives for reversing "two of the most dramatic secrecy moves of the Bush initiatives." The NSA and 59 other organizations-including the American Association of Law

Libraries and the Association of Research Libraries-had urged such actions regarding FOIA and presidential records to the Obama transition team in November 2008.

-President

Supreme Court **Rejection Nixes COPA**

The U.S. Supreme Court has rejected a government attempt to resurrect the Child Online Protection Act of 1998, which has been repeatedly rebuffed by lower federal courts over a decade of judicial review. The justices let stand a unanimous ruling last July by the Third Circuit Court of Appeals in Philadelphia declaring the law unconstitutional on First and Fifth Amendment grounds (AL, Sept. 2008, p. 24)-which overturns COPA permanently.

HAVING AN INAUGURAL BALL



Patrons of the Williamsburg (Ohio) Regional Library revel in the January 20 inauguration of President Barack Obama, which the library screened in its theater space. "We didn't care whether we were in D.C. on Inauguration Day," Michelle Green (left) remarked. "We just wanted to be part of a celebration like this one at the library." Green, who enjoyed the historic moment with her friend Cynthia McGrath (right), was among thousands of people who flocked to public and academic libraries across the country to witness the event among community members.

The law, which barred websites from posting commercial online communication that is deemed "harmful to minors" unless the site uses an age-verification system to block viewers who are 17 or younger, has never been enforced due to an injunction granted in February 1999. The Supreme Court has twice previously sent the case back to lower courts.

The American Civil Liberties Union challenged COPA on behalf of a coalition of bookstores, publishers, and free-speech advocates. During the string of legal proceedings, the American Library Association's Freedom to Read Foundation filed several amicus curiae briefs on behalf of the plaintiffs, the latest in November 2007 in the current case, *American Civil Liberties Union v. Mukasey*.

"We're delighted that the Supreme Court has upheld the Third Circuit Court of Appeals' opinion striking down the law," said Judith Krug, director of the American Library Association's Office for Intellectual Freedom. "COPA would have restricted access to a vast amount of constitutionally protected material on the internet, in violation of the First Amendment. We agree with Judge Lowell Reed, who observed that 'perhaps we do the minors of this country harm if First Amendment protections, which they will with age inherit fully, are chipped away in the name of their protection."

Appeal Maintains Voiding of Gag Order

A federal appeals court ruled unanimously December 15, 2008, that it is unconstitutional to gag recipients of a National Security Letter from discussing its receipt unless disclosure might interfere with "an authorized investigation to protect against international terrorism or clandestine intelligence activities." ALA and its Freedom to Read Foundation were among the groups filing amicus curiae briefs in *Doe v*. *Mukasey* on behalf of the plaintiffs.

The decision by the 2nd U.S. Circuit Court of Appeals upheld a September 2007 district court ruling, although the appeals court narrowed the circumstances under which the FBI can enjoin a provider of internet

access, interpreted as including libraries, from revealing the receipt of a National Security Letter demanding the e-mail addresses and websites accessed by one or more users.

Appeals court Judge Jon O. Newman agreed with the lower court that

a nondisclosure order restrains the recipient "from publicly expressing a category of information, albeit a narrow one, and that information is relevant to intended criticism of a governmental activity," and found it irrelevant that an NSL recipient "did not intend to speak and was not subject to any administrative restraint on speaking prior to the government's issuance of an NSL."

However, the appeals court overturned a district court ruling that the FBI get court approval for every NSL before it is issued (*AL*, Oct. 2007, p. 27). Agreeing with the Justice Department that most recipients would not challenge an NSL, Judge Newman suggested that one means of keeping the NSL provision of the Patriot Act constitutional was for the FBI to inform each recipient of their right to challenge the gag order. He stated

> that it was reasonable for recipients to remain gagged unless a court lifted the nondisclosure requirement.

ALA President Jim Rettig hailed the ruling as "protect[ing] our First Amendment free-

doms by placing reasonable limitations on the FBI's ability to impose a gag order when issuing National Security Letters" as well as "requiring meaningful judicial review when an NSL gag order is challenged"—a process that stretched to 18 months for four Connecticut librarians who successfully fought the NSL they received in 2005 (*AL*, Aug. 2006, p. 8–9). However, Rettig also expressed concern that the decision "does not address the constitutionality of the



Nondisclosure

orders restrain

recipients "from

a category of

information."

publicly expressing

—Judge Jon O. Newman

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FBI's use of NSLs to obtain an individual's personal data."

S.C. Schools May Lose Shared Databases

Following a 90% reduction of its funding from the state, an innovative consortium of academic libraries in South Carolina has made drastic cuts in the resources and services it provides, with the prospect of the loss of all of its database subscriptions later this year.

The Partnership Among South Carolina Academic Libraries (PASCAL) provides licensed databases and a rapid book-delivery service to more than 50 campuses statewide. State funding for the consortium was slashed from \$2 million to \$200,000 for FY2008–09. As a result, PASCAL cancelled its LexisNexis service and cut back its book deliveries from five to three days weekly. On January 1, it dropped its subscriptions to over 800 online titles, including *Nature* and *Science*.

Access to the remaining core collection of 7,000 titles will continue through the end of the current semester, but without additional funding the subscriptions will be

terminated in July, leaving book delivery as PASCAL's sole service.

"We got cut up in a big meat cleaver last year," explained PASCAL Executive Director Rick Moul. In its budget-cutting, the legislature eliminated funding for many below-theline (or nonrecurring) programs, including the prestigious Spoleto



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music festival. "We're lucky to have received any funding at all," Moul told *American Libraries*.

PASCAL has tried to plug the gap by assessing service fees to its mem-

"We got cut up in a big meat cleaver last year."

> -PASCAL Executive Director Rick Moul

ber institutions for the first time this year. However, Moul said, in light of expected funding cuts to higher education—the governor's planned budget for next year includes a \$32-million budget cut

to campuses statewide—such fees are an unlikely long-term solution. Moul added that the consortium is also looking into obtaining grant funding, but called that an unpromising prospect in the current economic climate.

PASCAL's parent organization, the Commission on Higher Education, is hoping to convince the legislature to restore the funds for FY2009–10 and is seeking the backing of university presidents, who Moul said are showing strong support for the program. Additionally, a number of studentgovernment bodies and faculty senates have passed resolutions calling for restoration of funding for the consortium.

Providing further ammunition, the draft report of a blue ribbon panel charged with developing an action plan for higher education in the state cites PASCAL as "the best current example for sharing interinstitutional costs for technology in South Carolina."

"If things weren't as dire as they are nationally, we'd have a pretty good chance" of convincing the legislature to restore PASCAL's funding, Moul observed, "but as things stand, I have no idea." If the state funding remains at its minimal level or is eliminated altogether, "I think that we'll figure out how to keep some vestige of what we're doing going," he said, "but without the money from the state it's going to be tough sledding to keep it going" in its present form.

OVER A MILLION BORROWED

Judge Overrules Philly Branch Closings

A Philadelphia judge has ordered Mayor Michael Nutter to halt his planned closing of 11 branches of the Free Library of Philadelphia (*AL*, Jan./Feb., p. 19). Court of Common Pleas Judge Idee C. Fox issued the ruling December 30 in response to an emergency motion filed by three city council members who argued that the closures would violate a 1988 city ordinance requiring the mayor to obtain council approval before shutting any city-owned facility.

Cox's order requires the branches, which were scheduled to close the last day of December, to remain open with reduced staff until city council or an appeals court decides otherwise, the *Philadelphia Inquirer* reported December 31. Some 40 branch library employees have already been laid off or reassigned, according to the mayor's office.

The motion that Judge Fox ruled on was made by city councilors Bill Green, Jack Kelly, and Jannie L. Blackwell in concert with a lawsuit filed against the city December 23 by seven city residents and the local union of municipal employees. Fox heard their testimony the day before her injunction in a courtroom packed with library supporters, according to the December 30 *Philadelphia Daily News*.

Mayor Nutter said he would immediately appeal the ruling to the Commonwealth Court of Pennsylvania, calling it an "absolute assault" on his ability to solve the city's financial crisis. "This has nothing to do with libraries," Nutter told the Inquirer. "It has to do with competently running the city." In a statement released December 30, Nutter questioned the validity of the ordinance, Section 16-203 of the Philadelphia Code, saying the city would "grind to a halt if consensus of 18 independently elected officials were required for every decision."



The Fayetteville (Ark.) Public Library checks out its millionth item of 2008 to patron and major donor Jim Blair on December 26. By early December, staff realized the library would top 1 million checkouts and began closely monitoring numbers. Blair, who borrowed *Faubus: The Life and Times of an American Prodigal* by Roy Reed, provided the largest private donation for Fayetteville's Blair Library, named to honor Blair's late wife, and his mother and aunt.

However, four weeks after Judge Fox's ruling, Deputy Mayor Donald Schwarz announced at a January 28 budget meeting that the branches would remain open at least through

June 30, the *Inquirer* reported January 29. It appeared, though, that schedule cutbacks would be implemented to address the city's budget crisis. Nutter spokesman Doug Oliver said it was uncertain whether the branches will operate on a three-, four-, or

five-day-a-week schedule. And their fate after the fiscal year ends in June was unclear. "We are going to do everything in our power not to close any libraries, but I make no guarantees," said Schwarz after the meeting.

At a December 29 press conference, Nutter had tried to assuage critics by announcing that he was looking

into having private

firms or nonprofit

agencies take over at

least five of the 11 fa-

cilities and operate

them as knowledge

centers, an argument

used in court to sug-

gest that the branches

that city attorneys later

"Why would the city, with all of its troubles, destroy the one agency that everybody loves?"

—Irv Ackelsberg

would not really close. "Closed is closed," said Fox, who insisted that only written agreements for such a use would constitute a plan.

"People love their libraries," Irv Ackelsberg, the attorney for the sev-

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en plaintiffs in the successful lawsuit, said after the ruling. "Do they love any other city department? Why would the city, with all of its troubles, destroy the one agency that everybody loves?"

On January 5, Judge Fox refused to rescind her earlier ruling, despite last-minute arguments from city Solicitor Shelley Smith, the Associated Press reported. In her ruling she noted that the land under two branches would revert to its original owners if the libraries closed.

Nutter met January 3 with more than 75 members of the Friends of the Free Library to present his arguments, the Daily News reported January 5. "My administration wants to work in closer concert with the Friends groups," he said, adding, "I apologize to them for not having an opportunity for having more discussion [earlier]."

Friends Executive Director Amy Dougherty said that while library advocates have not been included in discussions on the financial crisis, the meeting with Nutter "was a different version of the same." Dougherty said supporters would rather see the cuts spread evenly across the system.

Group Seeks to Run **Providence Branches**

In response to Providence (R.I.) Public Library's recent proposal to close five of its branches, a newly formed nonprofit organization is seeking to take over all nine of the system's branches.

The board of trustees of PPL-a private nonprofit organization that receives funding from the city and state-voted December 18 to close the libraries next summer in order to create a "sustainable" library system in light of a \$1.4-million operating deficit in the current fiscal year. The branches would be converted to "city- or community-owned Neighborhood Learning Centers" that would serve as "gathering places for

afterschool activities and provide access to computers," according to a statement issued by the board.

However, the Providence Community Library, a group comprising area civic and business leaders, says it can run the branches with an operating budget of \$4.8 million for fiscal 2010 without reducing services. The branches currently receive some \$7.5 million of the library's total \$9.7-million operating budget; PCL board Chairman Marcus Mitchell said the group expects to get the branches' portion of the city and state contributions as well as to conduct "considerable fundraising,

which the current management hasn't been pursuing."

Mitchell told American Libraries that PCL was "adamant about leaving the current staff in place" and planned to hire a professional librarian as executive director. He added that the organization hoped to enhance services and expand programs, particularly those for youth and seniors.

Mitchell, who is president of the business-strategy firm Shere Strategy Enterprises and on the board of the Friends of the Rochambeau Branch Library, said that 10 of the 15 members of the city council, which would have to approve the proposal,

ADAPTATION SENSATION



The writers of Slumdog Millionaire received the Friends of the University of Southern California Library's Scripter Award for the best film adaptation of a book January 30. At the ceremony, USC Libraries Dean Catherine Quinlan (left) poses with Slumdog screenwriter Simon Beaufoy (who shared the award with novelist Vikas Swarup) and master of ceremonies Jamie Lee Curtis.

showed their support by attending a January 5 press conference outlining the plan. Details of the PCL's budget and organizational plan were presented January 9 to Mayor David N. Cicilline, who has voiced his opposition to closing any branches.

NBC-TV affiliate WJAR reported January 5 that PPL had issued a statement saying, "Without seeing the Community Library's proposal, we don't know that the new organization has the infrastructure capable of administering the branch system, including business, human resources, building management, and professional librarians. As The branches would be converted to "city- or communityowned Neighborhood Learning Centers."

with any new organization, we would be concerned that it has the financial ability to steward the library for future generations." Mitchell differed, telling *AL* that he views the situation as "two business enterprises vying for a city contract," so it would be foolish to show PPL the proposal. The library has been the center of an ongoing dispute over the level of city fi-

nancing, governance of the branch libraries, staffing levels, and hours that began in July 2004 when the library cut staff and services in response to several years of level funding by the city and state (*AL*, Aug. 2007, p. 24).

UNITED KINGDOM

A British antiques dealer was charged January 28 with stealing a £3-million (\$4.4 million U.S.) first edition of Shakespeare's works from Durham University. Raymond Scott said he would plead "very much not guilty." Durham University's Shakespeare First Folio, pub-

lished in 1623, was stolen in 1998. Scott posted bail and appeared before North Durham Magistrates on February 10.—*Darlington Northern Echo, Jan. 29, Feb.* 11.

CZECH REPUBLIC @

Czech-born architect Jan Kaplický, 71, designer of a controversial new facility for the Czech National Library, died January 13 after collapsing from heart failure on a Prague street. His design, popularly known as the Blob or the Octopus, failed to win approval last year from Prague Mayor Pavel Bém and Czech President Václav Klaus and was dropped. A foundation intends to raise money for a study to show that Kaplický's plans are feasible.—CzechNews, Jan. 15, 19.

AFGHANISTAN 3

A rare collection of 45,000 papers, newspapers, and other documents that record the past 20 years of Afghan history will find a home in Kabul University. U.S. national Nancy Hatch Dupree, 81, and her late husband, archaeologist Louis Dupree, started the collection in 1989 after moving to Peshawar, Pakistan, as the Soviet occupation of Afghanistan was drawing to an end. Bids opened up in February on a permanent structure to house the collection. —Agence France Presse, Feb. 2.

One of the last masters of traditional thangka (Buddhist scroll painting) in the Tibetan exile community, Sangay Yeshi, 86, died in a fire at the Library of Tibetan Works and Archives in Dharamsala, India, January 26. The fire was extinguished after three hours. Yeshi, who lived in a room on the site, had formerly taught thangka

GLOBAL REACH



painting at the library.— Phayul.com, Jan. 26.

JAPAN 6

Public libraries in 25 out of 98 prefectural capitals still had restrictions in place in January on public access to lists of central government employees because of deadly attacks

on the homes of former vice ministers that occurred in November. The restrictions began after murder suspect Takeshi Koizumi told police he found the addresses of victims from books in the National Diet Library in Tokyo.—Daily Yomiuri, Jan. 13.

THE BAHAMAS

In February, the Senate debated a National Library and Information Services Act intended to harmonize the islands' system of public libraries and provide a centralized authority to encourage standardized services and new technology. The House passed the bill in January. Education Minister Carl Bethel said the reform is a long-overdue measure.—Nassau Guardian, Feb. 5.

CUBA 🖸

A 1940 letter from author Sinclair Lewis is one of hundreds of revealing notes, letters, and manuscripts included in more than 3,000 documents copied from file cabinets and a large trunk kept in author Ernest Hemingway's home outside Havana, Cuba, that were recently obtained by the John F. Kennedy Presidential Library. The collection, never before available to U.S. researchers, arrived recently in Boston out of a rare cultural exchange launched by Hemingway family members and friends.—*Worcester (Mass.) Telegram and Gazette, Jan. 30.*

PERU 8

Four rare 16th–19th-century books stolen from the National Library of Peru were purchased by an anonymous collector and returned to the library in order to prevent their irreparable loss. One was a 1578 edition of the *Annalium libri quatuor* by French historian Jean Papire Masson.—*El Comercio, Jan. 26.*

LIS Educators Reflect on Past and Present Trends

Collaboration and

communication were

consistent themes in

these discussions.

he day after President Barack Obama's inauguration, library educators and librarians convening in Denver evoked the new president's name as an emblem of hope and commitment amid a national culture of challenge and change. At the 2009 Association for Library and Information Science Education (ALISE) conference, held January 20–23 in the Mile High City, perspectives on librarians' roles in mediating technology and community dynamics were scrutinized, as some 450 educators reflected on instructional trends, past and present, that shape the profession.

Plenary speakers Shirley Amore, Martin J. Gómez, and Joyce Ray reflected on the skills librarians need in the 21st century. IMLS Deputy Director for Library Services Ray highlighted new-technology applications as a core component of effective library service. "We don't want to replace libraries as a physical place," she said, adding that the "challenge of the digital" involves determining how new technologies will enhance and support communities' needs.

Denver City Librarian Amore posed a rhetorical yet urgent question: "How do we create systems that attract passionate librarians who will transform their communities?" Gómez, executive director of the San Mateo

County (Calif.) Library System, argued that this could be done by fostering a sense of community among new professionals, particularly those whose ethnic and racial backgrounds are underrepresented in the field. Social learning environments en-

hance the student experience, he said. Recruiting is made all the more difficult by the current fiscal climate, Amore noted. "Our biggest challenge is f-u-n-d-i-n-g," she said.

Frameworks for evaluating LIS education by analyzing relationships between curricula and professional activities were also on the agenda. John Budd, professor in the University of Missouri School of Information Science and Learning Technologies, was among those who addressed the perennial dispute about the relative value of theory and practice. He contended that the "perceived rift between theory and practice" is an artificial one. "They're not separate; they're one and the questions: "How do we conceive of what students need to know? And how do we put that in curricular terms?" One of the answers he advanced involved librarians' participation in professional education. "If skills and practices are part of the outcome we want, practitioners are part of the picture," Budd stated. Referring to the proposed Core Competences of Librarianship that were to be presented to ALA's governing Council at the Midwinter Meeting, he and other presenters emphasized skills, practices, and knowledge over extant course structures.

same," he said. "Let's face it. We're bloody tired of it."

Instead, he said, educators should give attention to two

Progressive pioneers

Although 21st-century concerns are pressing, researchers also demonstrated that the past is indeed prologue to present-day practice. Melanie Kimball of Simmons College, Gale Eaton of the University of Rhode Island, and Holly Willett of Rowan University detailed the continuing influence of Progressive Era educational strategies and beliefs that pervade present-day youth services. Notable among the discussions of earlier mentoring, on-the-job training, and emerging educational programs was Wil-

> lett's account of Charlemae Rollins as a pioneer in developing meaningful collections, free of stereotypes and racial bias, for young African-American readers in the 20th century. Rollins's most famous work, *We Build Together*, advised librarians that collection materials

should reflect the aims of creating tolerance and understanding within communities, Willett explained.

Denver's mountain views and temperate winter days formed an inviting backdrop for a series of dialogues about values and trajectories in the field. Collaboration and communication were consistent themes in these discussions. The presentations at ALISE invited sincere attention to the ways that educators and librarians will engage diverse constituencies, whether in person or in cyberspace, amid transforming social, technological, and information environments. —Jennifer Burek Pierce, assistant professor, University of Iowa School of Library and Information Science

News | TECHNOLOGY

OCLC Delays WorldCat Policy Pending Review

Some two months after a number of librarians raised concerns about OCLC's controversial "Policy for Use and Transfer of WorldCat Records" (AL, Jan./Feb., p. 22), OCLC has announced that it will delay implementation of the policy until the third quarter of 2009. It will also convene a Review Board of Shared Data Creation and Stewardship, a joint board of the OCLC Members Council

The review board will also "advise OCLC on the community norms that will best support and sustain a vibrant community." and the OCLC Board of Trustees, to discuss and review the policy. Librarians had commented unfavorably about clauses they viewed as imposing licenses, restricting their rights to use records, and a perceived lack of openness in the policy's development process.

The review board will consult with librarians and member representatives, review reports and comments about the policy, and recommend principles of shared data creation

and changes to the policy. Bob Murphy, OCLC senior public relations specialist, told *American Libraries* that review board members will be appointed by the chair of the Board of Trustees and the president of the Members Council, with advice from the Members Council Executive Committee. "The plan is for interested parties to have opportunity for input through the information sharing and feedback sessions that the Review Board has been charged to convene," he said. Murphy added that in addition to reviewing the revised policy, the Review Board will be asked "not only to suggest possible changes to record-use policy, but also to advise OCLC on the community norms that will best support and sustain a vibrant community" around WorldCat.

The review board is scheduled to submit its final report to the OCLC Board of Trustees in May.

RHODE ISLAND RESOURCE



Rhode Island Governor Donald L. Carcieri joins homeschooled student Matthew Pimental in exploring World Book Web at Providence Public Library for the December 10 kickoff of the newly enhanced AskRI online service. Other resources added to the statewide service include Tutor.com's Homework Help, Heritage Quest, and select EBSCO databases.

TECH NEWS IN BRIEF

SOLINET, PALINET merge

Member institutions of the regional library cooperatives SOLINET and -PALINET have approved the merger of the two organizations, creating a new network, Lyrasis, effective April 1. More than 95% of the voting representatives favored the proposal.

The merger's goal is to combine resources and improve operating efficiencies to bring about greater consortial savings opportunities, extended networking and collaboration among members, and innovative technology solutions in such areas as open source, digitization, and collection management.

"The current economic realities for both libraries and their communities underscore the necessity of a strong consortium like Lyrasis. We are leading the charge to bring more savings to members through active negotiations with the vendor community," said SOLINET Executive Director Kate Nevins.

"Our vision for Lyrasis is to be an acknowledged regional and national leader in innovation, collaboration, and effective support for libraries looking to enhance their education, information, and community-building missions," declared PALINET Executive Director Catherine Wilt.

A press release states that the new cooperative's name combines the constellation of Lyra, "host to one of

TECHNOLOGY | News

the galaxy's brightest stars and guiding lights," and the suffix *sis*, designating a process often associated with change (as in metamorphosis).

SOLINET (the Southeastern Library Network) is an Atlanta-based cooperative serving over 3,000 libraries, most in the Southeast. PALINET serves over 600 libraries in Delaware, Maryland, New Jersey, Pennsylvania, West Virginia, and elsewhere.

Innovative partners on stats tool

Innovative Interfaces has entered into partnership agreements with two library systems, the Jefferson County (Colo.) Public Library and the San Diego County (Calif.) Library, to develop a new statisticalreporting tool for its Encore discovery services platform.

The new optional module, to be called the Encore Reporter, will pro-

vide reports on a wide variety of operational statistics including circulation, transit, and patron data sourced from the libraries' Millennium integrated library system. It will present such key performance indicators as check-outs, check-ins, holds, overdue statistics, and patron and location statistics in a variety of time-period reports and in an easyto-use interface.

Innovative Vice President Aaron Blazer called the development-partner model "absolutely critical to the successful launch of any product."

Google's cell phone books Google has made the 1.5 million public domain books it has scanned for its Book Search project accessible on iPhones and other mobile devices.

In a February 5 announcement on its blog, Google said its mobile phone–compatible browser displays text extracted from the page images which would be "unwieldy when viewed on a phone's small screen" through optical character recognition (OCR) technology.

Warning that smudges on the pages of the physical books, as well as fancy or antiquated fonts or torn pages, can lead to errors in the extracted text, the post said, "Imperfect OCR is only the first challenge in the ultimate goal of moving from collections of page images to extractedtext-based books."

The same day as Google's announcement, Amazon told the *New York Times* that it was working on making the titles currently available on its Kindle e-book reader available for mobile devices. However, Amazon spokesman Drew Herdener didn't indicate when the titles would be released or for which devices they'd be available. ■



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Tech Budgets Totter

Funding for internet services meets the economic crisis

by Larra Clark and Denise Davis

he American economy is going through one of its most challenging periods in decades. A mortgage crisis, major collapses in the banking industry, and rising unemployment are causing major difficulties for public and private institutions alike.

Libraries, which are increasingly dependent on rapidly changing technology to serve the needs of their patrons, are subject to the consequences of spending cuts and budget shortfalls that are affecting the entire country. Recent studies have indicated that many librarians

felt their funding for technology was inadequate before our current economic struggles began.

Librarians who make decisions

about a technology budget face a difficult situation. The last decade has seen steady growth in the integration of public access computing services within libraries, but the underlying support needed to maintain and improve these services has been lagging for many U.S. public libraries.

Many public libraries are the only free source of high-speed internet access in their communities, and with recent economic struggles, demand for library services has increased significantly. Even libraries with historically stable funding are experiencing flat levels of local funding and have reacted to this by shifting to soft funding sources (fees/fines, donations, grants, etc.) as a way to support public access computing services.

As funding lags, many librarians report inadequate bandwidth for necessary services, and many worry that their technology infrastructure may be stretched as far as it can go.

Survey shows problems

As part of ALA's 2007–08 Public Library Funding and Technology Access Study, the research team visited 30 public libraries serving urban, rural, and suburban communities in four states. Librar-

es in tour states. Librarians reported

While the economy has slowed, the rapid development of new internet technology has not. a wide range of problems, ranging from buildings too old to serve modern technology needs

to a lack of understanding among board members of the importance of technology funding.

The January 2009 issue of *Library Technology Reports* is a librarian's guide to not only understanding the current state of technology funding in American libraries, but surviving it as well. Expert-authored, practical guidelines to dealing with and planning for a technology budget will help readers stretch every technology dollar as far as it will go. Topics covered include:

■ Capacity planning for your library's broadband to maximize the efficiency of your network; ■ Maximizing the use of your hardware;

 Making technology purchases that will be cost-effective in the long term;

Using membership in a regional cooperative to stretch your technology budget.

While librarians have seen and survived many economic downturns, our current economic crisis poses new challenges. This economic slump, possibly the worst since the Great Depression, is also the first of this magnitude to occur in the internet age.

No shortage of demand

While the economy has slowed, the rapid development of new internet technology has not. Although these budgetary problems will probably get worse before they get better, that is not a reason for complacency or to blindly accept a situation where technology services are reduced, bandwidth is inadequate, or hardware cannot be replaced.

By adapting and drawing on each other for solutions to address this crisis, libraries can keep pace with the demand for new technology under any circumstances and retain their crucial role as facilitators for technology in communities across the country.

LARRA CLARK is project manager and DENISE DAVIS is director of the ALA Office for Research and Statistics. The State of Funding for Library Technology in Today's Economy is \$43 from ALA Order Fulfillment.

Make Way for the Net Generation

Adapting to the norms of the young'uns can benefit libraries

by Joseph Janes

om! How could you be friends with her? I haven't seen her since elementary school!"

Thus shrieked Rachel—the "Mom" stretching to several syllables as only a high school student can do—as she discovered to her dismay and growing horror that her mother had somehow managed to "friend" everyone on Rachel's Facebook list.

You have my word, no matter how it looks, that this is not an "ain't these young'uns dif-



ferent" column—even though they are, of course. (Sitting in a Starbucks the other day next to a party of young folks, I couldn't help—trust me—overhearing their discussion of movies. They talked about going to movies as "watching," not "seeing" them. Generational? Reinforced by "watching" movies on DVD, streaming, handheld devices, etc.? Who knows? Made me feel ancient, though; hand me my cane, would you?)

Last year, I read Grown Up Digital, which author Don Tapscott based on thousands of interviews. In it he discusses the "Net Generation" (current ages 11 to 31), marked by their total assumption of the internet into their lives. They watch about one-quarter less television than their parents, but spend between 8 and 33 hours a week online; while there they can meet, share, and participate.

The New York Times summarized Tapscott's eight norms thus: "They prize freedom; they want to customize things; they enjoy collaboration; they scrutinize everything; they insist on integrity in institutions and corporations; they want to have fun even at school or work; they believe that speed in technology and all else is normal; and they regard constant innovation as a fact of life."

It'll be an uncomfortable change in some ways, welcome in others.

That's as nicely and concisely encapsulated as I've seen it. So.

OK, they are different from me, a very-late boomer. I like having fun as much as the next guy; integrity is cool, as is collaboration; but I can't say that these norms speak to me in a deep or personal way.

You already know that we serve these young people, and many of them are now entering the profession after spending time with us in LIS programs, and they'll change you and us and the world and the way we do things as they go. It'll be an uncomfortable change in some ways, welcome in others.

Libraries are already aligned with several of their norms (yay freedom and scrutiny!), while on others we struggle. We've made strides on customization and collaboration and innovation, with varying degrees of success, but it's hard to say that we've totally incorporated these values into what we do and who we are, or that we're particularly known for these in the popular mindset.

Enfolding these ideas even more fully and broadly would almost certainly improve that perception—as well as our institutions, services, and collections. To be honest, there's nothing on that list that's antithetical to what we do, and there could be far worse sets of premises to add to our professional practice.

Reform through norms

Here's a thought exercise, and a challenge. Take 20 minutes each of the next few days and ask yourself how you would advance one of these in your library over the next six months. Then do them, and let me know how it goes. (Better still, find a Net-Gener colleague and work on something together, profitably for you both.)

Rachel's after-dinner moment proved to be a false alarm but still a cautionary tale; it turned out she hadn't logged off her own account on her mom's BlackBerry, which tells me that different as these whelps might be, they're also not unfamiliar. Who's ever wanted their mom listening in on their phone calls or reading their diaries? As long as teenagers are mortified by their parents, continuity exists . . . but that's another story.

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

A Show of Cautious Cheer

Library technology vendors unveil products, pragmatism

forces.

by John Blyberg

here are five things that 661 are doing well in this economy," Equinox Community Librarian Karen G. Schneider told American *Libraries* at one point during the 2009 American Library Association Midwinter Meeting in Denver. Schneider's list comprised Amazon.com (whose fourth quarter in 2008 was its best holiday season ever, with 6.3 million items ordered), dollar stores, McDonald's, public library attendance, and open source software.

Well, executives from several of the major commercial library vendors would probably have leapt to augment that list. Speaking at the RMG Annual Presidents' Seminar, they were quick to point out how well their businesses were doing and, in the cases of some of the firms, that

they were expanding their work-

But even as Amazon sold enough

copies of Breaking Dawn to reach the

summit of Mt. Everest eight times

to-end, there were indications at

Midwinter that companies are re-

thinking their business strategies in

anticipation of FY2009-10, which is

over if the books were stacked end-

indications that companies were rethinking their business strategies in anticipation of FY2010.

There were

widely expected to be a tough one for libraries everywhere. The consensus among the vendors on the Midwinter exhibit

floor could be characterized as a mix of realistic expectation and optimism.

Of course, no trade show is complete without buzz. This year's big announcement came from Serials Solutions, which rolled out the new Summon unified discovery service. The company has clearly had its "come to Google" moment: Summon's clean search interface sports the familiar single search box. What makes Summon an exciting development is that it is neither a federated search tool nor a next-generation catalog. It is, rather, a single interface to over 300 million preharvested documents from over 40 publishers. Additionally, customers can choose to import their own bibliographic records and favorite Web pages so that a single search can bring up a variety of resource formats.

Serials Solutions Vice President Jane Burke explained that research and development were purely usercentric. "We asked, what would Google do?" said Burke at Summon's premiere breakfast event. The answer is plainly evident in the clean, stripped-down search-andresult interface. Customers will not be locked into using it, however, as

<image>

More than 450 companies exhibited at this year's Midwinter Meeting.

american libraries march 2009

TECHNOLOGY | In Practice

Summon is also equipped with an API (application programming interface) that allows developers to incorporate the product's functionality into their own programs—good news, given the current revival of library-driven development.

Another major splash on the showroom floor was made by the debut of **Ex Libris'** bX, a Web 2.0 scholarly recommendation service. The first of its kind to draw on a massive amount of collective usage data from research communities around the world, bX also looks to be extensible and is based on open

One offering on the Exhibits floor may foreshadow a day when the integrated library system is purely a cloudbased service. interoperability standards such as OpenURL and OAI-PMH. For those libraries that are rolling out next-gen catalog systems, bX should play nicely in the sandbox.

LibLime, however, is building its own sandbox

and inviting everyone to come and play. LibLime's big Midwinter news centered around biblios.net, its free (as in beer)

cataloging productivity suite. Biblios.net lets anyone in the world sign up to become a cataloger (in much the same way as **Library**-

Thing) and provides a professionalgrade cataloging tool with which libraries and individuals can create, share, and transfer bibliographic records. Catalogers can also pull in records from any open Z39.50 server, and modify and resubmit their changes.

The whole idea behind biblios .net is wonderfully subversive and may change the way we think about cataloging forever. No, it will not let complete strangers update your catalog, but it will let you share your library's records with complete strangers. Users of biblios.net can be selective about which records they bring into their system, similar to OCLC's Connexion, except that Lib-Lime is giving it away. Biblios .net has the potential to be a killer app and is worth keeping a close eye on.

LibLime has also added the community digital repository software Kete to its service offerings. Kete was developed in New Zealand by the same folks who created Koha. For community-centric libraries, Kete may be an affordable and effective way to begin quickly building a repository of images, documents, and audio or video recordings.

Innovative Interfaces showcased its new digital repository offering, Content Pro. Innovative has focused on ease of publishing with a one-step publishing process that takes advantage of Dublin Core data fields.

Cataloging at full tilt

The next-generation catalog interface mill is cranking at full tilt now. I'm still not convinced that companies that have traditionally specialized in building rock-solid back-office systems should suddenly be in the user interface business. Several have attempted that leap and fallen short of the mark. Yet a couple of new offerings caught my eye this year.

One of the more innovative and bold approaches comes from Auto-Graphics, which has just rolled out AGent Iluminar, a discovery tool built on Adobe's open-source Flex framework. That does mean that visitors to AGent Iluminar catalogs will need to have the Flash plug-in installed, which could shut out a very small segment of a library's user base. However, I can respect Auto-Graphic's decision to use Flex on the premise that progress should not be held back by a small group of users who lag behind the technological curve. AGent Iluminar looks and feels great, incorporating some very attractive and intuitive userinterface elements, such as the ability to drag and drop items into a holds queue and a new-books-cover browser. Auto-Graphics is clearly trying to position itself as a leader in the library-rich internet application business.

TLC's new LS2 PAC looks to be promising and sports an interesting book river, or collection of clickable book jackets, that slowly makes its way across the screen.

Prior to Midwinter, **SirsiDynix** released Enterprise 2.0, the second generation of its new search solution. The OPAC add-on has enhanced logic and reasoning functionality (fuzzy logic) that will help prevent misspellings and promote successful search results despite diacritics and the omission of suffixes and prefixes. Enterprise customers can now also incorporate search results for selected websites into the catalog itself.

SirsiDynix is expanding into the cloud as well-cloud computing, that is. Vice President of Innovation Stephen Abram told AL that the firm was looking to SaaS (software as a service), along with RFID and shelfreadiness, to help its customers save money during the current economic crisis. The savings, Abram said, come from libraries being able to eliminate costly server hardware, maintenance contracts, and staff time; instead, they can rely on one of SirsiDynix's five "green" server farms to do the heavy lifting. This type of offering may foreshadow a day when the ILS is purely a cloudbased service.

EBSCO's interesting news centered on the forthcoming EBSCOhost Integrated Search, a federated search tool that will allow libraries to incorporate their other electronic information resources and present it all in a custom interface. EBSCO has also added a Biography Reference Center, three new historical digital archive collections, and a number of multilingual health databases.

Tagging and texting

OCLC's WorldCat is getting social and going on the road with tagging and WorldCat Mobile. Library geeks will appreciate the new WorldCat Search API. Users of FirstSearch will be glad to hear that it now includes CONTENTdm 5, ArchiveGrid, CA-MIO, and OAIster.

LexisNexis was showing off two new products: Serial Set Digital Collection Part II, incorporating congressional documents from 1970 to present-day, and EASI Market Planner, which is part of its Statistical DataSets offering. (Confession: I could've played around with EASI Market Planner all day, but the booth staff wanted their demo PC back.)

Encyclopaedia Britannica was showing off Britannica SmartMath, a Webkinz-meets-math online social learning platform for elementary school-aged children. LibraryThing made a bit of news as Cambridge Information Group announced it had acquired a minority stake in the Portland, Maine-based company (founder and creator Tim Spalding remains the majority stakeholder). Bowker, which is owned by Cambridge, will distribute LTFL (LibraryThing for Libraries) as part of its Syndetics Solutions line.

First-time exhibitor **Text a Librarian** is a service offered by Mosio, a Web 2.0 community of SMS users who respond to each other's questions. Text a Librarian formalizes that service for librarians and provides a very clean, Web-based interface to respond to incoming text queries. At \$1,199 per year, the service seems to have value-added written all over it.

Mac enthusiasts will appreciate the fact that **Envisionware** now offers full session management and print-cost recovery for Mac OSX.

Photo: Curtis Compton, Cognotes



ChiliFresh CEO Scott Johnson explains the company's interactive library book-review engine to Jackie Choate of Kaplan, Louisiana.

Users of **Comprise Technologies**' SAM will want to check out the new features in SAM 9.0.

On the materials-management front, **3M** was showing off its new Intelligent Return and Sorter System—a wall-mounted three-way sort system for those libraries interested in a quick and easy RFID sort solution. **MK Sorting Systems** is now operating independently from a new office in Bloomfield, Connecticut. **FKI Logistex, Tech Logic**, and **Libramation** were all present as well, attesting to the fact that RFID projects are not cooling off.

Baker and Taylor customers will see enhancements in Title Source 3, such as the ability to "browse inside" HarperCollins books and "dupe check" their carts. **BWI** is rolling out a new "dashboard" order-management interface that will include invoice history and standing orders management. **Blackwell**'s Collection Manager 7 now sports a brand-new Endeca engine under the hood.

OverDrive will be expanding DRM-free titles for iPod and will soon roll out a mobile interface. **Playaway** says it will be offering brand-new units with built-in FM transmitters for poor folks like me who sit in traffic every day.

Bells and basics

A great deal of uncertainty surrounds the next fiscal year and the market will certainly cool off, but even as budgets tighten, FY2009–10 may present an opportunity for vendors and libraries alike to strengthen their business ties. Picking up the phone is cheap, and one of the most cost-effective steps a company can take is to evaluate and improve those relationships.

I asked **Polaris Library Systems** President and CEO Bill Schickling why he thought his company had, over the last three years, scored highest for customer satisfaction in Marshall Breeding's Survey of Library Automation Perceptions. "We are a customer service organization," Schickling said. "Everything falls in behind that."

JOHN BLYBERG, guest columnist for this month's "In Practice," is assistant director for innovation and user experience at Darien (Conn.) Library and blogs at www.blyberg .net. Regular "In Practice" columnist Meredith Farkas will return next month.

How the World Sees Us

"Americans are saving money by borrowing books, CDs, and DVDs instead of buying them. Borrowing is up 35% over last year in Chicago and 16% in New York while bookstores have seen sales dry up. Barnes and Noble lost \$18 million in the third quarter." KATIE COURIC's Notebook, CBS Evening News, Dec. 30, 2008.

"We want to turn this disgusting act into a redemptive one."

Rabbi ELISHA PRERO, asserting that bricks thrown by vandals through the window of the Lincolnwood (III.) Jewish Congregation synagogue ought to be used instead in the cornerstone of the library, *Chicago Tribune*, Jan. 12.

"Wareham cannot become a town without a library. I think of all the kids that might have been ignited by contact with a librarian who sends them home with an armful of books about something they're interested in, and the people that need help seeking jobs or getting a GED." 78-year-old DICK WHEELER of Wareham, Massachusetts, who kayaked 1,000 miles over 46 days to raise \$50,000 for the financially strapped Wareham Free Library, *Brockton Enterprise*, Dec. 29, 2008.

"Will there be food?"

The usual response to library event invitations, according to librarian WENDY REYNOLDS, who advises "If You Feed Them, They Will Come," slaw.ca blog, Jan. 4.

"We were never in it for the money. We are Christians, we believe in the Bible that it's God's inerrant word—and we believe that everyone could profit from studying it."

GEORGE VANDERGRIFF, after Clermont County (Ohio) Public Library settled a lawsuit claiming he and his wife were barred from using a library meeting room for a

<image><section-header>

"Not What You Think" is the theme of Chicago Public Library's new ad campaign aimed at changing public perception.

free financial seminar because they intended to quote the Bible. Vandergriff and his wife were paid \$2, while their attorneys received \$10,000, *Cincinnati Enquirer*, Jan 8.

"The cold has brought them in again. It happens every year. Like swallows to Capistrano, in reverse, they come not to escape the heat but to find it. Bedraggled and grim-faced,

weighed down by tattered duffels and beat-up thermoses, they trickle in as temperatures drop."

News columnist CHARITY VOGEL on winter visitors to the city's central library, *Buffalo* (*N.Y.*) *News*, Jan. 12.

"I believe that librarians are the unacknowledged legislators of the universe."

Author ALEX BEAM, A Great Idea at the Time: The Rise, Fall, and Curious Afterlife of the Great Books, Perseus Books Group, 2008

- "People love their libraries. Do they love any other city department? Why would the city, with all of its troubles, destroy the one agency that everybody loves?" IRV ACKELSBERG, attorney for the seven plaintiffs who won a lawsuit to halt the closing of 11 Free Library of Philadelphia branches, Philadelphia Inquirer, Dec. 31, 2008.
- "It's being surrounded by people who make you realize you're not the only one who's up studying. When you're home, it's so comfortable. Your bed is right there. You can jump right in. But here, everyone is in the same mode." Carnegie Mellon University junior REBEC-CA KIM on the Hunt Library's switch to weekday 24-hour service while classes are in session, *Pittsburgh Post-Gazette*, Jan. 4.
- "We did not think necessarily we could make money. We just feel this is part of our core mission. There is fantastic information in books. Often when I do a search, what is in a book is miles ahead of what I find on a website." Google founder Sergey Brin on the compa-

ny's book-scanning project, New York Times, Jan. 5

The Copyright Mummies

the last 200 years, the term of copy-

right in the U.S. has crept slowly up-

ward, from only 14 to 70 years after

the author's death. Each term-limit

combination of the moral rights of

need to profit from them.

extension has been justified by some

authors over their creations, and their

al creep, or in its rationale. In Febru-

ary 2008, the European Commission

the copyright term for sound record-

ings from 50 to 95 years. The accom-

panying justification states that "The

extended

term would

benefit per-

formers who

could con-

tinue earn-

ing money

over an ad-

proposed yet another extension of

The U.S. is not alone in this gradu-

Fetishizing the artist has led to a lockdown in creativity

by Melanie Schlosser

hen Pizarro swept into Peru in the early 1500s, he encountered an empire whose size and wealth was unrivalled. High in the Andes Mountains, the Inca had built a vast civilization under the divine rule of a series of immortal emperors. Needless to say, the pretense of immortality is not easy to maintain. To circumvent the embarrassing fact of an emperor's eventual death, the deceased was mummified. His preserved

state allowed him to continue to attend official functions and hand down opinions via a group of female mediums. His ac-



vacuum; the artists we revere draw from each other's works, and the works of their predecessors.

> the income gap that performers face when they turn 70, just as their early performances recorded in their 20s would lose protection."

The image of the starving artist who has forgone the security of employerprovided pensions in favor of a lifetime of creativity is a powerful one. It is also grossly misleading. According to the Open Rights Group, 90% of the revenue generated by the term extension would flow directly to the coffers of the music labels, and 9% would enrich the already successful top 20% of artists. The remaining 1% would be divvied up among the remaining 80% of artists, who would receive no more

than 30 Euros per year above their current income. In fact, according to the report, "Performers will not earn any more over their lifetime, and are likely to earn less, as money will be transferred from the living to the estates of the dead."

Western culture holds a special reverence for authors, musicians, and others whose creations enrich our lives. While that reverence has allowed a cultural outpouring on a massive scale, it has also been exploited to justify corporate greed and the locking-down of huge swaths of our creative output. We are the weaker for it. Our romantic notion of the artist toiling in solitude to bring forth a masterpiece has always been misguided, and is now edging closer to toxic.

The framers of the Constitution knew that "the Progress of Science and useful Arts" depended not only on rewards for individual creativity, but also on a thriving public domain on which those creators could build. Art is not created in a vacuum; the artists we revere draw from each other's works, and the works of their predecessors. If we imprison our culture under the control of the dead and their oracles, we strangle its very source. It is time to expose the fetish of the artist for what it is, and to honor the creative process by ensuring a meaningful dialogue between creators—past, present, and future.

MELANIE SCHLOSSER is a metadata librarian and rights management specialist at the Ohio State University Libraries

american libraries march 2009

ditional period. A 95-year term would bridge

It is easy to scoff at the Inca for accepting the pretense that the dead emperor continued to participate in politics, or that his wealth was used for anything other than enriching his heirs. To do so would be a mistake, however, because we are guilty of a similar, and just as absurd, selfdeception.

cumulated wealth passed into

the care of his panaqa, or lin-

eage, which was responsible for

maintaining and expanding it.

The original copyright term in the United States was 14 years, considered long enough to allow the author of the work to profit, but short enough to quickly enter the public domain. Over

Two venerable groups combine their expertise to advance the cause of libraries

by Sally Gardner Reed

rustees, Advocates, Friends, and Foundations unite in support of libraries! Tough financial times, combined with the exponential increase in demand for library services that they bring, spell perfect timing for the formation of a new division of the American Library Association that can rally the nation's library lovers under the banner of the Association for Library Trustees, Advocates, Friends, and Foundations—ALTAFF. But library aficionados did not unite overnight; that public support began many years ago.

Amalgamating
As early as 1890, ALA recognized the importance of trustees by forming its Trustee Section just 14 years after the establishment of the Association itself. That division grew and evolved over a century, finally becoming the Association of Library Trustees and Advocates (ALTA). Throughout the years, many of ALA's most prominent leaders have helmed this venerable organization, including Richard Rogers Bowker, Virginia Young, Bessie Boehm Moore, Alice Ihrig, and Daniel W. Casey.

Library promotion and advocacy has had a long history within ALTA. In 1959, for example, the organization (then called the American Library Trustee Association) sponsored special events in Washington, D.C., during lobbying days for the then-new Library Services Act that included a lunch with Congress. And later, in the 1960s, ALTA leadership assisted in governor's conferences on libraries across the country. As Peggy Sullivan points out in her 1990 booklet *Bold Planners and Wise Draftsmen: Trustees in the American Library Association*, "There can be little doubt that these governor's conferences were excellent prototypes for the White House Conference on Libraries and Information Services, which was held in Washington, D.C., in 1979."

Creating a circle of friends

Working in a far less formalized way, Friends of the Library groups—nonprofit bodies formed to support libraries in their communities—have been raising money for their libraries for a century and, like trustees, working to promote and advocate for them as well. Because the 1979 White House Conference on Library and Information Services brought advocacy to the forefront, it was decided that the loose network of library Friends should be formalized to increase their potential to promote libraries. As a result, a new organization named Friends of Libraries U.S.A. (FOLUSA) was formed that year.

Friends, like trustees, have taken the opportunity provided by library legislation days to promote libraries to members of Congress. Since 1989, FOLUSA has annually honored a member of Congress for exceptional support for libraries. Beginning with Rep. Major Owens (D-N.Y.) and continuing with other such library supporters as Sen. Paul Simon (D-III.), Sen. Russ Feingold (D-Wis.), Rep. Bernie Sanders (Ind-Vt.), and Sen. Olympia Snowe (R-Maine), the organization has ensured that leaders in federal government are highlighted and honored for their work on behalf of libraries.

At the local level, librarians have long recognized the political power that trustees and Friends have as advocates for libraries, a power that is significantly magnified when they work together. Indeed, it has been the citizen voice that has been the determining factor in passing bonds and referenda across the country and over the years. The trustees' call for an increase in the operating budget is made stronger when backed by a campaign of those in the community who use and volunteer for their library—in other words, the Friends.

Examples of this collaborative power can be found throughout the library world:

In Norfolk, Virginia, for example, the library trustees prevailed upon the Friends group to join them in setting

up an advocacy task force in the year 2000 with a goal of convincing the city council to give a \$1-million boost to the library's operating expenses. What ensued was a grassroots campaign orchestrated by the task force called "1% for Libraries": To bring the library's funding up to 1% of the city's operating budget from its then-current level of 0.85%.

The core task force, made up of two trustees and three Friends members, developed various strategies that included asking citizens to send thou-

sands of postcards to their council members, sign petitions, write letters to the editor, and call the mayor. Their efforts, adopted and heavily supported by the local media, resulted in a nearly \$900,000 increase for library operations and improvements.

In Fargo, North Dakota, the library's board of directors decided in 2004 to go directly to the citizens to gain support for the funds needed to expand the system to accommodate their growing community. After lobbying to get the three city council votes needed to put the question to a vote, the board joined the Citizens for Better Libraries committee, developed by the local Friends group, to seek passage of the Home Rule Charter Amendment to authorize the collection of a one-half-of-one-percent sales/use tax for a year-and-a-half for library improvement. They had only five weeks to wage a successful campaign requiring a 60% yes vote, but together they did it.

In 2002, Wisconsin libraries were facing a reduction in state support of 5%, on top of an already-stagnant budget. To battle the cutback, an advocacy campaign was developed, spearheaded by Friends, trustees, and librarians of the South Central Library System in Madison. Together they developed advocacy training seminars, had citizens send over 3,000 postcards to the governor, and collected over 2,000 names in a new advocacy database. While they weren't able to stave off a cut altogether, they

It has been the citizen voice that has been the determining factor in passing bonds and referenda across the country and over the years. were able to reduce it and have now created a more fertile field for future advocacy efforts.

As the national economy weakens, we are seeing renewed efforts to reduce library budgets, shorten hours, and even close branches altogether. Often these cuts are enacted because funding bodies see libraries as expendable. Too often, libraries are seen as poor competition for the internet, big-box bookstores with public programming, and a burgeoning number of entertainment opportunities. Libraries make up an extremely small portion of any municipality's operating budget, but they are nonetheless seen as tempting targets even if the cuts yield little reward relative to the overall municipal budget.

Promoting public awareness

Now, more than ever, Friends and trustees are beginning to understand that the library is not always seen as a self-evident good. Public awareness campaigns across the country are focusing on how

Now, more than ever, Friends and trustees are beginning to understand that the library is not always viewed as a selfevident good. libraries contribute to communities by offering earlychildhood opportunities for learning, assistance for jobseekers, reading fun in the summer so students return to school ready to learn, and a resource for infinite opportunities for lifelong learning.

While citizens and librarians do the work of educating local leaders about the value

of libraries and the incredible return on investment that their tax support delivers, they know that in the near term they must bring their many and united voices together to demand support for library services. They are reminding community leaders that the library belongs to the people.

The formation of ALTAFF is a bold new step to expand and reenergize the voice for America's libraries. Combining ALTA's and FOLUSA's dedication and expertise in library promotion will create a powerful force for libraries in the 21st century. At the local, state, and national levels, citizens must make their voices heard; ALTAFF intends to lead the way.

6

SALLY GARDNER REED is the executive director of the Association for Library Trustees, Advocates, Friends, and Foundations, a division of ALA. She has presented programs to hundreds of library supporters and librarians nationally and internationally.

FAMOUS FOLUSA FRIENDS

Friends of Libraries U.S.A. got its start with Sandy Dolnick, a Friend of the Milwaukee Public Library, after she attended the 1979 ALA Annual Conference in Dallas. Her idea—to connect Friends groups across the country so they could share best practices—began with little more than a typewriter and a bundle of newsletters from various Friends groups. She began a national newsletter that reprinted the best ideas she could find and sent it out to those who were interested for a modest "membership" fee.

FOLUSA, of course, has come a long way since those salad days, much to Dolnick's credit but impossible without the help of some heavy-hitters in libraryland. Providing both leadership and financial assistance, giants in the library corporate world joined the first board of directors in 1981 and set the course for an organization that would finally reach over 3,500 Friends groups across the country.

The names—or at least their companies—are familiar to many of us in the field. After earning a degree in chemical engineering from Cornell, Joe Fitzsimmons started work in 1957 for Xerox Corporation, which sent him to oversee the development of a recent acquisition, University Microfilm. Later he became president of that company, which we now know as UMI.

In 1939, Arthur Brody started supplying plastic bookjacket covers to libraries, later expanding to other materials they needed to get books on the shelf, leading to the company now known as Brodart. As a founding member of FOLUSA, Arthur sat on the board of directors for several terms and continues to support the organization with gifts of both money and support.

Even if you haven't heard of Fred Ruffner, you certainly know the firm he and his wife Mary founded, the Gale Research Company, and Omnigraphics, which he later started with his son Peter. Ruffner was one of FOLUSA's first presidents and in the organization's early years lent monetary support, recruited other corporate donations, and even once provided the board with meeting space on his yacht in Florida! Generous with both time and money, Ruffner also had big ideas, including what is now FOLUSA's prized Literary Landmarks program.

These leaders from the library-support industry recognized early-on the importance of Friends to their libraries. They understood that library lovers enhanced their libraries' budgets by raising money. And they believed that Friends could become increasingly outspoken on their libraries' behalf if they could get education, resources, good ideas, and support from a national organization— FOLUSA. NEW TITLES FROM ALAEditions











Loriene Roy, Kelly Jensen, and Alex Hershey Meyers



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Inside Outside VIII Inside

By Chrystie Hill

The question for today's information professionals is not Where is the library? but What is a library?

N earing the end of our first decade of the 21st century, public discourse around social activity, networking, community building, and public service has grown, again calling into question the roles of libraries and librarians in society and in relation to the communities we serve. First, the popularization of social science research, reflected in such books as Robert Putnam's *Bowling Alone* and Ray Oldenburg's *The Great Good Place*, not to mention the most recent presidential campaign, all got us thinking again about the library's role in civic engagement.

Second, the Gates Foundation's investment in libraries ensured that we made public access computing a core library service. Third, the popularity of participatory media and social networking on the Web took off from right under our "cell phone free" zones. At first glance these factors may seem disjointed, but they come together to form a particular crossroads in our profession, and evoke essential questions about what the library does, how we should be doing it, where we should be doing it, and for whom. Since the publication of Putnam's *BowlingAlone* in 2000, there has been a growing perception that, at least for Americans, community and civic engagement is in decline. Putnam described how, over the past 30 years, Americans have increasingly stopped voting, joining political parties and service organizations, and attending community meetings. Commuting, increasing work demands, and technology, Putnam argued, all have a role in the decline. Putnam's work raised public awareness about the meanings and uses of *social capital*, its relationship to building social networks, and the core qualities of strong communities. Library professionals responded by lamenting that the library had not been exposed as an exemplary builder of social capital for its neighbors. We asked, "Where are the libraries in *Bowling Alone?*"

During the same period, libraries were, perhaps understandably, distracted; this may explain why we were a part of but not in the center of community-building discussions. We were grappling with what may prove to be the most critical change impacting library service in the past century: the emergence of computing as "standard fare" service in libraries. According to recent research from the Information Institute on public libraries and the internet, nearly 100% of public library outlets in the U.S. are connected to the internet, compared with only 44.6% in 1996. More than 14 million people regularly use public library computers to access the internet to meet personal information needs; computer-use trends in special and academic libraries remain to be thoroughly understood.

What were they doing?

But what were library patrons and other information consumers doing with all that internet access? With all those networks? Briefly, they were searching for, and finding, themselves, many of them doing so for the first time in libraries. And this leads us to the third factor converging with "social capital" and "computing as library service" discourse. Within this same time frame, the internet has essentially "come of age" in the United States and beyond, according to Sharing, Privacy, and Trust in Our Networked World (OCLC, 2007). Research indicates that, worldwide, more and more of us spend at least some time on the internet connecting with others, searching, purchasing, and even creating or publishing our own digital content. It's not surprising, then, that Time magazine proclaimed "you" as its Person of the Year in 2006 over the caption, "You control the Information Age. Welcome to your world." And if that's not enough to frighten your average library and information professional, I don't know what is.

Since the publication of Putnam's *Bowling Alone*, the internet and web-based technologies have all but completely penetrated interactions with commerce, discovery, and even personal relationships. The increasing preva-

lence of e-mail, electronic lists, blogs, wikis, social networking, and social media on the Web has moved us away from an environment in which internet access merely encourages users to find themselves. Instead, it's provoking us to find *ourselves*. By facilitating collaboration and communication with other users, the social Web is pushing everyone, not just libraries, to determine and articulate their place in a new media world.

Where is the library?

The internet is now embedded in our everyday lives, and many more people are accustomed to using search engines, communicating via e-mail, finding their own information, purchasing their books and airline tickets online, and using blogs, instant messaging, or social networking and media sites to connect. But what they've stopped doing is thinking of the library as an information resource online. OCLC's *Sharing, Privacy, and Trust in Our Networked World* reported that between 2005 and 2007, using a library website was the only online activity that *declined* among those familiar with and having access to the internet.

In contrast, physical use of libraries has increased, though not as dramatically as internet use in general. "Predicted demise due to internet fails to materialize," touts an ALA news release for its 2007 *State of America's Libraries* report, adding, "new data on U.S. libraries shows almost two billion served." In the report, ALA showed that the number of visits to public libraries increased 61% between 1994 and 2004, while circulation increased 28% over the same period. "Far from hurting American libraries, the internet has actually helped to spur more people to use their local libraries," said ALA President Loriene Roy, "Libraries still serve a unique function in providing those who seek knowledge and information with guidance from trained and educated professionals."

To learn more about library use, about awareness and use of electronic resources, and about the "library" brand, OCLC created an online survey in 2005 that reached people familiar with online resources and who had access to the internet. The survey drew responses from 3,348 people in six countries. In the area of library use, 96% of respondents reported that they had visited a public library (ever), while only 27% had visited a library website. OCLC also asked if library use had changed in the preceding three to five years. Many users (44%) indicated that their library use had stayed about the same, 25% claimed that their library use had increased, and 31% claimed their library use had gone down. If visits to the physical library were increasing, this research seemed to indicate that it was likely not by people who already had internet access at work or at home.

Recent research from the Pew Internet and American Life Project shows that since 1995 internet use by American adults has steadily grown from around 15% to 73%. Internet World Stats, a website that regularly reports on population and

The internet and web-based technologies have all but completely penetrated interactions with commerce, discovery, and even personal relationships.

internet use, corroborates Pew's findings, reporting 72.5% of Americans using the internet according to Nielsen/NetRatings in June 2008. That's currently more than 220 million Americans "at least occasionally" online. For young adults ages 18 to 29, the figure increases substantially to 90% online. Pew further shows that the more education you have, the more suburban your lifestyle, or the more income you have, the more likely you are to be online.

As a library professional, I value traditional library services and am as interested as most of my colleagues in whether library visits and overall circulation have increased. Yet, increased circulation and visits to the library, even an increase in library program or classroom attendance (especially for children's programs), feels less of a feat against the fact that we're not doing a good job online or outside the library. We've neglected to recognize our role as organizers and keepers of information access as primarily a *social* role. When we're absent (not entirely, but mostly) as active community builders even in our own spaces, we're certainly also absent outside the library and in the information spaces now so embedded in everyday life.

In my version of the story of *where we went wrong*, I believe we've neglected to consider what John Seely Brown and Paul Duguid called in a May 1996 *First Monday* article "the social life" of documents. Although documents are powerful for helping us structure and organize information space, they argued, they also help us create and negotiate social space. Inotherwords, groups form and conversations emerge around them. Further, we should expand our notion of the document to include all the social interaction that happens around it.

Somewhere along the way we chose (deliberately or otherwise) to value our traditional roles as much as we valued the traditional definition of the documents we cared for. If documents helped people structure and organize information space, librarians helped people structure, organize, and access documents. In neglecting the social nature

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of documents and our users, we neglected to nurture, or at least to articulate, the very social nature of our own roles.

I believe and am hopeful that we can reverse these trends and perceptions by returning to our core values and applying them to the present information landscape and experience. To start, I think we've been asking the wrong question. Instead of repeatedly asking "*Where* is the library?" we should be asking "*What* is a library?"

Recently, University of Washington Information School professor Joe Janes (see Internet Librarian, p. 28) spoke about what it means to be in the library. He posed the possibility that a library is defined as "stuff, place, service, interactions, and values." When materials and collections were not digital but were literally and physically stored on shelves and (at best) delivered through interlibrary loan, the place and the stuff were more critical to the definition, purpose, and brand of libraries. As materials and collections become ever more digitized, our collections and services become increasingly available outside the library, and sometimes at the drop of a pin. As a result, the place that was once the library also comes under scrutiny and, in the best-case scenario, starts to change. And it's here that our service, values, and the interactions we facilitate become even more important to our ongoing relevance.

If our distraction with computing in libraries explains why we're not at the center of public discourse around civic engagement, it does, some would say paradoxically, allow us to put ourselves back into a central communitybuilding role. In spite of the hubbub over the library's core mission being compromised or endangered by computing, particularly social computing, I argue that it takes us back to the core tenets of librarianship and connects us unequivocally to traditional library services that have been building community locally at least since the Progressive Era and the turn of the last century. Building community shares common themes, whether we're doing it inside, outside, or online. I'd have no trouble convincing readers that the branch library's story time creates and builds ties that bind. Using the same principles we've used for developing library programs, let's let online social networking learning become additional tools we can leverage to becometightly networked with and central to our communities.



CHRYSTIE HILL is founder of It Girl Consulting in Seattle and director of community services for WebJunction. This article is based on a section of her forthcoming book from ALA Editions titled Inside, Outside, Online: Building Your Library Community. Her MLIS is from the University of Washington, and she blogs at librariesbuildcommunities.org.





The director explains how, after a near-death experience, Salinas Public Library is open, thriving, and setting trends

by Elizabeth Martinez

he 2005 financial crisis in Salinas, California, gained national attention when the childhood home of author John Steinbeck, one of America's Nobel Prize winners, closed all its public libraries. Now Salinas Public Library is open seven days a week. We are open with a Digital Arts Lab, a "U Name It Lounge" for young adults, a Literacy Center, bookmobile, new computer ILS, blogs, "Dinner in the Stacks" events, a \$713,899 federal grant, renovation of two libraries and expansion plans for new facilities, and ready to celebrate a centennial in 2009.

What happened between 2005 and 2008? First of all, the people of Salinas rallied to raise funds to reopen three facilities (the John Steinbeck Library, the Cesar Chavez Library, and the El Gabilan Library) under the leadership of former mayor Ana Caballero, current mayor Dennis Donohue, and the Friends of the Salinas Public Library. A convergence of authors, celebrities, organizations, and others drew national attention to the farming community where Steinbeck grew up. After two failed tax measures, the voters passed Measure V in 2005, providing 10 years of additional sales tax to fund city services, especially the library. Almost everyone who was asked their motive for the passage of Measure V said, "We wanted the library back!"

In spring 2007, the mayor asked us to give every 3rd-grader a library card. We decided instead to give every student in Salinas's schools a library card. One of the local superintendents asked us to start with her school, but said that we couldn't use an application form because her families wouldn't return it. She asked us if we could use the school address for all the students in all her schools, saying that she would be responsible for the books. So we eliminated the application form, designed a card for her school district with their logo and colors, and printed all the cards

for the district's list of students, per class per grade per school. Library staff then went to each class in each school and gave the students their card. Last year we completed two school districts, 24 schools, and gave out 15,551 library cards. By the end of June 2009 we will have given all 35,000 students in Salinas's schools a library card.

Knowing that technology and computers were

not readily available in Salinas, and that there was a big interest in graphic and digital arts, and technology skills, we opened a Digital Arts Lab at the Steinbeck Library with Mac computers and software for filmmaking (Final Cut Pro), music composition (GarageBand), and other software for photography and graphic design. Classes and mentors from local colleges are available during the week.

The "UName It Lounge" at the Steinbeck Library features a plasma screen with Xbox, and high and low furniture. It was developed after a consultant study with focus groups and surveys by Professor Anthony Bernier of San Jose State University's School of Library and Information Science. The biggest problem has been keeping the adults away, so we



are planning a similar area especially for them. There is also a MarketPlace of new books, video, and audio materials that features movable stacks so we can hold dinners or programs in this central area.

With the creative assistance of the city's Maintenance and Facilities Department, we added visibility and beauty to the small El Gabilan Library by changing the entrance and adding gardens and walkways. New furniture, lighting, and shelving added to the makeover. The lighting contractor took pride in the restoration of a new entrance by designing special "book lights" that featured texts of books. The library is still small but now attractive and visible from the street, and it offers children's programs such as "View the Stars with Andy the Astronomer."

The Chavez Library is scheduled for expansion this year to double its size. The literacy staff has enriched bilingual weekly storytime, and now they average 60 to 80 families. On the day of the holiday storytime, 1,376 people came to the library and no child leaves the library without a gift, including books.

New initiatives rolling out

A new open-source, internet-based integrated library system replaced the 23-year-old Dynix one for our catalog and circulation operations. In January, a bookmobile was purchased that began service to literacy and community sites such as Mi Pueblo market, and areas far from a library. The city's goal is to create a culture of literacy. What other city has this distinction? The library is central to this goal, with a Literacy Center for GED and online programs, and family literacy programs at low-incomehousing sites. A local Superior Court judge makes it a condition of probation to offenders who come before her and do not have a high school diploma that they go to the library and get their GED.

A two-year federal Institute of Museum and Library Services (IMLS) grant "Cultivating Knowledge: Life and Literature in Salinas" will allow us to engage the community in exploration of its history and diverse cultures. It is a collaboration with the National Steinbeck Center.

We have made big strides in changing the library culture to "yes, we can," and loosened control to become flexible with procedures. We'll try it first and change it if it doesn't work. We ask our library attendees to "Respect, Share, and Enjoy" at the library, and ask ourselves to do this too. Library employees have most of the good ideas and manage blogs and programs having fun too.

The mayor asked Salinas residents in 2008 to imagine a great city, and in 2009 to begin building a great city. Potential redevelopment in the Old Town Salinas area includes plans for a new "world class" John Steinbeck Library, and a fourth library has been identified in a new 20-year development plan.

SALINAS RISING

A CHRONOLOGY

■ January 2004: The city council adopts a budget cutting another \$410,000 from the Library Department. Between 1992 and 2004, the library's budget had been slowly reduced from 60 hours a week open to 32 hours a week.

Business community leaders suggest tax measures to increase city revenue known as Measures A, B, and C.

September 2004: The city council votes to close the Library Department if tax measures fail.

■ November 2004: Two of three tax measures fail. A series of meetings is held in the community by Friends and city staff for input on how to save the library; none is deemed viable.

December 2004: City Council confirms closure of the library.

■ January 2005: Community members form Save Salinas Libraries. The next month, mayor announces Rally Salinas and formation of a blue ribbon committee. ALA Council passes a resolution opposing the closure.

■ May 2005: Formal request to the city council to consider another tax measure; requires the city to declare an emergency in order to get it on the November ballot.

■ July 2005: The city council declares an emergency and adopts a resolution calling for a tax measure on the November 2005 ballot. Measure V committee formed that includes Save Salinas Libraries and Rally Salinas groups.

■ August-November 2005: Measure V campaign members walk the streets of Salinas, hold community meetings, and collect donations.

■ November 2005: Measure V passes with 61.74% voter approval.

October 2006: Open hours increase to 69 a week.

March 2007: Hours up to 101 per week.

July 2007: Hours up to 117 a week.

September 2007: New library director hired.

October 2008: Open hours increase to current level of 186 per week.

How could the library come back so strong in so short a time? Where did the funds come from?

In November 2007, two months after I was named director, I presented to the city council a vision of the future, the goals and priorities for 2008. Funds were identified in Measure V, capital projects, and a number of accumulated donation accounts so that all the goals and priorities were accomplished. There was some resistance. Fortunately, those who claimed that library traditions were being destroyed, or that the collection was suffering due to lack of stewardship, or that the emphasis was on people not books, or that the priority was residents not employees, or who said that the public didn't really want some of these new services, or that public funds were being misspent were outnumbered by the residents of Salinas who embraced changes and new programs and services with gratitude and praise.

How did we come back so strong so fast? It was leadership on the part of many key players—a mayor who really believes and states often how libraries can save the planet, a city council and Measure V Committee that support the library as a budget allocation priority, Friends of the Salinas Public Library watchdogs, residents cheering the changes, and a team of expert managers to restore and redesign the library I always envisioned.

It was also trust by the politicians and stakeholders in the community who left the development and decisions about the library to the director. The local newspaper listed the top 10 events in Monterey County in 2008; the



Salinas Public Library opening seven days a week was number nine.

What's next? How will the economic crisis impact the library? The expansion of the Chavez Library to double its size is a priority in 2009, as is the IMLS grant, which will explore the area's cultural past, present, and future through a series of activities and events focused on reviving Salinas's civic life, promoting lifelong learning, and supporting community-development efforts.

The City of Salinas is going to experience financial problems this year. Yet the library is expected to continue to be open seven days a week due to allocated Measure V funding and strong community and political commitments. The centennial in fall 2009 will be a citywide celebration, and we will invite all those associated with the library throughout its history, and everyone who rallied to save the Salinas Public Library, to a big 100-year birthday party. Please join us and be part of library history in Salinas, California.



ELIZABETH MARTINEZ became director of Salinas Public Library in 2007. She was executive director of ALA in 1994–97 and has served as GSLIS instructor at San Jose State University and director of Los Angeles Public Library.

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Economic Outlook Prompts Tough Talk in Denver

For Nobel Prize winner and committee chairs alike, Midwinter Meeting conversations were about money and where it's going to come from

LA President Jim Rettig couldn't have picked a better speaker for the President's Program at the ALA Midwinter Meeting, January 23-28 in Denver, than Muhammad Yunus. With American capitalism failing at numerous levels, the 2006 Nobel Peace Prize winner and author of Banker to the Poor: Micro-Lending and the Battle against World Poverty told the amazing story of his crusade to end poverty with a lending system that defies the traditional notion of how banks do business.

Yunus started his talk by admitting that he had learned a lot about the American Library Association following the invitation to speak first that it existed, and second that it could be so large. "Now I see what my project and libraries have in common." He went on to demonstrate how his Grameen Bank

evolved in Bangladesh.

"A sense of uselessness grips you," Yunus explained, describing his con-

version from a student of economics to a force for social and economic change. "Let's forget about the study of economics," he said. "Why don't I go to the people and see if I can make myself useful to them?"

From this epiphany came the concept of micro-loans. Yunus realized that poverty-stricken villagers were

turning to loan sharks for money. He calculated that 4.2 people owing a loan shark \$27 meant that so many people "had to suffer so much for so little; if I could give the \$27, I could solve the problem for the people, and that is what I did." Yunus's initial gift of \$27 led to the founding of the Grameen (it means "village," he said) Bank, which today makes loans to more than six million families on the basic premise that if you pay the money back, you get more money.

"Poverty is not created by poor people; poverty is created by the system, the way we build it," Yunus said. "All human beings are

packed with unlimited potential." He foresees a time when we will have to create "poverty museums" so people can understand what had once

been widespread. Rettig noted that

"I do the opposite,

-Muhammad Yunus, on

being given advice

and it works."

libraries make micro-loans—"gifts, really"—of knowledge that help people transform their lives, improve their well-being, and literally develop their local economies.

The economy in general became the focal point for discussions



Muhammad Yunus talks about the causes of poverty.

throughout the conference. Midwinter attendance figures released January 26 showed a grand total of 10,220 attendees, compared with 13,601 in Philadelphia in 2008. The figure is very close to attendance projections but in categories that will not meet revenue projections. People opted for lower-price-tag events and categories, such as exhibits-only, Deidre Ross, head of ALA Conference Services, said.

EFFECTIVE ADVOCACY IN TOUGH TIMES

The ALA Washington Office Update offered Midwinter Meeting–goers an opportunity to connect in person american libraries march 2009



Washington Update: from left, Ken Gordon, Stephanie Vance, Ken Wiggin, Emily Sheketoff.

with Washington Office staffers. Lynne Bradley, director of the Office of Government Relations, noted that on the Hill, traditional library issues are still on the agenda, but with a new twist. Appropriations will be extremely competitive in the current economic climate, and librarians, with more voices than ever, need to make the case for libraries as the best bang for the buck. Copyright, access to government information, and broadband and telecommunications remain high on the lobbying agenda. ALA Washington Office Executive Director Emily Sheketoff said there is great expectation that legislators will collaborate to get America back to work.

Former Colorado State Senator Ken Gordon, one of three panelists for the session, told stories gleaned from his 16 years in the Colorado Assembly to illustrate his belief in what it takes to preserve American democracy: education. The people are sovereign in America, and if we don't supervise our public officials, they will fail, he said. Any assumption that "dysfunctional Washington is done" simply because Barack Obama is president "is far from the truth." Despite the optimism he shares over Obama's election, Gordon still urged the audience to remember that the president "is an employee, as are the legislators."

"Obama will not be able to do what you want him to do as long as levers of power are money levers and not people levers," Gordon concluded, and "people must participate."

Ken Wiggin, chair of ALA's Committee on Legislation, cited

the speech given by Obama at the 2005 ALA Annual Conference in Chicago, in which he exhibited an exceptional understanding of the role of libraries in American democracy (*AL*, Aug. 2005, p. 48–52). "But he can't do it by himself," said Wiggin, pointing out that economic stimulus or

"recovery" money is going to go to state and local government, where "libraries have to be on their radar."

Advocacy guru Stephanie Vance told a stunned audience that there are thousands of lobbyists in Washington and that every American's share of the national debt is \$30,000. But the new people in Washington "are enthusiastic about some of the things we are enthusiastic about," she said, and that's how to be at the table—"You achieve it through citizen advocacy."

COUNCIL COMMENDS PRESIDENT OBAMA

The ALA Council passed a glowing resolution praising President Barack Obama for "recognizing the importance of openness, transparency, and accountability in government by signing an executive order on presidential records and presidential memoranda on the Freedom of Information Act and Transparency and Open Government on his first day in office." The ALA governing body, which held three sessions in Denver, also passed resolutions urging Congress to reauthorize the Library Services and Technology Act "in a timely manner" and calling for "the protection of libraries and archives in Gaza and Israel." (See Council report, p. 53.)

TOWN HALL MEETING'S MESSAGE TO PRESIDENT

The full breadth of ALA's membership was on display at the well-attended and generally upbeat Special Membership Town Hall Meeting sponsored by ALA's Executive Board and Membership Meeting Committee. Dozens of members offered their voices on the topic "What Do Library Staff Want President Obama to Know?" Members asked ALA President Jim Rettig to remind the president of the needs of libraries of all types, from public, academic, and school libraries to those serving more specialized populations like military, tribal, or federal libraries.

Bernie Margolis, state librarian of New York, expressed his hope that the technology-friendly president would support the reading of books as well. "We've seen him with his Barackberry, we've seen him in front of computers. Can we create an opportunity for him to help us and us to help him build on the knowledge economy that is such an important part of moving this country forward?"

Samantha Hastings of the University of South Carolina declared, "I think we should remind the prez that the Institute of Museum and Library Services is up for reauthorization, the home of the Library Services and Technology Act, and that the research endeavors out of that institution are what lead us into future and better solutions."

Arizona State Librarian Gladys Ann Wells suggested simply a thank you, because President Obama has "done more for public records in two days than many administrations did in 12 months."

The wide array of roles libraries play in this country noted in the discussion included: the sole sources of no-fee access to the internet for many citizens, access centers for government services, agents of equal lifelong learning opportunities for all, and providers of services to active-duty military and people with disabilities.

BUDGETING FOR THE UNKNOWN

During the Planning and Budget Assembly, ALA Executive Director Keith Michael Fiels and Presidentelect Camila Alire fielded questions from members. Theresa Byrd, chair of the Association of College and Research Libraries' Budget and Finance Committee, asked about the future of print journals and wanted to know what ALA was doing about the issue of print vs. electronic Association-wide, especially given the current budget climate.

Fiels said decisions are being made on an individual basis, based on the economics of the operation. *American Libraries* has been working with Membership to respond to the demand from some members for an opt-out choice in the personalized membership communication preferences.

ALA Treasurer Rod Hersberger talked about the three major areas of revenue for ALA—conferences, publications, and dues—calling them

"mature businesses." That's not a problem, he said, until you consider the amount of new money ALA needs each year. Current products are for current markets, he noted, and we have to take a look at cost-cutting that could be achieved by, for example, bundling the journals. Are we going to look at new products for current markets, he asked, or current products for new markets? Do we have services and products that could appeal to other associations?

Jim Neal, chair of the Budget Analysis and Review Committee, asked if ALA had a global strategy for its brand. "It's going to require some freer thinking than we have done," he said, adding that this involves recognizing our assets, capi-



Participants in the Emerging Leaders program gather for a group shot.

talizing new ventures, and building a competitive sense.

There was a good deal of complaining about the ALA website, mostly centering on the Collage

"No one ever tells you to be courageous unless you're going to need it."

> -Geraldine Monaghan, simply has to put AAP author breakfast more emphasis o

CMS. "We're not looking very nimble and agile," said one person. Byrd suggested that ALA simply has to put more emphasis on IT, maybe even by

outsourcing it. Collage has been a nightmare, complained representatives from round tables who noted that it was a lot to expect that volunteers had to take extensive training to be able to post and then find the site down far too frequently.

Everyone was concerned about the financial outlook, but while the Planning and Budget Assembly provided good guidance for staff, the future seems to be anyone's guess. ALA Associate Executive Director for Finance Greg Calloway said after the meeting that ALA staff will look at preregistration numbers for Annual Conference on March 1, "and that will be a key indicator of potential fiscal issues we may have to face." Spring numbers will indicate if further cuts are necessary, he said, in addition to the 3% across-the-board expense cut (10% in Publishing) that is already being implemented. "Our investment income is down" said Calloway, but fortunately ALA is not dependent on long-term investments for operating expenses, so the impact right now is not as great as it's been for other organizations. "Our membership is steady at the personal dues level, and in a strained economic time," he said, "that loyalty is a very positive note."

\$882,000 TO LIBRARIES FOR INVESTOR ED

ALA's "Smart investing @ your library" initiative celebrated with a reception at the Ritz-Carlton Hotel the announcement that the Financial Industry Regulatory Authority (FINRA) Investor Education Foundation has awarded some \$882,000 in new grants to 12 public libraries as part of the campaign to "provide millions of patrons with effective, unbiased financial education resources."

The project is jointly administered with ALA's Reference and User Services Association.

"Public libraries are ideally positioned to serve the financial information needs of their communities and to do so without a sales pitch or a hidden agenda," said John Gannon, president of the FINRA Foundation. "With the help of these programs, Americans can turn to their libraries to get the best available financial information to make smart decisions for the family's financial future."

The grantees, representing urban, suburban, and rural communities across the country, will receive one to two years of funding, in addition to assistance with program marketing, outreach, and evaluation provided by ALA. Visit www.fnrafoundation.org for more information.

EXHIBITORS SAY SHOW TRAFFIC STILL STRONG

Traffic in the Midwinter exhibit hall was quite good, according to a number of vendors, who also stated that their companies' financial health was not nearly as compromised as the economic outlook might indicate it would be. Vinod Chachra of VTLS said the company is hiring, not laying off, largely due to international business. "We've had a record year [and] we're investing it in R&D and customer support."

Stacilee Oakes Whiting of Sirsi-Dynix echoed Chachra, saying the company over the past 18 months has had 15 product releases and was also hiring.

Andrea Sevetson and Marina Asariah at LexisNexis demonstrated the

expanded Interactive Statistical Database. They also said the company was doing well and subscriptions showed no sign of declining. A member of ALA's Government Documents Round Table, Sevetson's major complaint about the conference was not low traffic in the exhibit hall; rather, it was the Association's website. Echoing round table members at the Planning and Budget Assembly, she said it was frustrating for volunteers to have to train so intensively

on the Collage content management system and then have it fail on a regular basis.

TREASURER URGES NEW BUSINESSES

ALA is a pretty big organization, with a \$58-million annual budget, Treasurer Rod Hersberger told the Council. He was concerned about ALA's "mature businesses" that are not yielding annual revenue growth and the need to develop new businesses. Echoing what he said at the Planning and Budget Assembly, Hersberger talked about the need to develop new products for new markets. Among his ideas are capitalizing internationally on the ALA brand and turning more units into revenue-generating centers.

Hersberger concentrated his report on the work of the Washington Office, urging that a larger portion of programmatic resources be devoted to the office (the current level is about 25%).

Executive Director Keith Michael Fiels said ALA is introducing a more formal method for developing new



Pulitzer Prize-winning journalist Jim Sheeler delivers a powerful Arthur Curley Memorial Lecture on the impact of the Iraq war.

businesses, especially for their capitalization.

We're not at the bottom of the slump yet, and there is always a lag in ALA feeling the pinch, said Hersberger. Units that aren't performing as well as they should "may need some attention," he added. Fiels said expenditures will undoubtedly need to be reduced in accord with revenue reduction, but he noted that "there is no magic place where I have eight people sitting in a room doing nothing and can just eliminate the positions with no impact on the operation."

ECONOMY EXTENDS TO TOP TECH TRENDS

The Top Tech Trends discussion played to a standing-room-only crowd and focused on four topics: the management of open source software, the growth of geolocational technologies, Linked Data, and the effect of the economy on technology choices in libraries.

Karen Coombs, head of web services at the University of Houston libraries, observed the number of companies being formed to manage open source software. "That's a really big change. In the past, open source has always required your own developers and staff to support."

Karen Schneider, community librarian at Equinox, said that when libraries were developing their own integrated library systems in the 1970s and '80s, they tended to follow the same model: Development would stay within the library, and the ILS would continually get harder to maintain, until it got complicated enough that the library had no choice but to buy a vendor product. "Now, the test for the open source community is: Can you move past your founding library or founding community?"

Clifford Lynch, director of the Coalition for Networked Information, discussed the successes of the

GAIMAN, KROMMES WIN 2009 NEWBERY, CALDECOTT MEDALS

The author of a tale that mixes murder, fantasy, humor, and human longing and the illustrator of bedtime verse that reassures youngsters about the dark were named respective winners of the American Library Association's Newbery and Caldecott medals honoring children's literature. The announcement, which took place January 26 at the ALA Midwinter Meeting in Denver, was webcast for those who could not attend.

Neil Gaiman earned the John Newbery Medal for *The Graveyard Book*, published by Harper-Collins Children's Books. Gaiman takes readers into the world of Nobody Owens, a child who escapes from an ancient league of assassins seeking his death into an abandoned graveyard, where he is nurtured by its spirit denizens.

Beth Krommes took the Randolph Caldecott Medal for the richly detailed black-and-white scratchboard illustrations in *The House in the Night*. Published by Houghton Mifflin, the picture book is illuminated with touches of golden watercolor to suggest the presence of light even in the dark of night, and Krommes's images evoke the comfort of home as well as the joys of exploring the wider world.

Photo: Courtesy of the Today Show

Gaiman and Krommes appeared on *The Today Show* January 29, along with Coretta Scott King Book Award Committee Chair Deborah Taylor, to talk about their award-winning work. Gaiman announced that Irish director Neil Jordan is set to direct the film adaptation of *The Graveyard Book*.

Kadir Nelson, author of We Are the Ship: The Story of Negro League



Caldecott winner Beth Krommes, Newbery winner Neil Gaiman, Pratt Library's Deborah Taylor, on the *Today Show* set with Al Roker.

Baseball, and Floyd Cooper, who illustrated The Blacker the Berry, earned Coretta Scott King Awards recognizing African-American authors and illustrators of outstanding books for children and young adults. Nelson's nonfiction book, published by Jump at the Sun/Hyperion, tells of the rise and decline of the Negro Leagues and pays tribute to its unsung heroes. Cooper, who illustrated a poetry collection published by HarperCollins' Amistad imprint, uses an oil wash subtraction technique to light the faces of African-American children in the natural world of sunlight and moonlight.

Among the other awardees were:

Margarita Engle, author of The Surrender Tree: Poems of Cuba's Struggle for Freedom, published by

Holt, and Yuyi Morales, illustrator and author of *Just in Case: A Trickster Tale and Spanish Alphabet Book*, published by Roaring Brook Press, the respective winners of the Pura Belpré Awards honoring Latino authors and illustrators whose work best portrays, affirms, and celebrates the Latino cultural experience in children's books;

Mo Willems, winner of the Theodor Seuss Geisel Award for most distinguished beginning reader book, for Are You Ready to Play Outside? published by Hyperion;

Melina Marchetta, winner of the Michael L. Printz Award for excellence in literature written for young adults, for *Jellicoe Road*, published by HarperTeen, an imprint of HarperCollins;

■ Laurie Halse Anderson, winner of the Margaret A. Edwards Award for lifetime achievement in writing for young adults, for her novels *Catalyst*, *Fever 1793*, and *Speak*.

Complete list at www.ala.org

Flickr Commons, particularly the unanticipated benefit that when libraries posted photos online, users returned narratives about those images that go beyond "the trivialities of tagging." Participants are now looking at ways to take that data and put it into their own databases, although Lynch warned that no model has been developed yet that would scale to such large amounts of data. Panelists saw two distinct applications for the near ubiquity of geo graphic information. Library consultant Karen Coyle foresees the ability to deliver information based on where someone is on the earth (for example, seeing a building and having information about it delivered to them). Coyle also called for an "open street map" for libraries, although one audience member announced

THE ASSOCIATION MOURNS CHILDREN'S LIBRARIANS KILLED IN DENVER CAR CRASH

wo librarians on their way home to Greenwich, Connecticut, from ALA's Midwinter Meeting in Denver were killed January 28 when the taxi they were taking to Denver International Airport was struck by a suspected drunk driver. Kathy Krasniewicz, 54, director of youth services at the Perrot Memorial Library, and Kate McClelland, 71, who retired in 2007 from the same post Krasniewicz held at Perrot, were thrown from the minivan when it was hit by a pickup truck on Peña Boulevard.

Reports in the Greenwich Time and Denver Post said the pickup was driven by Sandra Lee Jacobson, who left the scene but was pursued by police and apprehended at the airport about 10 miles away. The driver of the cab survived the crash but was hospitalized with non–life-threatening injuries.

A longtime ALA member, McClelland was vice-president/ president-elect of ALA's Association for Library Service to Children (ALSC). She remained active as a storyteller in the Perrot Library's children's department following a 28-year career at the library. In 2006 she was honored as a New York Times Librarian of the Year. Krasniewicz was also active in ALSC, and wrote the nomination that led to McClelland's New York Times honor. She is survived by her husband of 30 ve

her husband of 30 years and three children.

Police were investigating the accident, Perrot Library Director Kevin McCarthy told American Libraries the day after the accident, so memorial services were delayed. Once finalized, arrangements were posted to the library website. "We're all walking zombies today, as you can imagine," McCarthy said.

ALA leaders expressed their grief over the deaths of McClelland and Krasniewicz, and ALSC officials created space at the ALA division's blog for posting tributes to the two women. The families have indicated that memorial donations may be sent to the Perrot Memorial Library and/or the Connecticut Storytelling Guild. that she had just finished geocoding every library in Texas and suggested that other state library associations might have similar projects underway.

Lynch and Coombs focused instead on what Lynch termed "fine geolocation" to provide GPS-type data within an individual library: for example, a cellphone-based system that "can tell you you're in the wrong shelf; you need to be two shelves over," Lynch explained. An audience member said the National Library of Singapore is already testing this kind of system.

Roy Tennant of OCLC Research said that Linked Data may make him "eat half of my hat" regarding his skepticism toward the Semantic Web, although there are not yet specific examples. "First we have to make it possible to do things and then see what happens," he said, noting that the Library of Congress was planning to put up a site using Linked Data in the next four to six weeks.

"In rank-and-file libraries, I'm seeing a controlled burn," Schneider said. "Libraries are looking much harder at their processes. Ideally, that would lead to getting rid of the silly stuff and focusing on the useful stuff." The panel agreed that the poor economy may encourage more libraries to install self-check capabilities.

The panel also discussed the problem of getting broadband access to rural areas. "It's not even a money problem, it's an end-of-theroad problem," Schneider said. Coombs illustrated the point with the plight of her parents, who have to connect to the internet with a 28.8 kbit/s modem because the cable company doesn't think it would be cost-effective to run cable to their house.

Lynch called for "a considerably more nuanced and fluid public policy here," and urged rural libraries not to frame the lack of broadband



Kathy Krasniewicz

american libraries march 2009

as solely a library issue. "It's a much broader economic and development problem and should be taken on as a municipal or regional issue."

Top Tech Trends was sponsored by ALA's Library and Information Technology Association.

FOUR LEAD FORUM ON LIBRARY EDUCATION

At the Forum on Library Education, four supporters of the Draft Core Competencies Statement, which was sent to Council for approval (see p. 54), discussed the statement and took questions from the crowd of about 60 attendees.

While acknowledging that the draft statement is more general than some—including many of the assembled crowd—may desire, the panel argued that the generality is not a defect. "I've had comments about areas of librarianship that have not been included," said Linda Williams, coordinator of library media services at Anne Arundel County (Md.) Public Library. "If you included every area or specialty of librarianship, you wouldn't have the core anymore. You'd have the whole field."

"I think the generality of the Core Competencies is their strength," added Janet Swan Hill, associate director for technical services at the University of Colorado at Boulder. It's easy for people to focus on omissions when they are in areas of particular passion, but if "you can spend some time [looking], it's there, it's subsumed under something else."

PARTNERSHIPS KEY IN LITERACY BATTLE

"Libraries have always played an important role in partnership with schools to support literacy," said Colorado Commissioner of Education Dwight D. Jones in his keynote address during the sunrise Dr. Martin Luther King Jr. Holiday Celebration. The theme was "A Testament of Hope: Remember! Celebrate! Act! A Day On ... Not a Day Off!"

explained that his 7th-grade librari-

an changed his life after noticing him

selecting books below his grade lev-

"Too many adults and children cannot read," he said. In Colorado,

state assessments reveal that 30% of

4th-grade students read below pro-

ficient levels, 57% read below na-

tional assessment levels, the

across all grade levels for white

children com-

pared with mi-

children, and

there is a 50%

difference in

graduation rate

between white

Jones also

talked about

the signifi-

cance of the

King holiday in light of the re-

cent presiden-

tial election.

The inaugura-

tion of President Barack

to the King

Obama so close

holiday was "a

special time in

history regard-

and Hispanic

students.

nority

reading gap is about 30%-plus

el. "Mrs. Linder changed my path;

she ensured my ability."

Jones, who also serves as the state's chief librarian, said he is forging partnerships with libraries and schools throughout

Colorado in an ef-

fort to boost litera-

cy skills. He

Can you move past your founding library or founding community?"

"The test for the open

source community is:

—Karen Schneider Top Tech Trends discussion.

less of your politics. King would have been proud, but he would have

said we still have a long way to go." The program was sponsored by the Dr. Martin Luther King Jr. Holiday Task Force of ALA's Social Responsibilities Round Table, the Black Caucus of

ALA, and World Book. It was supported by ALA's Office for Literacy and Outreach Services.

CEOS SHARE VIEW FROM THE TOP

Add-on product demand has increased because ILS vendors have not kept up with what libraries want, asserted Rob McGee of RMG Consultants at the 19th annual "View from



the Top" seminar. This situation is "similar to the early days when libraries came up with their own solutions," said McGee, emceeing a panel of presidents and CEOs from top library vendors. Libraries "want functionality and solutions at a lower price than we see from some of the proprietary vendors," McGee said, and "libraries are reacting in a number of ways to the shortcomings of the vendors." Open source is replacing ILS instead of taking a vendor's next proprietary offering, he added, challenging the 11 panelists to address the program theme, "Starting Over: Reinventing the Integrated Library System and the Library Automation Industry."

To further the challenge, McGee employed a subpanel of librarians to talk about their recent experiences. Helene Blowers of Columbus (Ohio) Metropolitan Library discussed her homegrown 20-year-old ILS. Wes Trager of Queens (N.Y.) Library talked about making business enterprises a part of the library's operation. John Blyberg of the Darien (Conn.) Library explained how he led development of a "social OPAC," first in Ann Arbor,

Michigan, now in Connecticut, and Marshall Breeding of Vanderbilt University talked about the communitybased OLE Project funded by the Mellon Foundation.

Carl Grant of Ex

Libris, a seasoned vendor who has played an important role with various companies over many years, asserted that he saw "a great deal of innovation" displayed by the librarians on the subpanel, but "on the flip side," he said that in general "we are setting our sights too low" and that the profession lacks leadership and strategy. "What's the theme for this show?" he asked. "We're in an economic crisis and we'll have to revamp from top to bottom." Librarians have not learned how to



Authors Francine Mathews, Random House; Mary Jane Clark, HarperCollins; Erica Spindler, Macmillan; and Nancy Atherton, Penguin, gather backstage before the Exhibits Round Table Author Forum.

"monetize their skill sets," he remarked.

Asked what the strategy should be, Grant cited "the three A's: authority, appropriateness, and authentication." This is the "value added" proposition that libraries should represent across the Web. At the rate things are going, he added, "I can see that library service could be delivered from offshore

to your desktop."

LibLime chimed

in: "People in li-

braries need to be

more up on tech-

nology." More li-

brary jobs ought to

Josh Ferraro of

"If not for the public library, I definitely would not be writing books today... The library was it for me and my little sister." -Mystery writer Mary Jane Clark, ERT

Author Forum be going to IT professionals, he said.

Ann Melaerts of Infor Library Solutions added that the library must "be a platform for community."

VTLS's Vinod Chachra, who has been on all 19 "View from the Top" panels, shared his list of the top five ways libraries can reinvent the ILS:

- 1) make it format-independent,
- 2) make it more mobile,
- 3) linked records, not flat records,
- 4) on-demand open delivery, and

5) deep linking into unknown systems.

Gary Rautenstrauch of SirsiDynix added that one solution for all cases doesn't work; they have to be flexible enough for uniqueness.

Breeding reasserted that, essentially, vendors are not keeping up. Grant was quick with a rebuttal: "We end up writing what you told us to write!" He noted that libraries are finally going directly to users to develop an ILS, a luxury vendors have never had, he said.

Grant talked about the need for librarians to be at the table when it comes to NISO standards, or at least "hire database schema designers to be on standards committees." Blyberg observed that "while we're waiting for the perfect standard, we're not delivering what the end user wants."

Ferraro echoed the sentiment: "Hire competent technology staff!" The discussion veered into the larger issue of library education and the need to move from library and information science (LIS) to library and information science and technology (LIST) if it is to remain vital.

Reporting for American Libraries: Pamela Goodes, Leonard Kniffel, and Greg Landgraf.

ALA Council

Endowment loses nearly \$8 million, but overall Association finances stable as treasurer offers plans for new revenue sources

olatility was the watchword in 2007," Senior ALA Endowment Trustee Dan Bradbury told ALA's governing Council during one of its three sessions held January 25, 27, and 28 during the Midwinter Meeting in Denver. "Needless to say, the year did not disappoint, as 2008 was volatility on steroids," he said, calling the general market for the calendar year 2008 "abysmal—the worst since the Great Depression."

ALA's endowment declined by \$7.8 million to \$23.4 million, Bradbury reported. "Based on the prevailing and expected future market conditions, the trustees are in the beginning stages of reducing exposure" he said.

Based on the current market conditions and in an effort to rebalance, Bradbury said two new managers had also been added.

Since the third-close FY2008 budget resulted in a net income of about \$500,000, the Budget, Analysis, and Review Committee (BARC) recommended authorizing the allocation of \$100,000 for an ALA employee organizational incentive that rested on third-close results of over \$250,000 in revenue over expenditures (Council Document#33.0).

BARC Chair James Neal reported that FY 2009 first quarter total revenue is \$11.1 million, 2% less than budget, and expenses of \$12.6 mil-



From left, Councilors Patricia M. Hogan, Stephen L. Matthews, and Courtney L. Young were elected to serve three-year terms on the ALA Executive Board.

lion are 6% less than budget. Total net assets are \$9.1 million, or 27% less than last November, due primarily to a reduction in long-term investment values.

Adding revenue streams

Council also approved programmatic priorities in line with the ALAhead to 2010 strategic plan and as a guide in the preparation of the FY2010 budget offered by Treasurer Rodney Hersberger (CD#13.1). The priorities are: diversity, equitable access to information and library services, education and lifelong learning, intellectual freedom, advocacy for libraries and the profes sion, literacy, and organizational excellence. In his treasurer's report (CD#13) Hersberger said the Association has to develop new revenue sources by capitalizing more internationally on the ALA brand, turning more units into revenue-generating centers, and defining the unique assets or attributes that ALA has that can be turned into new business or revenue streams.

Hersberger urged the promotion of an entrepreneurial environment and added that the Association should provide services to other associations and organizations. Each product should have a business plan with start-up investment amounts and a timeline for profitability, the treasurer recommended.

He also pointed to a number of funding strategies, including seeking grants, reallocating existing operating expenses, and pursuing fundraising opportunities with foundations and corporations. He noted that financial



Read more about it at www.ala.org Click on About ALA, then Council. american libraries march 2009

growth depends on "an environment that fosters new ideas and creativty."

Action roundup

In other actions, ALA Council

■ Amended and approved ALA's Core Competences of Librarianship as policy of the Association and as an important component of the revision of the Association's accreditation standards from the Library Education Task Force (CD#10).

■ Elected three new councilors to the Executive Board: Patricia M. Hogan, Stephen L. Matthews, and Courtney L. Young (CD#11.2).

Adopted revised Guidelines for Preparing ALA Membership Resolutions from the Resolutions Committee (CD#14).

• Approved Policy Monitoring Committee changes regarding corporate memberships, requirements for committee service, and the preservation policy (CD#17).

Amended and adopted an International Relations Committee resolution calling for the protection of libraries and archives in Gaza (CD#18.1).

■ Adopted three Library Bill of Rights interpretations from the Intellectual Freedom Committee on challenged materials (CD#19.1), restricted access to library materials (CD#19.2), and services to persons with disabilities (CD#19.3).

■ Passed resolutions from the Committee on Legislation commending President Barack Obama on his commitment to openness and transparency in government (CD#20.1) and in support of the reauthorization of the Library Services and Technology Act (CD#20.2).

■ Approved, as amended, a recommendation of the ALA Constitution and Bylaws Committee revising the ALA Bylaws, Article I, Membership, clarifying classification of membership, categories and dues, rights and privileges, and special promotional membership rates, and extending to two months the time for delinquent members to renew their memberships (CD#25).

■ Passed three Committee on Organization action items changing the name of the ALA Library Advocacy Committee to the Committee on Library Advocacy and the Orientation, Training, and Leadership Committee to the Training, Orientation, and Leadership Committee (TOLD) and changing the charge of TOLD (CD#27) to add committee internships.

■ Approved a resolution from the ALA Website Advisory Committee supporting, in principle, the commit-tee's recommendation to BARC on applying high-priority funding levels for an accessibility review and a Web code data cleanup project (CD#34).

■ Passed six of 16 recommendations from the ALA Task Force on Electronic Member Participation and referred the remaining 10 to the Executive Board, executive director, BARC, and such other bodies as the Executive Board deems necessary.

■ Defeated a resolution to createan "Understanding Gaza–One Conference, One Book" membershipwide ALA Reads event during Annual Conference 2009 (CD#37).

■ Passed a resolution on access for conference attendees with physical mobility impairments (CD#38).

Defeated a resolution calling for no-additional-charge, high-speed, wireless internet access at all hotels in ALA conference blocks (CD#40).

Amended and passed a resolution on accessible computer workstations at ALA Annual Conferences and Midwinter Meetings (CD#39).

■ Received tributes on the 60th anniversary of the International Relations Round Table and for Gil Baldwin on his 35 years of service with the U.S. Government Printing Office, and memorial resolutions honoring Maureen (Molly) P. Morris, Mary Elizabeth Nation, Sen. Claiborne Pell, and John Updike. —*P.A.G.*■

ALA-APA FINANCES END IN THE RED

The ALA-Allied Professional Association ended FY2008 with a negative net revenue of \$19,098, reported ALA-APA Treasurer Rod Hersberger (APACD#4.1) He said the loss is attributable to the late development and availability of the Librarian Salary Survey.

"Our primary goal at this point is to get the APA on a sound financial footing so that we can then have a base upon which to build future growth," said ALA-APA Executive Director Keith Michael Fiels. He told the ALA-APA Council that the impact of development of support staff certification standards and the realignment of duties involving the salary survey are reflected in a balanced FY 2009 budget.

ALA received an Institute of Museum and Library Services grant to develop standards for the certification of paraprofessionals and support staff working in libraries. ALA-APA is responsible for formatting survey results and coordinating printing and distribution. ALA-APA Director Jenifer Grady will assist with survey administration under a contract with ALA's Office for Research and Statistics (ORS), and ALA-APA will pay ORS royalties on all print sales.

In other news, the ALA-APA Council passed a set of revised guidelines for the preparation of resolutions to Council (APACD#13).

american libraries march 2009

ALA Executive Board

Library Education Task Force recommendations raise ire of COA, ALISE

t took all three sessions of ALA's Executive Board to approve a measure that supports the final report of the Presidential Task Force on Library Education and refers 10 of the task force's 11 original recommendations to the Committee on Accreditation (COA) for a response by Annual Conference in July (Executive Board Document #12.30). The board met January 23, 26, and 28 during the Midwinter Meeting in Denver.

The task force, chaired by former ALA president Carla Hayden, was created by former ALA president Leslie Burger.

At issue was language that asked COA to consider incorporating the recommendations into the Standards for Accreditation. COA Chair Richard Rubin and Association for Library and Information Science Education President Linda C. Smith asked the board to rescind its initial action.

In the end, the compromise resolution to refer to COA offered by Immediate Past President Loriene Roy received unanimous board approval. The 11th recommendation, which asked for creation of a second presidential task force on this issue, was postponed.

In financial news, the board approved a \$100,000 proposed 2009-10 budget for President-Elect Camila Alire (EBD#3.7) from Trea-

surer Rodney Hersberger. Also passed were two revised FY2009 capital expenditures requests for the Choice office and Publishing. (BARC#18.3) that reduced the capital request for the new Choice building in Connecticut from \$2.5 million to \$2.1 million. The request also included a work-in-progress transfer of \$218,000 to Publishing.

In other action, the board approved the full list of approximately 1,000 socially responsible companies from the Domini and TIAA-CREF portfolio from which the ALA Development Office could prospect for corporate partners (EBD#6.1); approved sites for upcoming conferences-Midwinter 2020, Philadelphia; Midwinter 2021, Indianapolis; Annual 2021, San Francisco; and Annual 2024, San Diego (EBD#12.21); and passed an allocation request from Executive Director Keith Michael Fiels of \$200,000 in net assets for additional ALAhead to 2010 initiative projects in FY09 (EBD#12.32).

President Jim Rettig presided. Other board members present were: Diane R. Chen, Joseph M. Eagan, Em Claire Knowles, Charles E. Kratz Jr., Mario M. Gonzalez, Terri G. Kirk, Larry Romans, and Roberta A. Stevens.

Board documents and a complete list of board actions are available on the ALA website or by calling 800-545-2433, x3212. -P.A.G

ALA-APA 2009 FINANCIAL PICTURE ON UPSWING

merican Library Associa-Ation-Allied Professional Association Treasurer Rodney Hersberger indicated that the financial picture for the struggling organization is on the upswing with strong sales of the 2008 Librarian Salary Survey, which comprises 39.2% of the FY2009 projected budget, and brisk Library Worklife subscription sales.

He told the ALA-APA board that the survey has sold out and a reprint has been ordered, and that subscription revenue was on budget. Hersberger also reported that FY2009 first-quarter contributions totaled \$3,060, below the budgeted \$8,749, which "continues to be a challenge."

ALA-APA Director Jenifer Grady reported that the Certified Public Library Administrator program has 114 candidates. She also said that the Library Support Staff **Certification Program pilot** field testing will begin in August with five different library types. The application process is slated to begin in January 2010.



Kenton L. Oliver

arpe Diem! I embrace the nomination for ALA president and am ' ready to face the challenge of leading our profession. We must not only seize the day but seize the opportunity. Libraries are essential and now is our time to prove their value in the nation's conscience. My work and proven leadership as a library director, in our Association, and within chapters makes me uniquely qualified to be your president who will seize the day for ALA.

I will continue to advocate assertively and successfully as I have while serving as your four-time chair of the Intellectual Freedom Committee, an ALA Executive Board member, president of the Kansas and Missouri library associations, and executive director of a large public



forward with the 2015 plan. As ALA president, I will insist that we focus on implementing thoughtful change and rigorous evaluation of strategies and initiatives to retain ALA's preeminence for our profession.

My presidential vision:

Support association-wide initiatives that develop li

tiatives that develop library programs and services that help Americans deal with societal and economic turmoil, including advocacy for 21st Century Literacy.

Develop more formal ALA partnerships with allied professional groups, such as the Ur-

ban Libraries Council. ALA must reach out more aggressively to identify common ground and ensure the future of libraries.

• Complete the National Discussion on Privacy, a critical topic fundamental to our core value of intellectual freedom. ALA and its alliances must continue to take the lead in this important discussion vital to a healthy society.

■ Implement an action plan to address the plight of school libraries and media specialists. Rather than remaining in a reactionary mode as we watch the gradual erosion of trained media specialists in our nation's schools, we must advocate for the need for trained professionals.

■ Continue to ensure that diversity influences all aspects of ALA.

■ Engage ALA's chapter voices in our processes. Chapters have been the lifeblood of association membership and should always be at the table as we plan for the future.

■ Monitor ALA's financial strategies to assure that we are responsive to the chaotic economic fortunes of our markets. While monitoring finances should be business as usual, nothing is business as usual in today's economy or in the foreseeable future.

■ Initiate an association-wide discussion focusing on library and information schools as they define our profession's future through their curriculum.

Promote strategies to engage members of the new ALA Association of Library Trustees, Advocates, Friends, and Foundations division. We must have Friends and trustees active in ALA! They are our most effective advocates.

I ask for your vote so that together we achieve our dreams for great American libraries.

Please visit my website for more information at www.KentonOliver .com.

My work and proven leadership as a library director, in our Association, and within chapters makes me uniquely qualified to be your president who will seize the day for ALA.

library system—a library system that has transformed itself through successful levy campaigns and wise strategic planning.

My knowledge and skill with strategic planning will focus special attention on completion of the six goal areas of ALA's strategic plan, ALAhead to 2010, as well as moving

Roberta Stevens

Investing in Our Libraries, Investing in Our Future

his is an extraordinary time for our country. While we face a formidable economic situation, we have a new president and Congress that recognize the critical role libraries play in our communities and education. They understand that knowledge is the foundation of our democracy. Working with new leadership in Washington, we can "shine a light" on how libraries become even more important during tough times.

My experience on Capitol Hill over the past 24 years is a valuable asset as we pursue the passage of legislation to increase funding for libraries. Having been a school librarian, public librarian, librarian in a college/university, and at the largest research library in the world, I am fully aware of their mutual concerns as well as unique needs. I pledge that I will advocate for all libraries and work with ALA and its members to ensure that new legislation includes support for libraries.

As your president, I will use my experiences as an ALA Executive Board member, councilor, Committee on Legislation member and chair of its Privacy Subcommittee to promote:

- advocacy
- better funding and salaries
- privacy rights
- intellectual freedom
- diversity



■ equitable access to information and library services

education and lifelong learningliteracy.

I will be your most visible advocate, using my skills to inspire and motivate members in accomplishing the association's goals. My longtime experience in libraries of

all types enables me to effectively represent a wide range of issues to ALA members, the media, legislators and government officials, other organi-

zations, and the general public.

I have been the project manager for the National Book Festival since its beginning in 2001. Over those eight years, more than 440 authors and illustrators have shared their stories with hundreds of thousands of booklovers. I will work with ALA's staff and members to create opportunities for tapping these diverse and articulate individuals as spokespeople for libraries as the anchors and lifelines of their communities. They can also powerfully reinforce the message that librarianship and information navigation expertise is a 21st century career choice and raise the profile and status of the profession.

I will use my firsthand experience in fundraising to ensure ALA provides tools and training for libraries, whatever their size, to develop opportunities for attracting and growing support for their programs and staff professional development.

Key controversial provisions of the Patriot Act are set to expire in 2009. I pledge to work with ALA's staff, members, and allies to defend the privacy rights of library users and our cornerstone principle of intellectual freedom and free access to information.

I will work to increase member-

My experience on Capitol Hill over the past 24 years is a valuable asset as we pursue the passage of legislation to increase funding for libraries.

> ship, nationally and globally, and provide members who want to play a meaningful role the opportunity to do so.

We can harness ALA's vitality, its dynamic and dedicated members, and the voices of our friends and users to ensure that libraries prosper. I will commit my time and energy to making this vision a reality and ask for your vote. Visit www .robertastevens.com. ■

Presidential Candidates Square Off in Denver

Kent Oliver and Roberta Stevens take questions from ALA members concerned about the economy, e-participation, and advocacy

tial theme might be?

NANN BLAINE HILYARD, director,

Zion-Benton (III.) PL: Have you given

any thought to what your presiden-

ROBERTA STEVENS: My theme is

advocacy, leveraging out access to the

eight years of the National Book Festi-

val. We've had 440 of some of the most

our country. What I know from my ex-

pouring of support that we received to

high-profile and popular authors in

perience at the festival and the out-

continue the National Book Festival

beyond the Bush Administration is

that these people can speak out for us.

KENT OLIVER: I purposely did not

have a theme for my

campaign. We are in

such a time of transi-

would be inappropri-

ate to have any type of

strategic plan that we

need to complete and

tion in our country

that I felt like it

theme. We have a

authors that I've had over the past

ominees for 2010–2011 ALA president Kenton L. "Kent" Oliver and Roberta Stevens shared their views with some 100 observers at a forum January 25 during ALA's Midwinter Meeting in Denver. Made by the Nominating Committee, their nominations were approved by the Executive Board. No petition candidates have filed for this year's race; ballots (both e-mail and paper) begin mailing March 17.

To supplement the official candidates' statements (see p. 56-57), which are published unedited in accordance with a 1992 ALA Council

directive, American Libraries provides here selections from the responses from Stevens, outreach projects and partnerships officer at the Library of Congress and manager for the

National Book



administration that is on our side, to make a strong pitch for libraries."

-Roberta Stevens

ally need to focus on.

Festival, and Oliver, executive director of Stark County (Ohio) District Library, to questions from the audience during the forum. ALA Immediate Past President Loriene Roy moderated. The Q&A excerpts have been edited for length and clarity.

another strategic plan on the horizon. At times our Association has had a history of presidents having themes adding one on top of another. So I thought that looking at where the strategic plan was going, making sure that we completed the strategic plan, and then looking at the next strategic plan is what we re**MARILYN HINSHAW, Muskogee,** Oklahoma: Roberta, how do you view your role in the transition to working with the Obama administration?

STEVENS: When I get back from ALA Midwinter, I will be meeting, along with several other people from the Library of Congress, with Michelle Obama's staff. We will be talking to her about the National Book Festival, and I think she's interested in doing some other things with us as well. This is really our opportunity, with an administration that is on our side and really will be behind us, to make a strong pitch for libraries. If I am elected president, I'm going to take a year's leave of absence so I can really make a strong case, not only with the administration but with members of Congress, unfettered.

OLIVER: One of the very cool things that is going on with our new administration is just the idea that apparently this administration is one of the first to have a direct response to our Association when the Washington Office made those initial contacts. We have a golden opportunity there because they are actually using the word "library" in the White House already.

JOSEPH EAGAN, Montgomery County (Md.) Public Libraries: What do you think is the future of e-participation in the Association?

OLIVER: The bottom line is: We have to make a decision if this is a priority for the Association, because it will impact the budget. And just to give you an idea, I understand that one of the things being talked about is to have a phone in every meeting room so that members can communicate either electronically or through voice with people who are not in the meeting. There's a cost there initially for the Association, so we have to make a decision. If "e" is a priority, then we have to develop other revenue streams and figure out what it means for us in long-

term strategic planning. We want everybody to participate, but it's not just a knee-jerk reaction; we have to do it thoughtfully.

STEVENS: There are programs at conferences that can be taped and webcast. This is

something we've done with the National Book Festival. In the past few years, we have become very successful at taping them and getting them up on the website, almost all of them on the same day of the festival. That is one way for us to get the message out electronically to people who cannot be here in Denver or wherever we are, so they can see and be aware of some of our major programs. I think that there is never going to be a situation where we're not going to have conferences. We're going to have conferences because people thrive on the interaction and what they learn here in these sessions.

AMY HARMON, Cleveland, Ohio: What action items do you have to not only attract younger members to ALA but to foster leadership among them?

STEVENS: There's been a lot of interest in the online access we've had to programs, the webinars, etc., and that is a great way to get young people—or anybody—involved. Emerging Leaders, which really should continue, is an important initiative. I'm also going to advocate that we try to expand internships in committees and other groups. I know people groan when they hear that message. Let me tell you, I started as an intern on the Committee on Legislation. It grew to be a passion of mine. It's a great way to spread yourself across various areas and find what what really gets you jazzed up about the American Library Association. If I were elected presi-

dent, I would like

work along with

New Members

to convene groups,

Round Table, find

out how they see

getting younger,

newer people in-

volved in the As-

Connect will be up

and running soon,

and that's going to

sociation. ALA

"We have a golden opportunity in Washington because they are actually using the word 'library' in the White House already."

-Kent Oliver

be a fabulous way to get people involved because they can set up communities of interest.

OLIVER: I'd like to see us expand involvement in our leadership, specifically in more diversity areas. The Spectrum models that we have going could be used at certain levels through the rest of the Association. Electronic participation certainly. We need to get the word out about ALA into library schools more effectively than we do. We've been trying to do that with intellectual freedom issues for a number of years and we're starting to see some returns on that. And that's where you build the leaders. I agree with the internships. I think those would be great. Internships in the area of diversity would be very effective. One of the things that I tried to do when I was chairing the Intellectual Freedom Committee was to always have young members on IFC. You can't just have them sit there and not involve them in the business of the committee; you need to engage them and give them responsibility.

LEONARD KNIFFEL, editor in chief, American Libraries: Would you give us your views on this piece of advice that has been applied frequently to libraries and the Association in recent years: Run it like a business.

STEVENS: I'm so glad you asked that question because I work for the federal government, and guess what we've been doing with the federal government for years: Running it like a business. We are not a business, okay, so let's just take that off the table. We are providing a social service. We are providing an educational service. We are there to provide services to people, and that means we want to do things as effectively as possible, but we are not a business. And I might add that it sounds like businesses weren't too effective in following those models, either!

OLIVER: ALA is a nonprofit, but hopefully we don't go into a hole. We're a service organization, and so we should be providing the services that our members need, and we should have business models that help us achieve those services. As far as my own library goes, we're a government entity, and we're responsible to the taxpayers. We do like to see that the money we're putting out there is providing services that the community needs. We do strategic planning. We do cost analysis. And whether that is a business model per se or not, I don't know. But there's a certain element of accountability that you have to have when you're an association or you're a library that has taxpayers to report to.



Currents

Carol Allen has been appointed library director at Harford Community College in Bel Air, Maryland.

Toby Baldwin became director of library services at Mountain View College in Dallas in November 2008.

February 9 David Banush joined Brown University in Providence, Rhode Island, as associate university librarian for access services.

Maryke Barber has been appointed outreach and arts liaison librarian at Hollins University in Roanoke, Virginia.

December l Carol A. Batt was promoted to assistant deputy director for information technology at Buffalo and Erie County (N.Y.) Public Library.

Paw Paw (Mich.) District Library has named Hillary A. Berry-

Griffioen cataloger/community services librarian.

Jeanne Buckley has been named director of library services and instructional technology at Arcadia University in Glenside, Pennsylvania.

John Culshaw has been appointed associate direc-



tor for administrative services at the University of Colorado at Boulder.

Rebecca Dowson has been appointed liaison librarian for English and history at Simon Fraser University Library in Burnaby, British Columbia.

January 31 Sharon Kramer Dwyer retired as director of Eau Gallie (Fla.) Public Library.

January l Marla J. Ehlers became assistant director at Grand Rapids (Mich.) Public Library.

Lynn Elliott has been promoted to head of information services for the Northwest Regional Library System in Panama City, Florida.

John W. Ellison retired as professor at the University of Buffalo, State University of New York, Master of Library Science program.

Linda Fenster has joined Multnomah County (Oreg.) Library as Central Library director.

Robyn Guedel has been named manager of the North Branch of Stark County (Ohio) District Library.

December l Michele Hayslett became data services librarian at the University of North Carolina at Chapel Hill.

Holly Hendrigan became liaison librarian for



education and the arts and

social sciences faculty at

Simon Fraser University's

Surrey, British Columbia,

Susan Herzog retired

as senior manager of the

main library of the Public

Library of Charlotte and

Mecklenburg County

■ In December 2008

as executive director of

the Eastern Oklahoma

Rachel Holderied

joined the University of

North Carolina at Pem-

broke in November 2008

as electronic resources/

media catalog librarian.

joined Multnomah County

(Oreg.) Library as refer-

ence, adult services, and

Brett Lear has

programming

Anne Linvill has

been appointed access

lo College in Atherton,

services librarian at Men-

Dan McClure has been

named director of library

services at Pacific North-

west College of Art in

Portland, Oregon.

coordinator.

California.

Muskogee.

Marilyn Hinshaw retired

District Library System in

(N.C.) February 1.

campus January 14.

Linda Fenster



Sean Fitzpatrick





Brett Lear



Wayne Piper

Karen Miller has been named manager of the Perry Sippo branch of the Stark County (Ohio) District Library.

The University of California at Los Angeles has named Kevin Mulroy associate university librarian.

Jerome Myers has been promoted to manager of Tacoma (Wash.) Public Library's main library.

Wayne Piper retired as Ohio Library Council director of professional development in December 2008.

January 2 Sally Rizer became director of Clark County (Ohio) Public Library.

 The Central Library Consortium in Lithopolis, Ohio, has appointed Carol Roddy executive director.

January 1 Michael Sawyer became director of Calcasieu Parish (La.) Public Library.

John Saylor became associate university librarian for scholarly resources and special collections at Cornell University in Ithaca, New York, February 1.

Carol Allen

Carol A. Batt

Send notices and color photographs for Currents to Greg Landgraf, glandgraf@ala.org.

OBITUARIES

■ Lyn S. Brown, 55, librarian and director of information services at Bethel Seminary of the East in Dresher, Pennsylvania, died November 29, 2008.

• Connie Constantino, 59, died January l of a blood clot in her lungs. She joined the faculty at San Jose (Calif.) State University's School of Library and Information Science after 30 years working in school, public, and academic libraries.

■ David M. Fagerstrom, 59, faculty director of the University of Colorado at Boulder Science Library for 29 years, died December 10, 2008. His career also included library positions at the University of Connecticut in Farmington; George Washington University in Washington, D.C.; Oxford Academy in Westbrook, Connecticut; and Southern Illinois University in Carbondale.

• Christine Bell Gilbert, 89, a librarian at Munsey Park School in Manhasset, New York, who also taught library science at Long Island University in Brookville, New York, died January 5.

Kay Helyman, 86, librarian at South Euclid–Lyndhurst (Ohio) School District from 1966 to 1987, died December 1, 2008.

■ Judith Higgins, 78, library media specialist at Valhalla (N.Y.) Middle/High School for 27 years and a member of the library advisory boards of *Encyclopaedia Britannica* and Columbia University Press, died December 24, 2008, after a short illness.

Ruth Shaw Leonard, 102, a faculty member at Simmons College Graduate School of Library Science in Boston from 1937 to 1971, died October 29, 2008. In 1994, Simmons awarded her an honorary doctorate and named her a faculty emerita.

■ Mary Nation, 51, administrative assistant at Alexandrian Public Library in Mount Vernon, Indiana, and ALA's Library Support Staff Interests Round Table steering committee member, suffered a heart attack and died January 19.

■ Verna Pungitore, 67, professor emerita at Indiana University School of Library and Information Science in Bloomington, died December 20, 2008. She had previously held positions at Youngstown (Ohio) Public Library, Clinton-Essex-Franklin (N.Y.) Library System, Plattsburgh (N.Y.) Public Library, and the University of Wisconsin at Oshkosh.

■ Patricia Scarry, 59, ALA chapter relations officer and director of the membership department for many years, died January 17.

■ Robert Saxton Taylor, 90, a founding faculty member of Hampshire College in Amherst, Massachusetts, in 1967 and dean of Syracuse (N.Y.) University's School of Library Science from 1972 to 1981, died January 1. He changed the school's name in 1974 to the School of Information Studies and broadened its scope to reflect the emerging computer age.

■ James Thorpe, 93, director of the Huntington Library in Charleston, South Carolina, from 1966 to 1983 and senior research associate there until his 1999 retirement, died January 4.

■ Philip Young, 55, library director and assistant professor of anthropology at the University of Indianapolis since 1985, died January 7. He had recently planned a major library renovation and had hosted the local television high-school quiz program *Brain Game* since the early 1990s.

Deirdre Scaggs has been appointed director of archives at the University of Kentucky in Lexington.

 The District of Columbia Public Library has named Aaron
Schmidt digital initiatives librarian.

■ Daphne G. Selbert has been appointed dean/director of the library at Dixie State College in Saint George, Utah.

■ February 2 Angelique Simmons became pro-

gramming librarian at Turnbull Memorial Library for the United States Army Garrison in Hohenfels, Germany.

■ Adrienne Strock has been named teen services manager at Maricopa County (Ariz.) Library District.

 November 26 Frank
Sykes became director of Livonia (N.Y.) Public
Library.

Lana Thelen has become college librarian at the Oregon College of Oriental Medicine in Portland.

• Felton Thomas has been named director of Cleveland Public Library.

• Kimberly White has been named head of Hoyt Public Library in Saginaw, Michigan.

 Harry Willems started as director/administrator of the Central Kansas Library System in Great Bend January 26. ■ Jeffrey L. Winkle became executive director of Findlay—Hancock County (Ohio) Public Library February 2.

• Nien Lin Xie has been appointed librarian for East Asian Studies at Dartmouth College in Hanover, New Hampshire.

At ALA

■ Sean Fitzpatrick became associate editor at American Libraries February 2. ■

What Denver Delivered

Midwinter's book bounty proves that print still rules

by Jennifer Burek Pierce

or those who feel a sense of kinship with Logan Pearsall Smith's famous quip, "People say that life is the thing, but I prefer reading," the Exhibits at ALA's 2009 Midwinter Meeting could only confirm their enduring enthusiasm for print. In the days I spent roaming the Stacks, books outdid electronic entertainment options. In the days since, the artistry

and appeal of the array of titles promoted there lingers, in part, I suspect, because of the skillful interplay of images, language,

and all the complexities of living in the 21st century.

My students have long voiced disbelief that I've read Laurie Halse Anderson's Fever 1793 and Twisted but not her award-winning Speak. Handed a precious advance copy of her forthcoming Wintergirls (Viking Juvenile), I delved into a dark world where 18-year-old Lia starves herself as she struggles to come to terms with a close friend's death. Painfully beautiful prose renders the disordered "borderlands"-Lia's word for her condition-of contemporary adolescent anorexia and grief with haunting and convincing clarity. I was drawn into the tensions of a story where metaphors reveal reality and also obscure it through a shifting perspective on what it means to be alive or dead. Wintergirls is certain to

echo the earlier success of Speak, a decade after the latter's landmark publication. Wintergirls has been described as appropriate for readers aged 12 and up, a mere three years older than Lia's stepsister, Emma, who is deeply disturbed by Lia's actions. While the subject of Anderson's story is appropriate to its likely junior-high readers, its intensity seems potentially challenging for younger or sensitive readers.

In the days I spent roaming the Stacks, books girls, I reached for outdid electronic entertainment options.

Having spent the morning under the sway of Winteranother book in the pile of advance reader's copies that I lugged

home. Lucy Silag's recently published Beautiful Americans (Razorbill) has been characterized as Gossip Girl goes to Paris, a Penguin Group representative acknowledged.

Reader, I confess I spent the afternoon turning the pages of this novel, which alternates between the first-person voices of four different characters, or types, as they recount their confrontations between experience and innocence abroad. Would I have been as inclined to trail these teens through some 300-pages of friendship, romance, and angst if I hadn't known Silag is the daughter of reknowned novelist Jane Smiley?

Art Spiegelman autographs-and sketches on-his new kids' book, Jack and the Box.

Perhaps a more significant indicator of Beautiful Americans' appeal is the early, informal buzz via reader blogs and customer comments on online sales outlets. A sequel that promises to continue, if not resolve, Beautiful Americans' cliff-hanger close is slated for release this fall.

Click here for a classic

While the novelty of new titles drew attention, established works continued to thrive. One intriguing instance of this is Playaway's digitally recorded books, now a collection of more than 4,000 titles. Company representative Aubrey Codispoti told me that the increasing proportion of Playaway's backlist that is dedicated to books for young people is responsible for the device's presence in more than 20,000 schools and libraries. Curriculum-related titles and ones with popular appeal,

Photo: Curtis Compton, Cognotes





Young Katie Pasicznyuk proudly displays her signed copy of Samantha Hansen Has Rocks in Her Head.

like the Goosebumps series, are available.

Although I'm an audiobook addict, I'd only glanced at these tiny, colorful packages that contain an entire book in less space than a single cassette tape. Codispoti encouraged me to listen to The Invention of Hugo Cabret. "It's ingenious the way they use sound effects to convey what you'd normally see," she said, and I could only agree as the sounds of trains, station announcements, and footsteps filled my ears between episodes of spoken narrative. While I was struck by my magical transport to a historic Paris train station, Codispoti noted the technology's ability to make teens feel "cool and hip" while providing security of content for teachers and librarians.

Other encounters of a technological kind came from connecting with friends and former coworkers, the middle-school daughter of two joining our explorations of the Stacks. Katie was equally enamored of a Boxcar Children poster and the opportunity to play Wii tennis, as excited by finding a book with her name in the title—Katie Loves the Kittens (Henry Holt)—as by new biographies of the Jonas Brothers. A signed copy of Nancy Viau's Samantha Hansen Has Rocks in Her Head (Amulet Books) in hand, Katie said, "I like meeting authors. It makes me happy." Her pleasure at having her opinion of review copies solicited was also evident. Her father, Bob Pasicznyuk of the Douglas County (Colo.) Library System, introduced me to new products, notably the online tutoring service Brainfuse.

Contemporary concerns were reflected by numerous publishers, some of whom focused on environmental titles with lush and dramatic illustrations. Fulcrum Publishing's *Rachel Carson: Preserving a Sense of Wonder* by Joseph Bruchac and Thomas Locker drew my attention with the elegant simplicity of its text. Putnam's *River of Dreams: The Story of the Hudson River* by Hudson Talbott included the pollution and subsequent recovery of the river in a ranging regional history.

Beyond preservation messages, publishers are producing evocative explanations of natural phenomena such as the seasons. Two very different, yet equally lovely, forthcoming works on this theme are *Ivy in Bloom* by Vanita Oelschlager and *The Longest Night* written by Marion Dane Bauer and illustrated by Ted Lewin, whose beautiful winter images entirely distracted me from every other book in the Holiday House booth (as well as my usual complaints about the cold).

High-quality art and production distinguished a small yet compelling set of books on display in Denver. Classic poetry re-envisioned by contemporary fine artists composes the Visions in Poetry series at Kids Can Press. Publisher Karen Boersma said her press looked for illustrators who would "bring a different dimension to the work." Readers, as well as captivating images, prove the validity of the approach. "We know kids are reading them. We hear constantly, constantly, constantly that [libraries] are having great success with it," she said. Feiwell and Friends will bring out a new edition of Leander Watt's 2002 YA novel *Stonecutter* this spring. The Taoist text is illustrated by spare and powerful, nearly abstract blackand-white illustrations.

Yes, we did

Finally, the exhibits saw a plethora of books devoted to the lives of President Barack Obama and his family. Publishers such as National Geographic, DK Publishing, and Harper-Collins featured titles that highlight Obama's historic election. Among them, a stylish, slender volume stood out, for which Coretta Scott King Award-winner Kadir Nelson drew a series of images to represent a loose narrative comprised of selections from Obama's compelling campaign oratory; the result is Change Has Come: An Artist Celebrates Our American Spirit.

Justin Chanda, vice president and publisher of Simon and Schuster's Books for Young Readers, said that Change Has Come was modeled after Maya Angelou's poem for Bill Clinton's inauguration, yet strives to reach a broad readership. In an S&S video, Nelson explains that he had 10 days to develop and realize the art. He strove to capture "a little bit of the magic" of election night, as he states in the essay that concludes Change Has Come. "It fits what we can see is happening," Chanda said. "There's so many more multicultural books than we've ever published before."

Those who seek refuge in books will encounter both release and reflections of the world in which we live in the many and varied works previewed in the Stacks at Midwinter.

JENNIFER BUREK PIERCE is assistant professor of library and information science at the University of Iowa in Iowa City. Contact her at youthmatters@ala.org.

Librarian's Library

Give 'em pop

irst came the blog (pop goesthelibrary.com) and now comes the book: *Pop* Goes the Library: Using Pop Culture to Connect with Your Whole Community. In it, Sophie Brook-



over and Elizabeth Burns explain that pop culture belongs in every library, and that means more than just subscribing to Entertainment Weekly. Libraries should embrace a

21st-century version of the "give 'em what they want" model of book selection that sprang up in the 1970s. Community surveys (pay particular attention to teens), collection building, programming, and marketing are all part of the mix, and emerging technologies can be used in creative ways to support pop culture services.

The book provides plenty of practical suggestions and real-life examples, along with useful tools such as lists of core pop culture resources and websites. Brookover and Burns's enthusiasm is infectious, and their ideas

will help keep your library popping. INDEXED. 298 p. PBK. \$39.50 FROM INFORMATION TODAY (978-1-58387-336-9)

Bibliotrivia

Want to know (a) the busiest public library in Latin

America? (b) the first U.S. libraries to install an OPAC? (c) the tallest library building? You'll find the answers to these and other questions in the second edition of Godfrey

Oswald's Library World Records. Not only are there listings for largest, busiest, oldest, first, and earliest libraries in various categories, but



embrace a 21st-century

version of the "give 'em what they want" model of book selection

on CD-ROM" (Grolier Electronic

Oswald also provides such tidbits as "First Author to Use a Typewriter" (Mark Twain) and "First Major Reference Work

by Mary Ellen Quinn

Encyclopedia). Library Trivial Pursuit, anyone? (Answers: (a) São Paulo Municipal Library in Brazil;

NEW FROM ALA

THE CHANGING ACADEMIC LIBRARY

Much has been written about what academic libraries need to do to stay relevant. Some of the solutions Jeannette Woodward offers in Creating the Customer-Driven Academic Library are as practical as adding more electrical outlets for laptops, or making the library more welcoming through signage and lighting. Others involve reconfiguring space and adding new services such as after-hours study areas, snack bars, and lifelong learning centers. Still others require shifts in the way librarians



perceive their jobs. A refreshingly people-based approach, designed to keep students coming through the door.

INDEXED. 208 p. PBK. \$58, ALA MEMBERS \$52.20 (978-0-8389-0976-8)

THE CHANGING PUBLIC LIBRARY

Charles R. McClure is one of the original authors of Public Libraries and the Internet, a national survey begun in 1994 and still conducted annually. Paul T. Jaeger's research focuses on the effect of public policy and law in public libraries. Now, they've teamed up to produce Public Libraries and Internet Service Roles: Measuring and Maximizing Internet Services. In its pages, they explore the social and service roles of pubic libraries, and ways in which the internet both challenges and supports these roles. Their conclusion? Only by finding the right balance between traditional and internet-enabled roles can the public library remain a vital institution. INDEXED. 112 p. PBK. \$65, ALA MEMBERS \$58.50 (978-0-8389-3576-7)

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(b) Ohio State University Library and Princeton University Library, in 1979; (c) Shanghai Library, China. INDEXED. 327 p. PBK. \$39.95 FROM MCFARLAND (978-0-7864-3852-5)

Two for Tech

What skills, tech savvy, and personal attributes are needed for library staff to make the most of technology? In *Core Technology Competencies for Librarians and Library Staff* (LITA Guide no. 15) a coterie of experts



identify competencies for technology specialists and describe several competency implementation programs. Useful for everyone from the systems librarian to "the lone information

technology librarian." INDEXED. 248 p. PBK. \$65 FROM NEIL-SCHUMAN (978-1-55570-660-9)

A lot has changed since the first edition of Information Technology in Librarianship: Foundations and Ap-



plications was published in 1993. The new edition, subtitled New Critical Approaches, examines six types of critiques, among them feminist technology analysis and technological utopia, in a series of chapters by prominent

scholars. Required reading for anyone interested in critical theory relating to technology. INDEXED. 297 p. PBK \$50 FROM LIBRARIES UNLIM-ITED (978-1-59158-629-6)

ROUSING READS

THE SOUND OF UPDIKE

When I think about the great American authors of the middle 20th century, I tend to focus on a group of writers who were at the top of their games when I was starting to read serious literature in the 1960s. Their reputations may have fluctuated over the succeeding decades, but Bernard Malamud, Saul Bellow, Norman Mailer, Philip Roth, and John Updike never lost their positions as Big Dogs in the literary pound,



alternately regaled or reviled. Sadly, with Updike's death last month at 76, only Roth remains alive.

Updike stands apart from this group because he chose a very different milieu in which to work: the Protestant middle class in small-town America. It was clearly a poor marketing choice because, as the 1960s developed a head of steam, it became obvious that the middle class especially the Protestant, small-town version—had lost its place on most literary-fiction menus. But Updike persevered. "I like middles," he told *Life* magazine in 1966. "It is in middles that extremes clash, where ambiguity restlessly rules."

And rule it did, for the next 40 years in Updike's novels and stories. He published 60 books in his lifetime, and while they were by no means all about the daily lives of the small-town middle class, his reputation rests on the ones that were, especially the four Rabbit novels—about a teenage basketball star who sometimes pathetically, always sympathetically, never quite tragically lumbers his way through the various stages of adulthood—and the exquisitely lyrical, detail-luxuriant short stories that draw from the smallest of moments the most complex of emotions.

Rabbit Angstrom is a little older than I am, but when I first read about him shying away from the responsibilities of adulthood in *Rabbit, Run,* I was starting to feel pretty damn shy myself. Rabbit's later life didn't parallel my own much at all, but no matter what he was doing selling cars, hitting it big with his own dealership, having sex covered in Krugerrands, teeing off on a lovely day at his Florida golf club—I could always feel his heart beating, this oddly befuddled man never quite understanding why he was so intent on doing what he was doing and perpetually wondering what he might rather do.

Finally, though, despite Rabbit's hold on our imaginations, it's the stories that many Updike readers remember most fondly. We can't escape the details, the images that keep popping up in our minds long after we've lost track of which story they come from—except "A&P," of course, everybody's favorite Updike story and deservedly so. A grocery checker in the "third checkout slot" is biding his time until three girls walk in dressed only in bathing suits. It's one of those moments, the kind that gets you through the day—"there was nothing between the top of the suit and the top of her head except just her"—but, inevitably, the assistant manager ruins it, and our checker takes a stand. It's a silly stand, really, but we understand it isn't about principles, it's about the sound of bare feet "paddling along naked over our checkerboard green-and-cream rubber-tile floor."

That sound is the sound of Updike, and fortunately, we can keep right on hearing it.



BILL OTT is the editor and publisher of ALA's Booklist.

SHOWCASE | New Products

Solutions and Services



www.millikencarpet.com/education Milliken Contract offers roller-friendly carpet tiles with CRI "Severe Wear" rating on most products. The newest line, Straight Talk, features flowing, linear patterns. The carpet is PVC-free, and the company is certified carbon-negative by the Leonardo Academy. Transformer Transformer Library Do Jon Nave the Atlantis Prophery on the sher?

www.textalibrarian.com

Text a Librarian allows librarians to respond to patron text message reference questions via a Web interface. The service works with existing e-mail and instant messaging systems and requires

no additional hardware or software.

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#### www.indususa.com

The **ScanRobot book scanner** from Indus International is capable of scanning books eight times faster than manual scanners. The device opens books approximately 60 degrees to prevent spine damage and features an

LED cold light to eliminate glare and exposure to heat, infrared, or UV.



The **Dual Disc II disc-repair machine** from Azura Disc repairs two discs at a time. The machine uses microabrasive liquid to repair 48 to 120 discs per hour, depending on the damage level. The liquid is recirculated, allowing up to 800 discs to be repaired without changing supplies.

To have a new product considered for this section, contact Brian Searles at bsearles@ala.org.





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#### www.eastview.com

Eastview Information Services offers digital archives of eastern European, Asian, and Middle Eastern materials. Among its databases are The Current Digest of the Soviet/Post-

Soviet Press, an English-language digest of more than 70,000 news articles presented to the Soviet and Russian public since 1949.



#### www.interface.com

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Interface Electronics has developed the **Cone of Silence**, a clear acrylic dome that can be mounted above a computer workstation to allow the user to hear clear sounds while reducing noise by more than 80% outside the listening area. The unit focuses stereo sound, projecting both channels of a stereo signal independently. An optional mounting pole makes it possible to install over kiosks or listening stations.

## **CASE STUDY**

#### FURNISHING A NEW LIBRARY

Justin-Siena High School in Napa, California, opened its Gasser Library and Media Center in 2001. The space was designed to fill many roles: the school's technology hub, a study area for use during and after school hours, and a place for students to gather and socialize.

Many factors went into the selection of furniture for the space. It had to withstand the wear of nearconstant use by teenagers. Large windows in the building flood the library with direct California sunlight,



Computer stations at the Gasser Library and Media Center at Justin-Siena High School.

and clustered into new configurations, several conference tables with laminate tops and oak edge treatments, steelframe double-faced book and periodical shelving, and European beech reading chairs stained to provide a consistent look.

"The Gasser Library and Media Center is a very open space with beautiful architec-

so the furniture had to withstand the environmental effects. And the furniture had to accommodate the laptops and desktop computers used by students and faculty.

The library selected the Legacy library system from Bretford Manufacturing to furnish the new facility. Among the units at the library are eight double-faced adult-height technology carrels that can be moved ture," said Director Alissa Kell. "There is a light and airy feeling, even though we have sturdy oak furniture. It shows our commitment to technology, learning, and growth."

"This library is constantly full," added Tom Pacelli, Bretford district manager. "It's a gathering place for students, both for study and social activity. The students want to be there and it shows."

# Career Leads from JobLIST

Your #1 source for job openings in Library and Information Science and Technology

#### Place a Job Ad

Visit JobLIST.ala.org to establish an institutional account in order to place Webonly ads, print ads in *American Libraries* and *C&RL News*, or any combination. Print ads in *American Libraries* cost \$7.50 per line, \$5.50 for ALA institutional members. Display ads range from \$125 to \$2,340. Print ads may be posted on JobLIST for 60 days for an additional \$75, \$65 for ALA institutional members. Complete rate and size information at JobLIST.ala.org.

#### Print Deadline

March 5 for the April issue, which mails about April 1. Ads received after March 5 will be published as space permits through about March 15.

#### Contact

E-mail joblist@ala.org or call 800-545-2433, Jon Kartman, ext. 4211. Career Leads, *American Libraries*, 50 E. Huron St., Chicago, IL 60611; fax 312-440-0901.

#### Consultants or Classifieds

"Librarians' Classifieds" and "ConsultantBase" are convenient and economical ad sections that put your products and services in front of more than 100,000 readers. See print ad rates above. No ALA institutional member discount. Discounts for multiple insertions: 2–5 months, 5%; 6 months or more, 10%. ConsultantBase appears in the January, April, June, and October issues.

#### **Advertising Policies**

A salary range is requested for all job recruitment ads per ALA guidelines. The ALA Allied Professional Association endorses a minimum salary for professional librarians of not less than \$40,000 per year. Job applicants are advised to explore "faculty rank" and "status" carefully. ALA opposes residency requirements and loyalty tests or oaths as conditions of employment. Job titles should reflect responsibilities as defined in ALA personnel guidelines. ALA requires that organizations recruiting through the Association's publications or placement services comply with ALA antidiscrimination policies. Policy 54.3 states that the Association "is committed to equality of opportunity for all library employees or applicants for employment, regardless of race, color, creed, sex, age, disabilities, individual life-style or national origin." By advertising through ALA services, the organization agrees to comply with the policy. Ads are edited only to conform to standard style. Acceptance of an advertisement does not constitute endorsement. ALA reserves the right to refuse advertising.

#### Billing

Payment Terms: Visa, MasterCard, or American Express. If pre-approved, net 30 from invoice date. Invoice and tearsheet mailed to the advertiser following publication. Cost of ad furnished upon request.

## POSITIONS OPEN

ACADEMIC LIBRARY RESIDENCY. Marguette University Libraries seek applications from early career library and information science professionals for a 2-year residency providing a broad-based awareness of principles and practices in academic librarianship and an opportunity to develop an area of specialization. The residency program hopes, in part, to help increase the presence of underrepresented groups in academic libraries and is designed to encourage and promote the professional growth and development of new librarians. Diversity is a core value, central to the mission of Marquette University, and all interested and qualified applicants are encouraged to apply. Reporting to

the head of research and instructional services, the resident will participate in the libraries' instruction program; provide reference services; contribute to collection development activities; become familiar with other units and functions of the libraries; and assist in collaborative planning, analysis, and assessment of programs and services. In year two the resident will engage in an in-depth experience in an area of specialization and will develop and complete an applied research capstone project that could be presented at a professional conference. The residency features a formal mentoring component with the head of research and instructional services, the associate dean of libraries, and other professional staff. REQUIRED: ALA-accredited master's received within the past 2 years or granted by August 2009; demonstrated interest in developing a career in academic librarianship; service orientation and commitment to library user needs; excellent communication and presentation skills; strong analytical skills and organizational abilities; ability to work both independently and collaboratively; knowledge of and commitment to cultural diversity and an ability to work with a diverse campus community. PREFERRED: Experience in a library environment, teaching, or in public service. Salary: Minimum \$40,000, plus full benefits package. Marquette University is an independent, Catholic, Jesuit doctoral-granting institution with an enrollment of 12,000 located near downtown Milwaukee. Two adjacent and connected library buildings seat 2,150 and house a 1.7 million volume collection, 300 networked resources, and over 22,000 electronic journals. See www. marquette.edu/library/. For full consideration, submit application online by April 15 to the university's application site: careers.marquette.edu/applicants/Central?quickFind=51973.

ELECTRONIC RESOURCES MANAGE-

MENT LIBRARIAN, Medical College of Georgia. The Robert B. Greenblatt, M.D. Library invites applications for electronic resources management librarian, a faculty position that assumes a leadership role in managing resource access and data analysis. The incumbent shares responsibility in a team setting for integrated acquisitions, management, access and delivery of electronic resources, monitors current trends in access and electronic resource management, and administers use of electronic resource management systems and tools, especially EzProxy and SFX. The librarian shares responsibility for training and oversight of staff involved in e-resource support. The successful candidate must have 2 years of experience that include utilizing, managing, and administering an electronic resource management system; troubleshooting resource access; reporting statistics and analyzing data; and licensing and working with publishers and vendors of electronic resources. Review of applications will begin March 1 and continue until the position is filled. Minimum salary is \$42,000. For a full description of responsibilities and qualifications, see www.lib.mcg. edu/about/positions/emrl.php. Send letter of application, curriculum vitae, and 3 letters of professional reference to: Marianne Brown, Head Library Business Services, Greenblatt Library, AB-217, Medical College of Georgia, Augusta, GA 30912-4400; phone 706-721-4677; fax 706-721-2018; email marbrown@mail.mcg.edu. AA/EEO/ equal-access/ADA employer.

**EXECUTIVE DIRECTOR.** The Charleston County (S.C.) Public Library Board of Trustees is seeking an outstanding individual to lead a system with a main library and 15 branches. Winner of the 2006 John Cotton Dana award, CCPL is a well supported library located in a culturally vibrant and historic community of 331,917 (metro area 630,100) with 257 FTE. QUALIFICATIONS: ALAaccredited MLS. Ten years or more of progressively responsible professional administrative experience, with 5 years as library director/assistant director in a library system or demonstrated ability to achieve superior results in a progressive library system. Salary negotiable from \$101,275.20-\$124,571.20, depending upon qualifications. Applications and more details are available at www. **ccpl.org.** To apply, submit an application, resume with 3 references, and cover letter to: Search Committee, **Charleston County Public Library** Board of Trustees, c/o Susan Parsons, 68 Calhoun Street, Charleston, SC 29401. Applications will be reviewed beginning April 15.

LIBRARY DIRECTOR. The Warren County Library is seeking an experienced

#### Acquisitions Librarian

The University of North Texas Libraries seeks a detail oriented librarian to assume responsibility over the Acquisitions Unit of the Technical Services.

The Acquisitions Librarian leads the Unit responsible for the acquisition of materials in diverse formats. This position reports directly to the Head of Technical Services and assists the department head in planning and implementation of departmental projects and services. Supervises a seven member unit responsible for contacting vendors, placing/receiving orders, and creating bibliographic records for orders.

SPECIFIC POSITION RESPONSIBILITIES: Develops and implements policies, standards, goals and evaluation procedures designed to continuously improve the acquisitions processes; works with the Libraries' Assistant Dean for Budget and Finance to manage fund and payment reports for the Libraries' multi-million dollar acquisitions budget; works with the Contracts Librarian on the acquisition of licensing/digital rights for materials; works closely with librarians/staff in other library departments in the acquisitions of materials to support the University's teaching and research objectives; works with Serials Librarian in the management of standing orders; works with librarians and staff to ensure accuracy of information in the integrated library system; serves on various library work groups/committees as well as university committees as requested; and participates in library and information science scholarship and professional organizations.

MINIMUM QUALIFICATIONS FOR THIS POSITION: Master's Degree in Library Science or Master's in Library and Information Sciences degree from an ALA accredited program or international equivalent; 1-2 years of experience in an academic library, large public library, or special library for Librarian I; 3 years of experience in an academic library, large public library, or special library for Librarian II; 5 years experience in an academic library, large public library, or special library for Librarian II; and demonstrated effective written communication skills.

PREFERRED QUALIFICATIONS: Experience with automated acquisitions systems (preferably Innovative Interfaces); experience with database, spreadsheet and word processing software packages; evidence of participation in professional organizations appropriate to level of appointment.

RANK: Librarian I, II or III. SALARY: Minimum of \$38,000 at Librarian I; Minimum of \$42,000 at Librarian II and minimum of \$47,000 at Librarian III.

Benefits options: www.hr.unt.edu/main/ViewPage.php?cid=7.

Position available: February 1, 2009. Applications will be reviewed until April 1, 2009.

Applicant procedures: Applicants must submit a letter of application, vita, and the names, addresses, e-mail addresses, and phone numbers of three professional references to: Kathryn Loafman, Head, Technical Services Department, 1155 Union Circle #305190, Denton, TX 76203-5017.

UNT is an AA/ADA/EOE committed to diversity.

#### Instructional Technologies Librarian (ITL)

The Instructional Technologies Librarian is a full-time 12 month faculty position (Librarian II or III). The position reports to the Instructional Unit Manager in the Department of Research and Instructional Services.

POSITION DESCRIPTION: We are seeking a Librarian to work in a team environment to serve the needs of students, faculty, and administration of University of North Texas. The Librarian will work closely with the Instructional Unit Manager. The ITL will provide library instruction, create and maintain web-based tutorials, maintain Instructional Unit web pages, and assist with data input, as needed. The Librarian will also service as a subject liaison to one or more academic department(s) within the University.

The Librarian will design, develop, promote, and assess the effectiveness of learning materials, tutorials, and other digital learning objects for an array of disciplines. The Librarian will collaborate with the Distributed Learning Coordinator to encourage the incorporation of library-developed instructional tools into the university's learning management system (Blackboard Vista). Night and weekend hours may be necessary.

The Librarian will be expected to provide leadership and vision as the UNT Libraries investigates and experiments with emerging technologies to strengthen online instruction efforts. The person will individually and with others explore, develop, test, and promote new independent learning tools.

EDUCATION AND EXPERIENCE: MINIMUM REQUIREMENTS: MLS or MIS ALA-accredited degree; 2 years of post-MLS/MIS library experience; experience with developing synchronous and asynchronous instruction; demonstrated ability to create web-based instructional tools and other web-based resources; experience working independently and as a team member working with faculty, staff, and students; demonstrated effective written communication; experience providing reference service in an academic setting; and demonstrated knowledge of both print and online information services that support the humanities and social science disciplines in an academic library.

PREFERRED: Experience with variety of current information technologies including social networks and other Web 2.0 technologies; instructional design experience; experience with assessment of student learning; experience serving as a subject liaison to an academic department; demonstrated ability to manage complex projects; and demonstrated record of professional involvement appropriate to the rank.

Rank: Librarian II. Salary: Minimum of \$42,000 at Librarian II.

Position available: February 1, 2009. Applications will be reviewed until April 1, 2009.

Applicant procedures: Applicants must submit a letter of application, vita, and the names, addresses, e-mail addresses, and phone numbers of three professional references to: Annie Downey, Instructional Unit Manager, University of North Texas Libraries, 1155 Union Circle #305190, Denton, TX 76203-5017.

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## PROFESSIONAL DEVELOPMENT | Classifieds





#### Bibliographer and Outreach Librarian Romance Languages and Literatures, and Latin American, Caribbean and U.S. Latino Studies

For details about the position, please access: http://hr.albany.edu/vacancy/faculty/P09-17609.html

QUALIFICATIONS: Required: Graduate degree in librarianship from an ALAaccredited institution and accredited by a U.S. Department of Education or internationally recognized accrediting organization. At least 5 years of collection development experience, including managing budgets and evaluating and monitoring approval plans, for Romance languages and literatures and/or Latin American and Caribbean Studies in an academic/research library setting. Fluency in Spanish and French. Reading knowledge of Italian and Portuguese. Knowledge of publishing, book trade, history, culture and society in geographic areas pertaining to subject responsibilities. Demonstrated working knowledge of electronic resources and reference tools specialized in the assigned subject areas. At least 3 years of experience providing both specialized and general reference assistance in an academic/research setting. Familiarity with trends in academic and research libraries. Evidence of professional engagement. Experience with library and office computer applications and experience authoring and managing Web pages. Evidence of ability to plan and conduct outreach activities and interact collaboratively with teaching faculty and library faculty and staff. Excellent oral and written communication skills. Strong commitment to public service, outreach and information literacy. Applicants must address in their applications their abilities to work with a culturally diverse population. Preferred: Graduate degree or course work in one or more disciplines related to this position. Experience working with foreign language materials vendors. Experience with special collections materials, developing collections of audiovisual materials in subjects relevant to this position, and managing and monitoring gift programs.

#### SUBMIT APPLICATIONS VIA E-MAIL TO: azrl@uamail.albany.edu

(Anna Z. Radkowski-Lee, Library Personnel Officer) including a list of three professional references with their e-mail and street addresses.

Deadline to submit applications is March 9, 2009.

The University at Albany is an EEO/AA/IRCA/ADA employer.

and dynamic director for its library system which consists of three branches, a bookmobile, and its headquarters in Belvidere, N.J. This growing library system, with a budget of \$4.5 million, has a groundbreaking for a new headquarters building scheduled for 2009. The director will report to a five-member library commission and work with a motivated staff of 70 in a mostly rural setting with easy access to both New York City and Philadelphia. RESPONSIBILITIES WILL INCLUDE supervision, strategic plan-ning, budget preparation, facilities and space planning, fundraising and grant writing, and working with library staff and volunteers. CANDIDATES MUST HAVE 5 years of progressively responsible experience with minimum of 2 years experience in administration and supervision in a public library. CANDIDATES MUST POSSESS an ALÁaccredited MLS and either possess or qualify for a New Jersey State Professional Librarian Certificate issued by the Bureau of Teacher Certification, Thomas Edison State College. THE SUCCESSFUL CANDIDATE MUST HAVE familiarity with library technology, excellent verbal and written communication skills, proven library management skills, experience in fundraising, and the ability to interact professionally with staff, the public and local government officials. Experience working with branches and with a building program is preferable but not required. We offer a competitive salary and benefits package. Additional information on the library and the area can be found at www.warrenlib. org. Applicants should submit cover letter and resume with 3 references by March 13 to: Virginia Rutledge, Vice-Chairperson, Warren County Library Commission, 199 Hardwick St., Court House Annex, Belvidere, NJ 07823; email vrutledge@warrenlib.org.

LIBRARY DIRECTOR. Progressive, fast growing White County, Arkansas, is seeking energetic, experienced public library system director. Director will oversee and assist with planning all phases of library services for 7 branches with 15 FTEs; will work with a 13-member regional board and 5-member county board; will be responsible for budget preparation and represent the library to the public and governmental agen-cies. APPLICANTS MUST HAVE an MLS from an ALA-accredited school, at least 5 years of administrative experience, excellent verbal and written skills, cooperative spirit, political experience, technological knowledge, and a public library background. Experience with construction projects a plus. Beginning salary range between \$50,000 to \$56,000 based on experience. Retirement and health care provided. Letters of application, resumes and references should be sent to: Susie Boyett, White **County Regional Library System, 113** E. Pleasure Ave., Searcy, AR 72143.

For complete information please visit www.wcrls.org.

METADATA CREATION AND ENRICH-MENT LIBRARIAN. The University of Rochester's River Campus Libraries seeks applications for the position of Metadata Creation and Enrichment Librarian, (MCEL) a senior level managerial and cataloging position requiring expertise in monograph cataloging, digital resources, project oversight, and supervision. The MCEL will report to the Associate Dean, Information Management Services, and be responsible for a unit that includes a librarian and two support staff members. THE LIBRARIES WILL PREFER candidates with expertise in non-print formats, and authorities, contract management, languages, especially German. THE SUCCESSFUL CANDIDATE WILL ALSO HAVE a record of innovation and entrepreneurship in creating solutions to complex access problems. APPLICANTS ARE REQUIRED to have an ALA-accredited MLS; 3 or more years of professional experience in an academic library or related environment. Please send letter of application, resume, and the names, addresses and phone numbers of three references to: Kelley Kitrinos, Human Resources Administrator, Rush Rhees Library, Box 270055, University of Rochester, Rochester, NY 14627-0055 or email RCLHR@library. rochester.edu. For complete position responsibilities, full requirements, and

other information on the Libraries see: http://www.library.rochester.edu/ index.cfm?PAGE=4447. University of Rochester is an equal-opportunity employer, affirmative-action employer. Review of applications will begin immediately and continue until the position is filled.

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#### American Library Association

Booklist | 40 Editions | 37 Freedom to Read Foundation | 44 Graphics | 41 TechSource | 26

#### **Regional salary guide**

Listed below are the latest minimum starting salary figures recommended by state library associations for professional library posts in these states. The recommendations are advisory only. Job seekers and employers should consider these recommended minimums when evaluating professional vacancies. The ALA-Allied Professional Association (ALA-APA) Council has endorsed a nonbinding minimum salary for professional librarians of not less than \$41,680. For additional information on librarian salaries or to update a salary figure, email salaryguide@ala.org.

| 5              | J          |
|----------------|------------|
| Connecticut    | \$25.29/hr |
| Illinois       | \$47,235*  |
| Indiana        | varies*    |
| Louisiana      | \$26,000   |
| Maine          | \$31,512   |
| Massachusetts  | \$47,957*  |
| New Jersey     | \$49,286   |
| North Carolina | \$32,432   |
| Pennsylvania   | \$35,132*  |
| Rhode Island   | \$41,000   |
| South Carolina | varies*    |
| South Dakota   | \$30,554   |
| Texas          | \$40,000   |
| Vermont        | \$33,025   |
| Wisconsin      | \$34,200   |
|                |            |

\*Rather than establish one statewide salary minimum, some state associations have adopted a formula based on variables such as comparable salaries for public school teachers in each community, or the grade level of a professional librarian post. In these cases, you may wish to contact the state association for minimum salary information.

## LIBRARIANS' CLASSIFIEDS

#### LIBRARY SHELVING

LIBRARY SHELVING AND FURNITURE FOR SALE. Esteylibraryshelving.com.

#### FOR SALE

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# **Reviewing Our Options**

Book critiques for the people, by the people

by Will Manley

n my three decades as a working librarian I dabbled, with varying degrees of success, at a fairly wide diversity of tasks-telling stories, selecting books, working a film projector, threading microfilm, working a mimeograph machine, lobbying for money, leading book discussions, answering reference questions, writing newspaper columns, buying framed art prints, designing buildings, working the circulation desk, shelving books, and even creating cataloging cards with an IBM Selectric typewriter.

While it was great fun in my pre-OCLC days to make up my own rogue subject headings ("Flatulence-Humor," "Boring Literature-17th Century," "U.S. Presidents-Overrated"), selecting books was my favorite activity. Even now as a full-time library patron, I get great enjoyment in reading book reviews and filling out request forms. (Aren't you

glad I don't patronize your library?)

Back in 1971, my library school professors all emphasized the importance of creating balanced collections of quality books. Over time, however, librarianship has increasingly emphasized pandering to public demand. Popular fiction, for instance, began to take precedence over serious literary fare. It became not only okay but desirable to buy 20 copies of the latest Danielle Steele potboiler for every copy of the latest Philip Roth novel.

In a sense the book selection process has become more democratic as we cater more to the immediate wants of patrons. The concept of building a library collection to last a

generation is pretty much passé. In today's uncertain times, we're more focused on people coming through our doors, period. As a patron, I'm certainly happy when the library purchases my recommendations.

Whatever your point of view on that particular issue, it is safe to say that book reviews are still selectors main resource. But here too, things have gotten much more democratic. In the old days, librarians were pretty much limited to several professional book-reviewing sources (i.e., Booklist, Kirkus,

#### The internet gives all of us the opportunity to be book reviewers.

Publisher's Week $l\gamma$ ). In today's electronic village, it seems as though a new

book reviewing blog appears every day. The internet gives all of us the opportunity to be a book reviewer.

Of all the nontraditional reviewing sources, Amazon seems to be the most prominent. Just as many reference librarians are not averse to resorting to Wikipedia, many book selectors don't mind getting information from an Amazon book review. And why not? If it's the public's point of view you're after, Amazon is particularly convenient.

Actually, many an Amazon book review is quite insightful and well written. For instance, a few years ago I was perusing Amazon reviews of my book The Truth about Catalogers, and was pleased to see that someone named Stephen L. Manley gave this modest little tome five stars (Amazon's highest rating).

Finally someone understood my sense of humor! In his review, Mr. Manley used words like "accessible," "amusing," "cute," and "whimsical," said the book made him laugh out loud, and even called me the Robert Fulghum of libraries.

Some of you may be wondering whether Stephen L. Manley is any relation to me. Actually, he's my son. Does that make a difference?

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.



me a few minutes to write it.



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