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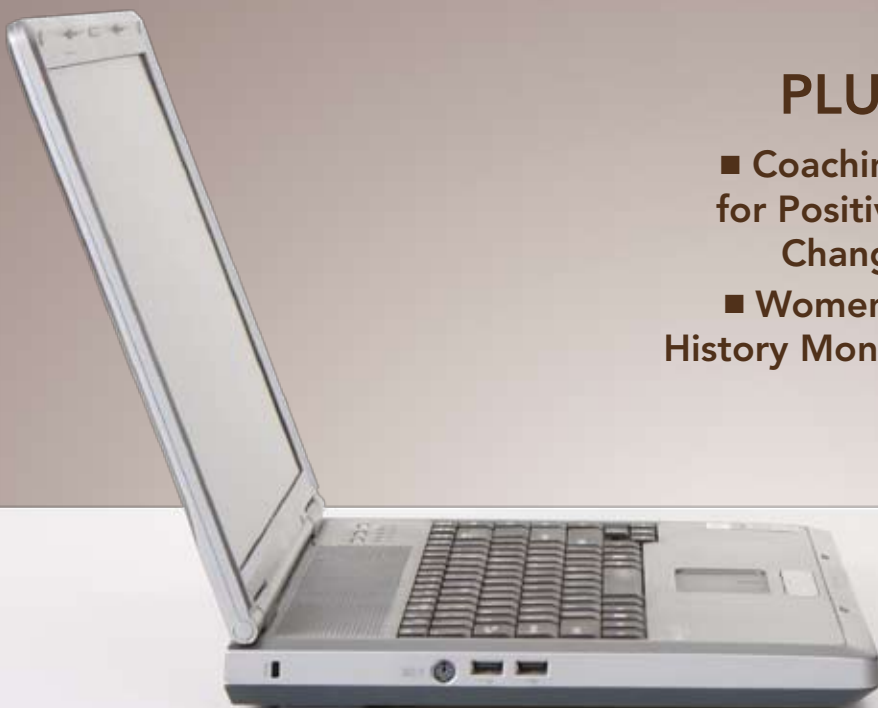
MARCH 2010

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

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## Is Technology Catching Up? by Leonard Kniffel

Even non-techies can offer cutting-edge services right away, says Ellyssa Kroski in her cover story for this month's issue of *American Libraries* (p. 30). Social media such as Facebook and Twitter make it easier for all of us to communicate and collaborate, she says, and her main point is that you no longer have to be an experienced video producer to create a library video tour, or a diehard gamer to put together a Guitar Hero tournament at your library.

Clearly something marvelous is going on with technology—and rapidly—when our favorite curmudgeon, Will Manley (p. 64), knocks blogger babble in January, saying that librarians must help an “increasingly clueless public separate fact from fiction and information from invective,” and then starts his own blog ([willmanley.com](http://willmanley.com)) instead of working on a new book.

What's happening is that the technology has become easier, so the technologically challenged can turn our attention to the content of our blogs instead of the novelty of publishing one.

At ALA's Midwinter Meeting in Boston (wrap-up on p. 42), I talked with Julie Powell, author of *Julie and Julia: My Year of Cooking Dangerously*, who was able to parlay a blog into a book and then a motion picture starring Meryl Streep. How did she do it? Luck, she said. Blogging was still in its infancy when she started eight years ago, and no

one understood that it would “become an industry.”

In this issue (p. 34), Ruth Metz argues for coaching as a way to help library staff adapt to the realities of our changing profession. Simply defined, coaching consists of one individual working with another to achieve specific work performance goals. What is confounding many people in librarianship is that the coaches are often younger staff members, and their success depends on the willingness of senior staff to be coached, to embrace change, and to learn. One of the primary obstacles to success that Metz identifies is that “staff is resistant to change.”

Also in this issue (p. 38), Kay Ann Cassell and Kathleen Weibel remind us that March is Women's History Month, and as a profession that has always been predominantly female, librarianship owes much to those valiant pioneers who paved the way for the careers we enjoy today. The article also points out that focusing on women as a library market segment is a logical way to connect with your community.

Finally, check out [americanlibrariesmagazine.org](http://americanlibrariesmagazine.org) for the new blogs we've added: Perpetual Beta by Jason Griffey, Green Your Library by Laura Bruzas, and Ask the ALA Librarian. We are also publishing new features, columns, and news to the web every week. Combined with the *American Libraries Direct* e-newsletter, we want to deliver more information sooner and in the format you want to receive it. Gradually, we will also be adding archival material. Everything on the website is comment enabled, so please let us know what you think. It's all for you. ■

Success depends on the willingness of staff to be coached and to embrace change and to learn.

# american libraries

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION



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## PERPETUAL beta

^ Check out the new blog by Jason Griffey for all the latest developments in technology, from Apple to Google.

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### >>> Posters

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### >>> Books



*Writing Reviews for Readers' Advisory*, an ALA Editions new release, by Brad Hooper, [alastore.ala.org](http://alastore.ala.org).

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# Front-line Advocacy

Everyone can be an advocate for libraries

by Camila Alire

**A**dvocacy on the Frontlines: How to Make a Difference from Where You Sit” was the title of an ALA Midwinter program in Boston that supported one of my presidential initiatives—front-line library advocacy.

The program focused on this unique initiative designed to motivate, encourage, and train public, school, academic, and special librarians as well as library support staff. We want them ready to articulate to their users, friends, relatives, and neighbors why they and their libraries are valuable to their respective communities.

Attendees received handouts on the initiative as well as a preview of the online resources designed for teaching and learning initiative techniques. The materials are available as online toolkits by clicking on “Issues and Advocacy” at [www.ala.org](http://www.ala.org).

The program was well-received by the participants and engaged them in invaluable discussion. Anytime you can get practitioners sharing their thoughts and practices, you certainly have interested colleagues.

Skip Auld, director of Durham County (N.C.) Library, shared how DCL’s “Getting to ‘Yes’” effort set the stage for engaging library staff in front-line advocacy.

Rochelle Logan, associate director of support services at Douglas Coun-

ty (Colo.) Libraries, described how her library system involved frontline librarians and other library staff in advocacy during their second library bond initiative.

After hearing about my front-line advocacy initiative at the California Library Association annual conference, Anita Peterson, senior librarian at Richard J. Donovan Correctional Facility in San Diego, came to provide the special library perspective. She shared why it is important to initiate front-line advocacy in her library environment

and how she planned to get inmates involved.

Academic library front-line advocacy was covered by Jean Zaroni, associate dean of

libraries at Marquette University in Milwaukee. She shared how the university started front-line advocacy training for librarians and library staff through a series of brown-bag lunch discussions.

Representing school libraries was Connie Williams, past president of the California School Library Association. She discussed the revival of CSLA’s “Best Sellers” initiative, a program that works because it prepares school library employees to do advocacy at their comfort level with people they know best—their friends, relatives, neighbors, and those they encounter on a daily basis. All the staff has to do is “talk story”

about school libraries when appropriate.

With proper training, anyone can be a front-line advocate from anywhere they sit within their libraries. Working with library administrations, librarians and other library staff can be empowered to advocate for their academic, public, school, and special libraries—an effort that is more important than ever given the challenges librarians and libraries are facing.

Special thanks to my Presidential Steering Committee for putting the program together and to the working groups for all their efforts in toolkit preparation.

## Spotlight on Spectrum

Sandy Littletree, a 2006 Spectrum scholar raised in New Mexico by her Navajo father and Eastern Shoshone mother, currently serves as program coordinator for the University of Arizona’s Knowledge River LIS program in Tucson.

She gives back to the library profession through the recruitment, retention, and matriculation of Native American and Latino MLS students who serve as librarian role models.

I urge you to support Spectrum by making a tax-deductible contribution to the ALA Spectrum Scholarship Program, 50 E. Huron Street, Chicago, IL 60611; e-mail the ALA Development Office at [development@ala.org](mailto:development@ala.org); or donate online at [www.ala.org](http://www.ala.org) and click on “giveALA.” ■

ALA President CAMILA ALIRE is dean emerita at the University of New Mexico in Albuquerque and Colorado State University in Fort Collins. Visit [camilalire.com](http://camilalire.com).



**With proper training, anyone can do frontline advocacy no matter where they sit within their libraries.**





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# Key Issues in Tough Times

Executive Board tackles business during Midwinter Meeting

by Keith Michael Fields

The Executive Board's three sessions during the Midwinter Meeting in Boston focused on issues ranging from helping libraries—and librarians—survive the economic crisis to improving the conference experience, including the conference event planner.

With the economy in turmoil, advocacy for libraries and library funding is more important than ever. Board members discussed strategies to encourage participation for the Library Advocacy Day rally on Capitol Hill planned for Annual Conference in Washington, D.C., including issues ranging from participant briefings to busing for the thousands of expected librarians and library advocates.

In light of tightening travel budgets, the board also spent time discussing how to support more electronic participation in Association activities, how to improve the conference experience for those that do attend, and how to promote participation in the virtual conference planned for Annual for those who are unable to attend.

Part of the board's discussion involved the event planner. With a new ALA Connect–based conference planner set for beta testing at Annual, I was asked to develop a plan for making improvements in the existing Annual event planner that will be available in April. ALA Headquarters Librarian and Knowledge Manager Karen Muller is leading the effort to standardize entries for the many hundreds of ALA groups that

meet during Midwinter Meetings and Annual Conferences.

The broader topic of increasing member satisfaction was the topic of a strategic discussion. Board members talked about better understanding and meeting the needs of members, the use of electronic and social networking technologies to improve member communication, and specific strategies for increasing member engagement and satisfaction.

The board discussed the Emerging Leaders program, now in its fourth year. Since its inception, improvements continue to be made in the program based on feedback from participants. In particular, each year's projects have been increasingly meaningful—and valuable—as divisions, round tables, committees, and other units have gained experience in planning activities that have a real impact on the Association and libraries.

The board heard from ALA President Camila Alire's Young Professionals Group, which is looking at new ways of involving younger members.

The Spectrum Presidential Initiative was a major topic of interest during the Midwinter Meeting. Plans call for increasing the number of Spectrum scholarships for students from diverse backgrounds by

raising \$1 million—one-half from within ALA, and the other half from corporations and foundations. Strategies for achieving this ambitious goal were discussed.

The board talked about chapter relations with committee Chair Susan DiMattia. Chapters have been the focus of increased attention under the strategic plan, including new programs to assist them, such as the Capwiz legislative action software

now provided free to chapters by ALA. In Florida, for example, Capwiz has been credited with helping save a \$22-million annual state appropriation from being zeroed out.

Liaison reports from board members meeting with the various divisions, round tables, committees, and affiliates focused on responding to a variety of issues raised by and suggestions from member groups.

Convening as the board of the ALA–Allied Professional Association, the board confirmed establishment of the Support Staff Certification Program. Educational standards for library support staff are an objective of the 2010 Strategic plan, and the new program has been enthusiastically received by paraprofessionals.

For more information, click on About ALA, then Officers and Executive Board at [www.ala.org](http://www.ala.org). ■



**I was asked to develop a plan for making improvements in the existing Annual Conference event planner, which will be available in April.**

# Poudre River Public Library District Gets Light on Its Feet

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# Letters and Comments

## Clarifying Google Books News

There is a small but important error in the story “Google Book Search Settlement Guide Released” (Jan./Feb., p. 10).

OCLC was never excluded in the original Google Books Settlement Agreement, nor is OCLC affected by the amended award settlement (AAS). It was the OCLC-affiliated networks, and not OCLC itself, that were excluded from participation under the original agreement. That original document neither defined nor listed

which consortia would be included under the term of “OCLC-affiliated networks.”

This ambiguity, as well as the lack of any stated reasoning within the agreement to justify this exclusion, is likely what led to the

removal of the exemption from the AAS. Although the AAS rectifies this one problem, at least three more problems remain vis-à-vis library consortia.

A statement by the International Coalition of Library Consortia (ICOLC) notes that the “OCLC-affiliated network exclusion was removed, but ICOLC was retained as the defining source for ‘institutional consortium.’” [However,] the U.S. consortia that participate in the ICOLC represent only a subset of legitimate U.S. library consortia. If this definition is retained,

unaffiliated U.S. library consortia will be denied eligibility for possible consortial pricing discounts and other benefits that may accrue to an “institutional consortium.”

ICOLC notes that it “should not be included in the definition of ‘institutional consortium’ given the informal, self-organized nature of the ICOLC, [whose] ‘membership’ is not a sufficiently defined term for purposes of the settlement.”

ICOLC points out that “an equally major problem with the Agreement is that it requires a significant percent of members of a consortium to sign on to a deal for the consortium to qualify—which is not realistic for many (if not most) consortia.” Visit [library.yale.edu](http://library.yale.edu) for the full ICOLC statement.

Kate Nevins  
Lyrasis, Atlanta

## Jade Is Not Always Green

“Public libraries [as] essentially a socialistic endeavor,” as written by J. B. Post (Jan./Feb., p. 8), is a simplistic view of the structure of the public library.

Ownership is not communal. Services are not “free” for all. In order to have full access to materials and services, taxes are assessed and collected and you must live in a library district. The selectors of those materials do not choose the materials that will “alter the community attitude.”

The crux of socialism is to control the population through free materials and services selected in a manner that

produces attitudes that are “desirable.” A true library is unbiased and provides access to materials and services that represent all the patrons.

Jade comes in many colors. In order for it to be green you have to limit your search to green jade. A library fiercely guards its patrons’ representation, privacy, and rights; socialism does not.

C. A. Korthals  
Saint Charles, Illinois

## Presidential Library Interest

The caption for the JFK Presidential Library photo (Jan./Feb., p. 86) incorrectly states that it is “the only presidential library in New England.”

The Calvin Coolidge Presidential Library and Museum is also located in Massachusetts, at the Forbes Library in Northampton ([forbeslibrary.org](http://forbeslibrary.org)). President Coolidge began his political career as mayor of Northampton. He served as governor of Massachusetts, vice president under Warren G. Harding, and president after Harding died.

Ted Perch  
Willimantic (Conn.) Public Library

It was great news to read that the Bush Presidential Center is going for LEED platinum (Jan./Feb., p. 18). Since Bush wants to keep his records a secret, calling it a library would be hypocritical.

I do have one complaint: Thank the architect for the nice landscape rendering and ask him for one of the building.

Rick Creakman  
Maricopa County (Ariz.) Library District

OCLC was never excluded in the original Google Books Settlement Agreement, nor is OCLC affected by the amended award settlement.



Continue the conversation at [americanlibrariesmagazine.org](http://americanlibrariesmagazine.org)

CORRECTION: “Newbery” was misspelled in “Neil Gaiman Named NLW Honorary Chair” (Jan./Feb. p. 13). AL apologizes for the error.



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# American Libraries Offers New Ways to Stay Informed

**A**merican Libraries, ALA's flagship magazine, is offering a new way of keeping on top of library-related news, views, and perspectives via its revamped website ([www.americanlibrariesmagazine.org](http://www.americanlibrariesmagazine.org)).

The site offers many new benefits, including expanded news content, web-only spotlights, HTML versions of most of the print magazine's content, comment-enabled articles, an archive of each issue of the e-newsletter *American Libraries Direct*, and RSS feeds for new issues.

"One of the most important

changes is that we're now able to open up a much wider conversation," says Editor and Publisher Leonard Kniffel. "We're making it easy to participate and respond—every *American Libraries* article is now open for comments, and easy to share on Facebook, Twitter, ALA Connect, and through other social media. All *American Libraries* articles and *AL Direct* have already been open to ALA members and non-members alike for more than a year, and we're eager to build on that access."

Three new blogs are now featured on the site. In Perpetual Beta,

Jason Griffey follows tech trends and their library applications. In Green Your Library, Laura Bruzas shares practical tips for improving environmental friendliness and sustainability where you work. In a partnership with ALA Library staff, Ask the ALA Librarian delivers sought-after information based on current frequently asked questions.

Columns, features, and news are posted regularly, with links appearing weekly in *AL Direct*.

The new site was built by Associate Editor Sean Fitzpatrick in the open-source content management system Drupal.

## New Accreditation Actions Announced

ALA's Committee on Accreditation has announced accreditation actions taken during the 2010 ALA Midwinter Meeting in Boston.

Continued accreditation status was granted to the following programs: master of library and information studies offered by the University of Alabama in Tuscaloosa; master of library and information studies offered by McGill University in Montreal, Quebec, Canada; master of library science offered by North Carolina Central University in Durham; master of library and information science offered by the University of South Carolina in Columbia; and master of library and information science offered by Wayne State University in Detroit.

The next comprehensive review visit at each institution is scheduled to occur in 2016.

A complete list of programs and

degrees accredited by ALA is available online at [www.ala.org/coa](http://www.ala.org/coa). Individuals who would like more information about a particular program should contact the program.

## Libraries Receive Financial Grants

A total of \$1.5 million in grants has been distributed to 19 public libraries as a part of the "Smart Investing @ your library" initiative sponsored by the Financial Industry Regulatory Authority (FINRA) Investor Education Foundation and administered by ALA's Reference and User Services Association.

Grant recipients will receive one to two years of funding, in addition to assistance with program marketing, outreach, and evaluation provided by ALA, to implement a variety of programs and create resources designed to increase patrons' access to and understanding of financial information.

Now in its third year, the program has awarded a total of \$3.2 million to public libraries and library networks nationwide. For a complete list of recipients, visit [www.ala.org/rusa](http://www.ala.org/rusa).

## Certification Available for Support Staffers

The ALA-Allied Professional Association is accepting applications from those interested in achieving Library Support Staff Certification.

The program is open to any library support staff person with a high school diploma or equivalent and the equivalent of at least one year of full-time experience in a library within the last five years. Applicants do not have to be a member of ALA. Candidates have four years from acceptance to complete the program.

The application fee is \$325 for ALA members and \$350 for non-ALA members. To enroll, visit [www.ala-apa.org/lssc](http://www.ala-apa.org/lssc).

# THE ASSOCIATION'S ASSOCIATIONS: ALCTS

## New Family Literacy Focus Initiative Begins

ALA's five ethnic affiliates will each receive \$3,000 through ALA President Camila Alire's Family Literacy Focus initiative. The money will be used to develop and implement innovative family literacy models in libraries serving Native American, Asian-American, Pacific-American, African American, Chinese American, and Latino communities.

Family Literacy Focus activities will include family reading nights, intergenerational storytelling, and take-home literacy activities. At the conclusion of the initiative, the easily replicated family-literacy activities will be available on the various affiliate websites.

## Survey Shows Libraries in Financial Jeopardy

Libraries have been on the front lines during the recession. U.S. public libraries have expanded available job resources, and more people are turning to libraries for technology access and help in applying for jobs and government assistance online, according to a survey conducted last fall by ALA and the Center for Library and Information Innovation at the University of Maryland, with funding from the Bill and Melinda Gates Foundation.

However, the survey also found that half of the states have reduced funding to public libraries and to state library agencies, and close to one-quarter of urban libraries have reduced open hours. Adequate staffing is the leading challenge to aiding job seekers. For more information, visit [www.ala.org/plinternetfunding](http://www.ala.org/plinternetfunding).

## USDA Approves Funds for Rural Libraries

The Secretary of Agriculture has allocated \$100 million in United States Department of Agriculture (USDA) Rural Development Com-

munity Facilities funding for public libraries to provide educational opportunities and improve public services in rural communities. The funding will be provided primarily through the American Recovery and Reinvestment Act of 2009.

Funds may be used to construct, enlarge, or improve public libraries, including costs to acquire land

needed for a facility, pay necessary professional fees, and purchase equipment required for operation.

Depending on funding availability, USDA Rural Development will provide up to \$500,000 in additional Recovery Act dedicated grant funds to each of the state offices for library projects. For more information, visit [www.rurdev.usda.gov](http://www.rurdev.usda.gov).

## EDUCATION OFFERINGS AROUND

Continuing education through the Association for Library Collections and Technical Services (ALCTS) provides a wealth of development opportunities for members and nonmembers alike, whether



they attend ALA's Midwinter Meetings or Annual Conferences. ALCTS strives to provide a diverse array of education offerings for support staff through professional, from acquisitions to preservation. Whether web-based or in-person, ALCTS quality educational programming is styled to meet your needs.

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

Webinars provide low-cost CE opportunities and provide an additional option for presenters to bring their ideas and topics to a wider audience. Check the webinar schedule by clicking on "Events" on the ALCTS website. We're looking for webinar moderators and presenters on a variety of topics. Contact Pamela Bluh at [pbluh@umaryland.edu](mailto:pbluh@umaryland.edu) for opportunities.

ALCTS has conducted many e-forums since last summer. The e-forums are moderated list discussions (select [alcts-eforum@ala.org](mailto:alcts-eforum@ala.org) at [lists.ala.org/sympa](http://lists.ala.org/sympa)) over a two-day period on topics of interest, research, or problems. Volunteer to lead a discussion or plan on participating by contacting Kristin Martin at [kmarti@uic.edu](mailto:kmarti@uic.edu).

Preconferences and symposia offer attendees an all-day learning event in conjunction with ALA Annual Conferences and Midwinter Meetings. Interactive and timely, these opportunities connect content experts with the library community. ALCTS' programs at Annual cover important topics and issues in technical services, from RDA to digital preservation.

Hot topics with great presenters and lively discussions are presented at both Midwinter and Annual. Check the upcoming June issue of the *ALCTS Newsletter* for more information. Visit the ALCTS website ([www.ala.org/alcts](http://www.ala.org/alcts)) for a complete schedule of upcoming events.

—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**

## Report Details 2010 Outlook for Libraries

An ALA report reveals that libraries of all types are feeling the pinch of the economic downturn while managing sky-high use.

Compiled from a broad range of available sources, "The Condition of Libraries: 1999–2009" presents U.S. economic trends from 2009 and summarizes what has occurred in public, school, and academic libraries across several library measures, including expenditures, staffing,

and services. The report also highlights trends in services provided to libraries by library cooperatives and consortia.

Visit [www.ala.org](http://www.ala.org) and click on "Research and Statistics" for more information.

## Petition Candidates Seek Council Post

In addition to the published ALA Council candidates (*AL*, Dec., p.16–17), individuals who have petitioned to be included on the ballot are:

- **Ismael Abdullahi**, associate professor, North Carolina Central University, Durham
- **Thaddeus P. Bejnar**, reference librarian, Socorro (N.M.) Public Library
- **Gladys Smiley Bell**, special collection (Peabody) librarian, Hampton (Va.) University, Harvey Library
- **Roberto Carlos Delgadillo**, HSSGIS Librarian, University of California at Davis, Shields Library
- **John C. DeSantis**, cataloging and metadata services librarian, Dartmouth



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## CALENDAR

### ALA EVENTS

**Mar. 7–13:** Teen Tech Week, [ala.org/yalsa](http://ala.org/yalsa).

**Mar. 23–27:** National Conference, Public Library Association, Portland, Oregon, [ala.org/pla](http://ala.org/pla).

**Apr. 11–17:** National Library Week, [ala.org/nlw](http://ala.org/nlw).

**Apr. 30:** El día de los niños/El día de los libros (Children's Day/Book Day), [ala.org/dia](http://ala.org/dia).

**June 24–29:** ALA Annual Conference, Washington, D.C., [ala.org/annual](http://ala.org/annual).

**June 29:** Library Advocacy Day, Washington, D.C., [ala.org/lad](http://ala.org/lad).

**Aug. 4–9:** National Conference of African-American Libraries, Birmingham, Alabama, [bcala.org](http://bcala.org).

**Sept. 23–25:** Association for Library Service to Children Institute, Atlanta, [ala.org/alsc](http://ala.org/alsc).



College, Hanover, New Hampshire

- **Susan Lea Jennings**, lead desk services librarian, Appalachian State University, Boone, North Carolina
- **Xudong Jin**, associate director of libraries and head technical services, Ohio Wesleyan University, Delaware
- **Sue Kamm**, head, audio-visual/stack maintenance divisions, Inglewood (Calif.) Public Library
- **Erlene Bishop Killeen**, district library media coordinator, Stoughton (Wis.) Area School District
- **Charles E. Kratz Jr.**, dean of libraries, University of Scranton, Pennsylvania
- **Dennis J. LeLoup**, media specialist, Sycamore Elementary School, Avon, Indiana
- **Mary L. Mallory**, coordinator of government information services, access, and collections. University of Illinois, Urbana-Champaign
- **Bernard A. Margolis**, state librarian, New York State Library, Albany
- **Linda Mielke**, director, Butte County Library, Oroville, California
- **Barbara R. Miller**, associate professor and documents librarian, Oklahoma State University, Stillwater
- **Catherine L. Murray-Rust**, dean and director of libraries, Georgia Institute of Technology, Atlanta
- **Melora Ranney Norman**, library director, Unity (Maine) College
- **Margaret Anne Oettinger**, librarian (retired), Warminster, Pennsylvania
- **Cristina Dominguez Ramirez**, collection librarian for social and behavioral sciences, Virginia Commonwealth University, Richmond
- **Elizabeth Ann Ridler**, manager, library services, Brooklyn (N.Y.) Public Library
- **Susan Roman**, dean, Dominican University, River Forest, Illinois
- **Larry Romans**, head, government information and media services, Vanderbilt University Library, Nashville, Tennessee
- **Sarah Horton Smith**, student,

Simmons College GSLIS, Boston

- **Patrick C. Sweeney**, branch manager, San Mateo County (Calif.) Library
- **James K. Teliha**, associate university librarian for public services, Idaho State University, Pocatello
- **William L. Turner Jr.**, adult services librarian, District of Columbia Public Library, Washington, D.C.
- **Patricia A. Wand**, dean, library and learning resources, Zayed University, Dubai, United Arab Emirates
- **Thomas L. Wilding**, professor of practice, University of Arizona, Tucson ■

## KEY 2010 ELECTION DATES

Ballot mailing begins - **March 16**

Polls close at 11:59 p.m. (Central Standard Time) - **April 23**

Certification of election results by Election Committee - **April 30**

Candidates notified and elections report distributed - **April 30**

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# IMAX Offers Library Patrons Seats to *Hubble 3D* Movie

**A**vid library patrons will be able to journey through distant galaxies and accompany space-walking astronauts as they attempt the most difficult tasks in history of the National Aeronautics and Space Administration (NASA), thanks to a new partnership between IMAX and the American Library Association.

From March 1 through April 30, ALA's public awareness website, [atyourlibrary.org](http://atyourlibrary.org), will host "Explore the Universe @ your library," a contest for kids, in partnership with IMAX's *Hubble 3D* movie. *Hubble 3D* opens in IMAX and IMAX 3D theaters across the country March 19.

The contest is open to kids in kindergarten through 12th grade. On [atyourlibrary.org/hubble](http://atyourlibrary.org/hubble), kids have the opportunity to answer a series of trivia questions about

the Hubble Space Telescope; if they answer all the questions correctly, they will be entered into a drawing to win one of seven prize packages. The grand prize is 25 IMAX tickets, suitable for classes or astronomy clubs, as well as a telescope and a signed *Hubble 3D* poster. First prize is a family four-pack of IMAX tick-

ets, telescope, and signed poster. Five other prize packages include IMAX tickets and a film poster.

Administered by ALA's Campaign for America's Libraries, the "Explore the Universe @ your library" website features supporting educational content suitable for library or classroom use, including interviews with astronauts featured in *Hubble 3D*. The site also highlights kids and teens who are amateur astronomers, to help inspire other kids to take up the hobby.

For nearly two decades, the Hubble Space Telescope has provided images that have helped shed light on the age of the universe, reveal the existence of dark energy, measure the rate of the universe's expansion, and foster many other discoveries. *Hubble 3D* offers a unique look



**Kids will be able to journey through distant galaxies in "Explore the Universe @ your library."**



A billowing tower of gas and dust rises from the Eagle Nebula, one of the many remarkable images taken by the Hubble Space Telescope.

into Hubble's legacy and highlights its impact on the way we view the universe.

*Hubble 3D* is an IMAX and Warner Brothers Pictures production, in cooperation with NASA. For more details about the film, visit [imax.com/hubble](http://imax.com/hubble).

Photo: Hubblesite.org



**See Explore the Universe @ your library at [www.atyourlibrary.org/hubble](http://www.atyourlibrary.org/hubble)**

# Kirkus Reviews Not Dead Yet; Bought by Indiana Pacers Owner

In a move that surprised those who had already mourned the passing of *Kirkus Reviews*, the venerable source of prepublication reviews of new books has been bought by Herb Simon, owner of the Indiana Pacers of the National Basketball Association.

Word was that *Kirkus Reviews* had fewer than 2,000 subscribers when it folded at the end of 2009, but the 76-year-old publication was still influential and a credible source of information about the quality of writing being peddled by the book industry in America. Publishers still used *Kirkus* blurbs on their dust jackets and some librarians still used the reviews as a selection tool. Nonetheless, many were more than a little amused by literary agent Ira Silverberg's remark when the news broke: "Hearing about their closing reminded me that they were still publishing."

To much agonizing over what the demise means for libraries, the magazine's previous owner, Nielsen Business Media, announced last December that it would shut *Kirkus* down along with trade magazine *Editor and Publisher*, which was also

purchased and resumed publication in January.

Unlikely as it may seem that someone who owns a basketball team would see book reviewing as a good investment, Simon also co-owns Tecolote Books, an independent bookstore in Montecito, California. "With the growth of e-books and e-reading devices, no one can really see the future of publishing," he said in the *New York Times* February 10. "But turmoil like this creates opportunities. At a time when even the definition of a book is changing, my love of books makes me want to be part of the solution for the book-publishing industry."

In her syndicated column, Meghan Daum described the potential demise of *Kirkus* as a huge hit to the book world. Because *Kirkus* reviewers "had some cred," she quipped, they stand in sharp contrast to the "customer reviewer,"

who is "so enthusiastic about his own opinion that he not only reviews diffusely and emphatically (showing no fear of the Caps Lock key), he reviews just about every person or thing he comes in contact with." Whether or not Daum's observation had any influence on the sale is hard to say, but her sentiment

"With the growth of e-books and e-reading devices, no one can really see the future of publishing."

—Herb Simon

was shared by many, who welcomed the news that *Kirkus* had been retrieved from the proverbial dustbin of history. Calling Simon an "unlikely savior," *Daily Finance* reported February 11 that the only changes likely to occur at *Kirkus* "appear to be at the top." The financial news and analysis website said that "managing editor Eric Liebetrau and editor Elaine Szewczyk will remain, and *Kirkus* will keep its biweekly print edition (and will, over time, 'beef up' its digital offerings)." —L.K.

## PEACE PRIZE MURAL UNVEILED IN FLORIDA

Artist Huong stands in front of the Obama Peace Prize Mural unveiled in January at Broward County Library in Fort Lauderdale. Comprising 700 paintings by Huong and 10 guest artists in honor of President Barack Obama receiving the Nobel Peace Prize, the mural is part of an exhibition that includes a documentary of children expressing hope for world peace.



## Cornell Seeks Sustainable Support for Science, Math Research Archive

Cornell University Library has introduced a voluntary, collaborative business model to support arXiv, its free online repository of nearly 600,000 research articles in physics, mathematics, statistics, computer science, and related disciplines.

It will remain free to submit or download articles, but Cornell is now asking the 200 institutions that download most from the repository to make annual contributions to help fund it. These contributions range from \$2,300 to \$4,000, based on each institution's usage. As of February 16, 27 institutions have pledged support, according to Oya Rieger, associate university librarian for information technologies, including most of the 20 that account for the most downloads. "We secured this level of support even before we contacted each institution in our list of the top 200 institutions with heavy use," she told *American Libraries*.

"We are delighted that so many others have already stepped forward to share the cost of arXiv, and that even more are considering it," added University Librarian Anne R. Kenney. "It is heartening to see other institutions show their commitment to sustaining this eminent resource, which is used by scientists around the world."

The budget for arXiv is \$400,000 per year, with an increase to \$500,000 anticipated by 2012 to account for

upgrades and enhancements, according to a white paper about the new business model. The budget is comparable to Cornell University Library's collection budget for physics and astronomy.

The library will continue to fund the repository's operating costs, but it plans to gradually decrease its contribution level over the next four years to 15% of the total budget in 2013 and beyond. The library has pledged that it will not profit from the support model, and any surplus funding will be reinvested into arXiv or reduce the contribution requests.

Cornell is describing the business model as a short-term strategy for the next three years while it develops a long-term and sustainable model. "We really see this as a community effort coordinated by Cornell University Library—almost a case study of sustainability," Rieger said. Located in New York State, the university is considering long-term funding sources including an endowment, support from scholarly societies, and federal grants.

In 2009, users downloaded some 30 million full-text articles from the repository. According to the white paper, donations at the time of article submission were considered and rejected, since "barrier-free submission and use is one of the founding principles of arXiv." —G.L.

**"We really see this as a community effort coordinated by Cornell—a case study of sustainability."**

—Oya Rieger

## REMEMBERING DR. MARTIN LUTHER KING



Political strategist Donna Brazile (second from left) joins Prudential Foundation (PF) President Gabriella Morris (far left), PF Program Officer Mary Puryear, and Newark (N. J.) Public Library Director Wilma Grey January 12. Brazile served as keynote speaker during the library's annual tribute to Dr. Martin Luther King Jr., which was funded by the foundation.

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# Apple's iPad Introduced, Greeted with Excitement, Derision

Apple's January 27 announcement of the iPad tablet computer drew ample attention from the technology world. As Martin Peers wrote in the *Wall Street Journal* December 30: "Last time there was this much excitement about a tablet, it had some commandments written on it." But will that buzz translate into applications for libraries?

At the introduction, Apple CEO Steve Jobs pinned the iPad's potential for success to whether it could

occupy a niche between smartphone and laptop, claiming that netbooks fail to meet that niche's needs. Key tasks include web browsing, e-mail, viewing photos and videos, listening to music, reading e-books, and playing games, he said, declaring that "if there's going to be a third category of device, it's going to have to be better at these kinds of tasks than a laptop or a smartphone. Otherwise it has no reason for being."

The iPad will run all iPhone apps without modification, but developers will also be encouraged to create iPad-specific apps. Several developers, including Gameloft, the *New York Times*, and MLB.com, demonstrated some trial apps for the iPad at the device's introduction. Their preliminary innovations generally utilized the iPad's larger screen than the iPhone to allow more space and customization for onscreen controls, although the *Times* incorporated display options such as resizable text and customizable columns as well.

And while video and gaming are clearly focuses for the tablet, text is also getting its due. Jobs announced the iBooks application for reading e-books, claiming that "Amazon's done a great job of pioneering this functionality with their Kindle, and we're going to stand on their shoulders and go a bit further." The iPad will display e-books in ePub format in full color and can play embedded video.

In addition to popular books, Jobs said, Apple anticipates adoption for

textbooks, and periodicals have also begun planning for the iPad. Abilene (Tex.) Christian University committed to publish its student newspaper on the iPad the day it was announced. And *Sports Illustrated* has created a video that speculates about how it may be able to incorporate the capabilities of tablet computing into its offerings. (Search YouTube for "Sports Illustrated Tablet" to view.)

## Library applications

Will the iPad be a more effective mobile device for library applications than laptops or smart phones? David Lee King, digital branch and services manager at Topeka and Shawnee County (Kans.), sees value for reference desk and roving reference applications currently performed with netbooks. "I've always thought that a tablet would work better," because of better maneuverability and display options, he told *American Libraries*.

The tablet features a 9.56-inch by 7.47-inch multitouch screen with a resolution of 1,024 by 768 pixels and a 10-hour battery life. It weighs a pound and a half and is half an inch thick. Prices will range from \$499 to \$829. Notable omissions from the features list, as identified by *Wired* January 28, include any kind of camera, support for Flash, multitasking, and USB ports.

The iPad is scheduled for release at the end of March for Wi-Fi models, and the end of April for versions with both Wi-Fi and 3G connectivity. —G.L.

## BATTING ONE THOUSAND



Minnesota Twins mascot T. C. Bear greets Hennepin County (Minn.) Library patrons February 8 during the "Ballpark Mondays" kickoff at the central branch to celebrate that the library is now open seven days a week. The Monday hours are being financed by revenue from the ballpark sales tax. Twins All-Star Ron Coomer signed autographs at the event and Sue Nelson, the official stadium organist, entertained the crowd.



For more perspectives on how the iPad may change the face of librarianship, see [www.americanlibrariesmagazine.org/iPad](http://www.americanlibrariesmagazine.org/iPad).

# GLOBAL REACH



## CANADA ①

To welcome visitors to the Winter Olympics in Vancouver February 12–28, the suburban Richmond (B.C.) Public Library rebranded itself as an International Living Room where sports fans could catch up on world events through electronic newspapers, e-mail their families, or interact with a science exhibit on Olympic athletes and coaches. The library also set up TV lounges where visitors could watch the games and a cinema room that showcased Canadian films and cartoons.—*Richmond Public Library, Feb. 3.*

## UNITED KINGDOM ②

The British Library began offering more than 65,000 19th-century works of fiction from its collection as free downloads to the public. Owners of the Amazon Kindle can view well-known works by writers such as Charles Dickens and Jane Austen. Users of the service, funded by Microsoft, are able to read pages of the original books in the library's collection.—*The Times (U.K.), Feb. 7.*

## NETHERLANDS ③

Schools, public libraries, and the National Library in Amsterdam are participating in "Maand van het Vinden" (Month of Discoveries) April 7–28. Similar to the U.S. Information Literacy Awareness Month in October 2009, the initiative will promote libraries—both physical and online—as trustworthy sources of information.—*www.maandvanhetvinden.nl.*

## GREECE ④

Authorities on the island of Crete arrested two Britons and a Greek January 22 after arson attacks on a 17th-century synagogue. The attacks on January 5 and 16 seriously damaged the Etz-Hayyim synagogue in the town of Chania. The director of the synagogue, Nikos Hanaan Stavroulakis, said 2,500 rare books were destroyed.—*European Jewish Press, Jan. 23.*

## NORWAY ⑤

Love letters penned over 100 years ago by author Knut Hamsun were opened January 4 at the National Library in Oslo. Culture Minister Anniken Huitfeldt broke the seals and several Hamsun

experts ascertained that the letters were sent to Julie (Lulli) Amanda Lous, with whom the author had a stormy relationship in 1891–1892. The package was handed to the National Library by Lous's nephew in 1960.—*Aftenposten (Oslo), Jan. 4.*

## SOUTH AFRICA ⑥

The community library in Siyathemba, Mpumalanga province, southeast of Johannesburg, went up in flames February 9 during a protest triggered by the pending closure of a gold mine that was accused of underemploying local workers. During three days of unrest, shops were looted and a municipal office set on fire.—*The Citizen, Feb. 9; News 24, Feb. 11.*

## KENYA ⑦

An American woman and her baby daughter were trampled to death January 4 by an elephant while on a forest hike. The mother, Sharon Brown, was middle and high school librarian for the International School of Kenya in Nairobi. Brown and her child were taking part in a guided walk near the Castle Forest Lodge, about 65 miles north of Nairobi.—*CNN, Jan. 6.*

## TURKEY ⑧

A 47-year-old public library worker may go down in history as the man who forced his country to rethink the relationship between the state and its citizens. On February 2, the European Court of Human Rights in Strasbourg ruled that Turkey violated Sinan İşik's rights by forcing him to decide whether or not to disclose his religious conviction on the official Turkish identity card.—*The National (Abu Dhabi), Feb. 5.*

## THAILAND ⑨

Sami Rintala of Rintala Eggertsson Architects recently led a group of architecture students from the Norwegian University of Science and Technology on a social project. They worked together to build a two-story library building for an orphanage in Ban Tha Song Yan village. The task was to use local materials to build a structure that integrated with the local environment. Details are in *Designboom*, Dec. 28.

# Global Outreach Underway to Aid Haiti Libraries and Archives

Library organizations around the globe are working to respond to library needs in Haiti following the devastating 7.0 earthquake January 12 that all but toppled the country's capital city of Port-au-Prince and other population centers.

During the ALA Midwinter Meeting in Boston (see p. 42), the Association cooperated with the Massachusetts Convention Center Authority to raise \$27,084 for immediate humanitarian relief. Acting on a resolution adopted by its governing Council during the conference, ALA has created the Haiti Library Relief Fund to collect money to help rebuild the country's libraries and archives.

The Association is coordinating relief and rebuilding efforts with the U.S. Committee of the Blue Shield, the International Federation of Library Associations and Institutions, and the United Nations Educational, Scientific, and Cultural Organization.

## Save the Children

The Black Caucus of the American Library Association has also established the BCALA Haitian Relief Fund, with donations to be distributed to the Save the Children Fund and the American Red Cross.

The Digital Library of the Caribbean (dLOC), an international collaboration of educational, research, governmental, and nongovernmental institutions that provides access to electronic collections about the Caribbean, announced February 8 that it is seeking donations and technical assistance for the recovery



ALA Executive Director Keith Michael Fiels, President Camila Alire, and James Rooney (right) of the Massachusetts Convention Center Authority present humanitarian relief donations to Haitian-American State Representative Linda Dorcena Forry.

and protection of Haiti's libraries and their valuable historical, governmental, and cultural resources.

The dLOC has initiated the Protecting Haitian Patrimony Initiative, the goal of which is to help the country's three largest heritage libraries and the National Archives, all damaged in the earthquake. While the main structures remain standing, one library must be evacuated and most likely demolished and the others suffered significant damage, leaving their collections extremely vulnerable.

The damaged institutions have indicated they need gloves, masks, archival boxes, and temporary staff to assist in the cleanup. Later they will need to replace broken shelving, repair or replace damaged electronic equipment, and provide more advanced restoration for many of the rarest books and documents.

Laura Probst, dean of Florida International University (FIU) libraries and a dLOC executive committee member, says protecting the histor-

ical documents is crucial in the earthquake's aftermath.

"The collections in these archives represent the collective memory of the Haitian people, their culture, and Haiti's role in the history of the western hemisphere and the world," says Probst.

The dLOC's operations are run out of FIU, and Brooke Wooldridge, coordinator of dLOC at FIU, left for Haiti February 8 to assist the libraries and archives in documenting their needs and planning for the next phases of their recovery.

The news about the damage to Haitian libraries began with a tragic eyewitness report in the January 13 Phoenix *Arizona Republic* by a U.S. citizen who made it out of the five-story library on the Les Cayes campus of the American University of the Caribbean just before it collapsed.

## Schools destroyed

"The University Caraibe and most universities in Port-au-Prince are completely destroyed, as are most schools. Thousands of schoolchildren and university students are under those buildings," wrote Jocelyne Trouillot, president of the International Board on Books for Young People Haiti to members of the United States Board on Books for Young People.

Miraculously, the National Library building survived, Director-General Françoise Beaulieu-Thybule e-mailed members of the Conference of Directors of National Libraries January 15. "The building of the National Library is safe [although] the shelving and holdings have shifted," she wrote. —P.A.G



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## NEWSMAKER: AL GORE

Nobel Prize– and Oscar-winner and, in his own words, the man who “used to be the next president of the United States” Al Gore delivered the Arthur Curley Memorial Lecture January 16 at ALA’s Midwinter Meeting in Boston. His message: The environmental threat facing the planet as a result of carbon-based fuel consumption makes all other efforts to improve the quality of human life seem futile—unless the global climate crisis is addressed, and soon. Some 3,000 librarians filled the lecture hall to listen as he walked them through his new book, *Our Choice: A Plan to Solve the Climate Crisis*, published last year by Melcher Media and Rodale. *American Libraries* caught up with Gore before the lecture for an exclusive interview. Read more and watch video at [americanlibrariesmagazine.org](http://americanlibrariesmagazine.org).



### **American Libraries: What is the central message in your new book?**

**AL GORE:** The climate crisis is the most serious threat that human civilization has ever confronted. It is unique in having the potential for ending human civilization as we know it, but it is not a crisis that we cannot solve. We have all the tools we need to solve three or four climate crises; we only need to solve one. But the missing ingredient is political will. Political will is a renewable resource; and, thus, our first challenge in solving the climate crisis is to renew our will to act urgently, boldly, and effectively.

**But do we have the collective will to do that?** We have not yet demonstrated it. But we have risen to meet the seemingly impossible challenges in the past. And I have no doubt that if we choose to act, we will find sufficient reserves of will and determination to succeed. We must overcome the obstacles that are in our path. There are entrenched economic and

political interests that see the solutions as a threat to their short-term profits and success.

### **When it comes to global warming, there are a lot of naysayers. What do we say to them?**

As access to information was refeudalized in the era of broadcasting, the ability of elites to shape the information that had the most impact on publics tempted them to undermine the rule of reason by a variety of techniques. That includes, shamefully, the intentional dissemination of information known to be inaccurate in order to intentionally confuse people into believing that controversies existed in science where really a very firm consensus had been developed. These techniques were most famously used by the tobacco companies to undermine the medical consensus linking the smoking of cigarettes to diseases of the lung and heart and arteries. And some of the same practitioners of those techniques carried them to the large car-

bon polluters, who have spent approximately a billion dollars per year to create the false impression that there is massive disagreement in the scientific community about the climate crisis. In reality, there is as strong a consensus as you will ever find in science.

### **What should librarians and educators do to help our young people use the new social media in a positive way?**

The internet is destined to have an even larger impact on civilization than did the printing press. Libraries face a daunting but exciting challenge in adapting to this new technology, swimming with the current and making the best of its positive characteristics even as they keep a weather eye for the negative characteristics, which are always present in any information medium.

### **How are librarians doing with protecting kids on the internet?**

The good news is that many powerful digital tools have been integrated into the technologies of the internet that enable adults to protect children if they are diligent in doing so. The less-good news is that the emergent culture of the internet has eroded that diligence and has created some genuine threats to young children who are not beneficiaries of the kind of adult care and diligence that is even more important when the kinds of images and information that young children are not prepared to process are so ubiquitously available if they do not receive the love and attention of their parents, teachers, and librarians. ■

# How the World Sees Us

“Some time after that first miserable try, I did what I should have done to begin with. I went to the library and pulled out a few articles . . . .”

Physician and journalist ATUL GAWANDE, in the opening of his recent book *The Checklist Manifesto: How to Get Things Right* (Metropolitan Books, 2009).

“A library is an enormous repository of information, entertainment, [and] also probably the densest concentration of

potential boredom on earth.”

JENNIFER SCHUESSLER on book reviewing in “Our Boredom, Ourselves,” *New York Times Book Review*, Jan. 24.

“[The library is] one of the very few institutions on earth where any soul may walk through its doors free, and depart enriched.”

DIANE ASSÉO GRILICHES, *Library: The Drama Within* (University of New Mexico Press, 1996)

**“The way I see it, every student is my student.”**

CATHY COLLINS, library media teacher at Montgomery High School in Santa Rosa, California, defending school librarians as her school board considers cutting 7.5 positions to address a budget deficit. *Santa Rosa Press Democrat*, Feb. 11.

“The library had everything I wanted: a bathroom, a Toronto telephone book, all the morning’s newspapers, warmth, and friendly staff.”

PETER KUITENBROUWER, writing in the *Canadian National Post* about his experience at the Ashdale branch of the Toronto Public Library, which came to the rescue when he wound up in an unfamiliar neighborhood. “Gotta Love the Library,” Jan. 6.

“[Having this library card is] like you’re carrying a postcard in your wallet every day.”

JANE LYNCH, on the image of Pasadena (Calif.) Public Library depicted on its library card, in “Consider the Library Card,” *Los Angeles Metblogs*, Jan. 29.

“You’re pretty cocky for someone whose job is obsolete because of the internet.”

*Parks and Recreation* Deputy Director LESLIE KNOPE (played by Amy Poehler), responding to a Pawnee (Ind.) Public Library staffer’s wisecrack in the “Sweetums” episode, which aired on NBC Feb. 4.

“She felt a community without a library is like a body without a brain.”

DONNA ZIOLO, describing the determination with which her late mother, Catherine Kupczyk, created a Friends group and established the Eisenhower Public Library District for Norridge and Harwood Heights, Illinois. *Chicago Tribune*, Feb. 18. ■

## AND THE WINNER IS . . .



Catherine Quinlan, dean of the University of Southern California Libraries in Los Angeles, joins (from left) screenwriter Jason Reitman, author Walter Kirn, and screenwriter Sheldon Turner as they celebrate receipt of the 2010 USC Libraries Scriptor Award for *Up in the Air* during a February 6 ceremony at USC’s Doheny Library. The Oscar-nominated film, based on Kirn’s novel and directed by Reitman, tells the story of Ryan Bingham—played by George Clooney—a “career transition counselor” who travels around the country firing employees during corporate downsizings.

# The Case for Textbooks

Our service traditions call for us to provide them

by Krista McDonald and John Burke

**A**t Miami University's regional campuses in Hamilton and Middletown, Ohio, we have also encountered "the textbook phenomenon" described by Bonnie Imler (*AL*, Nov. 2009, p. 35). However, our response to students' confusion about the roles of the library and the bookstore has been quite different from Imler's. Our reaction to the oft-repeated axiom that "libraries don't purchase course textbooks" was to ask, "Why not?" After all, isn't part of our mission as academic libraries to make materials for learning as widely available as possible?

We took into account several of the arguments against textbooks in libraries noted in Imler's piece: A single copy of a circulating textbook would serve only one student at a time; frequent updates and new editions quickly render texts obsolete; and purchasing texts is the students' responsibility—part of the college experience. However, we also applied a standard test of library service, S. R. Ranganathan's "Five Laws of Library Science," to the concept of textbooks in the library. Our conclusions were:

■ **Books are for use.** Imler may have assumed that textbooks are not available anywhere but in the bookstore. In Ohio, though, textbooks may be found in just about any library, whether or not that library maintains a "textbook collection." Why should we stand in the way of students making use of the materials that are already found on our

shelves or the shelves of those we are able to borrow materials from?

■ **Every reader his or her book.** Though we cannot provide every informational resource under the sun for our patrons, we should reasonably respond to expressed needs for materials as we develop our collections. If students are looking for textbooks, and we have reason to believe this is a legitimate need, why shouldn't we attempt to address this need through the library practice of sharing our wealth? We routinely purchase other materials with the expectation that people will use them without having to buy them themselves. Textbooks are no different.

■ **Every book its reader.** An academic library purchases hundreds or thousands of books and other items in a given year. Can we guarantee that many or all of them will be used? Certainly not, and we should not hold ourselves to a guaranteed-to-check-out standard. However, consider the flip side of this question: Why shouldn't we purchase items that will have high circulation? One might find, as we have, that these quickly "obsolete" materials see more check-outs in their short lives than items that stay on our shelves for a decade.

■ **Save the time of the reader.** Imler describes the very real situation of students seeking temporary textbooks from the library to fill in for slowly arriving textbooks pur-

chased online. We can help in this scenario and others unrelated to a student's purchase method. Our students occasionally face textbook shortages from our bookstores, and having a copy on reserve in the library can be an essential fill-in. Students receiving financial assistance may face delays of up to three weeks before they have funds available to purchase textbooks at the bookstore. Assisting students

in locating a textbook for a course may save them both time and money.

## Textbooks on Reserve

Ultimately, we decided to work with our students, faculty, other academic support departments on campus, and the campus bookstores to create in both of our libraries "Textbooks on Reserve" collections, which are updated through a combination of faculty and student donations and library purchases.

We all have a concept of what our libraries do and what we refrain from. Let us not fall into a self-designed trap, though. What libraries restricted in an earlier age, such as fiction, would seem ludicrous today. Let us seek new ways to serve our patrons and provide them with the resources they need. ■

KRISTA McDONALD is library director at Miami University's Hamilton, Ohio, campus. JOHN BURKE is library director at Miami University's Middletown campus.



What libraries restricted in an earlier age, such as fiction, would seem ludicrous today.

# Cataloging Horizons

Navigating the bibliographic space with linked data

by Karen Coyle

Library catalogs have evolved over time as technology has changed. The last 150 years have seen a progression from book catalogs to cards and eventually to online catalogs. Each of these changes has provided new capabilities that can be adopted for improved user services. The next step in this evolution is on the horizon, and it will make possible some new and powerful capabilities for information seekers. Like the hypertextuality of the web, technology is being developed today that can help library catalogs become a rich web of data.

This new data organization will permit users to navigate the bibliographic space by following connections between resources and individual elements in resource descriptions, such as authors, publishers, and dates. Curious as to what else was issued by the publisher that year? Want to see how *Romeo and Juliet* has been adapted through the years? The catalog based on linked data technology will be able to lead users to answers. It will also allow library data to interact with the larger web of information. This means that web pages and information resources such as Wikipedia can have direct links to library data, and users will be able to move easily between the web and library resources.

The technology that will make this possible is being developed under the aegis of the Semantic Web movement, led by the World Wide Web Consortium but with participation of

a wide range of information communities. The goal of the Semantic Web is to create a “web of data” that makes use of the information that is currently hidden in documents on the web. The Semantic Web community has developed a basic pattern for representing information as metadata that mimics a simple sentence with a subject, verb, and object.

What makes this simple structure especially powerful for information seekers is that the link between subjects and objects—that is, the “verb”—is meaningful in a way that hyperlinks between documents on the web are not. Instead of a single type of link that expresses only “this links to that,” in the Semantic Web links have meaning. A link can express a relationship such as “is the author of” in a simple statement like “Herman Melville is the author of *Moby Dick*.” A link can be used for thesaurus relationships like “broader” and “narrower.” It can even express complex social relationships like “Sally would like to meet Harry.”

## Making metadata interact

Metadata on the web needs to be able to interact well in that highly diverse information landscape. For this reason, clear identification of data elements and of metadata con-

tent is encouraged, and the communities that will make their data available need to be able to share their metadata and their metadata definitions in both human-readable

and machine-actionable formats. The Semantic Web community is developing standards that will help metadata creators, including libraries,

prepare their data for wide use and reuse.

Of course this won’t happen without effort, and perhaps even a little pain. While the outward appearance of library catalogs has changed greatly, the elements that make up the catalog entry for a library resource today are remarkably similar to the ones that were used for catalogs in the early 19th century. Some changes will be needed to prepare library data for this new environment. Fortunately, the groundwork has been laid with the entity-relation analysis of the Functional Requirements for Bibliographic Records (FRBR), and with the use of that model in the work that has gone into the development of the Resource Description and Access (RDA).

This article is adapted from the January/February and March issues of *Library Technology Reports*. ■

KAREN COYLE is a librarian with over 30 years of experience with library technology. She now consults in a variety of areas relating to digital libraries.



Technology is being developed today that can help library catalogs become a rich web of data.

# Whither Wikipedia?

The collaborative encyclopedia faces growing pains

by Joseph Janes

**Y**ou've got to feel a bit for Wikipedia co-founder Jimmy Wales. Here's a guy with a fairly simple but incredibly powerful idea: Create a way for people to share what they know with the wider world and in the process build a resource that can be of great benefit to everyone.

As he said in a recent message to the Wikipedia community, "One person writes something, somebody improves it a little, and it keeps getting better, over time." Later, in his bold face, he says, "Imagine a world in which every single person on the planet has free access to the sum of all human knowledge."

Lofty stuff, and you can't deny he and the project have been incredibly successful. I can't help wondering, though, whether it has all turned out quite the way he had in mind. The wild success and popular embrace of Wikipedia has given way of late to reports of difficulties.

It doesn't take advertising, so there's the continuing need to raise funds. (The above statements come from a recent fundraising appeal. With just the faintest whiff of anxiety, Wales also says, "We need to protect the space where this important work happens. We need to protect Wikipedia.") And as we all well

know, in a down economy, that sort of fundraising gets harder.

There are other darker clouds on the Wikihorizon. We've heard about increasing bureaucratization and calcification of its procedures, that there are fewer people participating and more people who seem more dedicated to committees and process than to writing new articles. (I'm sure there are more than a few organizational-theory dissertations gestating on this.)

Those might someday spell difficulty for the project, if the product starts to dim in terms of usefulness or interest. It's also possible that something better

might come along to dislodge or supersede it. This seems less likely, since, like Google, Facebook, and Twitter, Wikipedia is pretty firmly lodged in the pantheon of Internet Tools Everybody Knows. That's not to say it couldn't be supplanted, though it would have to be by something more popular or sexier, since there wouldn't be much competition on speed, cost, or quality.

It's also possible that some other technology—a more mobile-friendly or natively mobile tool, for example, could come along that would make the current Wikipedia passé. It sends a bit of a shiver to conceive of a text- or tweet-based "encyclopedia" (maybe I shouldn't even say

that, lest such a creature arise), but it's not beyond conception.

## Healthy for now

For now, Wikipedia is doing fine. Usage and visibility are strong, it met its 2009 fundraising goal of \$7.5 million, and there's no clear rival lurking in the shadows. (Neither, though, is there a clear heir apparent should Jimmy ever be unwilling or unable to continue his role as God-King. One wonders what would happen if he were suddenly not in charge.)

Wikipedia, like any socially or collaboratively structured entity, requires a virtuous spiral to thrive. People have to enjoy and value working on it, which makes a good product that people like working on, which attracts more people who like it, which makes it better, and so on.

That spiral can reverse, though, if the work becomes difficult or unpleasant or frustrating, if the neutral point of view Wikipedia fosters goes out of fashion or can't be enforced, or if consensus breaks down; then the process and the product suffers, people get turned off and leave, and down it goes—not with a bang but with a whimper. And in the process, the rules of the game for recording and sharing "all" of human knowledge will have been rewritten, probably forever, which has very broad implications indeed . . . but that's another story. ■



**Wikipedia, like any socially or collaboratively structured entity, requires a virtuous spiral to thrive.**

JOSEPH JANES is associate professor in the Information School of the University of Washington in Seattle. Send ideas to [intlib@school.washington.edu](mailto:intlib@school.washington.edu).

# Your Virtual Brand

Online presence for professional success

by Meredith Farkas

I recently started teaching another great group of future librarians at San José State University about Web 2.0 technologies. I'm always in awe of their enthusiasm for the subject matter and for their chosen field. This year, I also feel a little sad, knowing that some of them will likely struggle to find work after graduation in this extremely tight job market. I try my best in the course to equip them with some of the skills they'll need to build a strong and positive personal brand online and keep my fingers crossed that it will help them as much as it has helped me professionally.

## To market, to market

In the absence of a significant work history, an online presence can help distinguish a job candidate from the sea of new librarian résumés that come across most search committee members' desks.

Imagine looking at the résumés of two librarians with identical skillsets and experiences where the only difference is that one has an online portfolio and blog. You'd probably take a look at those online supplemental materials and would get a better sense of whether this person would be a good fit for your institution. An online presence can offer search committee members a better sense of who you are, what your level of tech savvy is, and how passionate you are about the profession.

Librarians looking for work need

to think of themselves as a brand and consider how they are packaging their skills, experience, and personality, both on paper and online. I used to chafe at the idea of thinking of myself this way, but people who don't know me can—and will—develop a sense of who I am based on what they find in a Google search. They will find my blog, links to my presentations, interviews I've done, my Facebook profile, and awards I've won. And whether it's fair or not, they will judge me based on all that.

When potential employers search for your name online, what will they find? It's important to keep in mind that your online presence has the potential to be as harmful to your career as helpful. An insulting blog post about a job interview you had, negative or hurtful posts to a library discussion list, or a compromising photo on Facebook can all damage your online brand. This doesn't mean that you're not allowed to have an online personal life; employers understand that we all have lives outside of work. But while you don't need to censor yourself online, you certainly should be mindful about what you post based on who might find it.

There's another benefit to building an online presence that goes beyond branding. Using social

software tools can also be valuable for professional networking. With social software, you can meet library professionals from all over the world, share ideas, and become part of a community. I know of several people who were recruited for jobs

by people they met and became friendly with through blogs, FriendFeed (friendfeed.com), and Twitter (twitter.com). When

someone you get to know and admire online is looking for a job and you have an opening at your institution, chances are good that you will try to help him or her out.

In my next two columns, I'll discuss how to use blogs, Twitter, and other social software tools effectively for professional networking. These technologies have tremendous potential for building a name for yourself in the profession and building a supportive network of colleagues and friends. In such a tight job market, every librarian on the job hunt—whether brand-new or veteran—should explore new ways of building presence and networking online. ■



People who don't know me develop a sense of who I am based on what they find in a Google search.

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# 10 Technology Ideas Your Library Can Implement Next Week

Even non-techies can offer cutting-edge services right away

By Ellyssa Kroski



**N**ew social media websites such as Facebook and Twitter enable librarians to converse, communicate, and collaborate with patrons as never before, because they are increasingly a part of people's everyday lives. A brochure that describes your library with a few pictures is great, but a video tour that people can watch on your website or blog is immeasurably better.







Enabling patrons to save their catalog searches is important, but offering the ability to notify patrons via e-mail and text messaging when new acquisitions arrive presents a fresh way to connect with users.

Librarians who are still becoming comfortable with the web are often reticent to begin using new technologies in their day-to-day work because the learning curve often takes more time than they have to give. When I begin teaching people about web 2.0, mobile, and emerging technologies, I try to answer three questions:

- What is it?
- Why is it important?
- How can it help me better serve my users tomorrow?

Here are 10 ideas you can use to start creating, collaborating, connecting, and communicating through cutting-edge tools and techniques. All of them are culled from the 10 books in the Tech Set series, to be published this month by Neal-Schuman.

### Idea #1: Create a library video tour to welcome people 24 hours a day, 7 days a week from any location.

With today's technology, even inexperienced video producers can create a video tour and put it on the library's website for little time and money. The tools of the trade are: a camera, microphone, lights, computer, video- and audio-editing software, tripod for the camera, microphone stand, a portable lighting structure, and headphones. It seems like a lot, but with some bargain-hunting you should be able to get everything you need for a webcam setup from about \$100.

Library video tours aren't just about the facility and its features; they're a way to invite nonusers to come and visit. It's about the warm welcome and the friendly service they will receive when they do come. It's about the pride you feel being part of the community. It's much more than just a tour!

The secret is to pretend that you have never been to the library and are discovering it for the very first time. The tour should begin from the moment potential users decide that they are coming to the library. So the first thing you want to do is welcome them, introduce yourself, and tell them the hours you are open. Then introduce them to any library feature or service that you'd like, from information about travel, parking, and restrooms to instructions for getting a library card or visiting the reference desk.

### Idea #2: Use SMS to send patron alerts and notifications.


SMS (short message service, a.k.a. texting) is ideal for broadcast services. If your library sends out notices to its patrons, having the ability to send SMS alerts is a nice alternative to e-mail, and much more useful for most younger patrons. Research has shown that the current generation of students sees e-mail as old and outdated; they rely almost exclusively on texting to communicate with each other. There are ILS systems that provide a direct SMS gateway option and natively send texts out to patrons. But even if an ILS doesn't have SMS capabilities built in, it probably has e-mail, and, with a little effort, you can give most patrons the option of receiving info via an e-mail SMS gateway.

Most cellular carriers have a gateway that allows e-mail to be transmitted to a mobile phone via SMS. If your ILS can send out alerts via e-mail, you just need to give it the equivalent e-mail address for a patron's cell phone, and it should work transparently. SMS has a 160-character limit for transmitting text, so if your e-mails tend to be very wordy or have extraneous text (signatures and such), you will need to pare them down before implementing SMS in your ILS.

### Idea #3: Feed your library's blog posts into Twitter without doing any more work.

Twitter is immensely popular right now, and it's a great way of letting your community members know what's happening at the library. Is today's storytime canceled? Let patrons know automatically. You can begin using Twitter by posting tweets yourself, but there are ways to automate Twitter so that it instantly posts content that other parts of your organization—from public programs to children's services—originally creates. This can help to both reduce your workload and improve your library's communication with patrons.

One of the easiest ways to start getting content into a Twitter account is to set up a blog feed to post to your Twitter account automatically. You don't have to use a blog; any application that can give information in RSS format (such as many online calendars or other social networking sites like Facebook) can be used as seed content for a fledgling Twitter account. All you have to do is find the RSS feed; once you've got the address for the feed, you can then use a third-party service such as TwitterFeed to have



all posts automatically added to your library's Twitter stream.

#### Idea #4: Improve customer service by developing a technology skills list for your staff.

A technology skills list is an easy and efficient way to organize an ongoing technology training program at your library. Technology skills or competencies are the technology-related abilities, qualities, strengths, and skills required for the success of the employee and the organization. As you might imagine, these skills have increased in number with the advent of personal computers, the internet, and web 2.0. Technology skills are crucial for the success of any organization, but critically important for successful customer service in libraries.

Many of us in libraries are acting as first-line, de facto tech support. If we do not have a handle on the technology tools that we use, the technology gets in the way of our service to our users and things don't run smoothly. We want everyone on our staff to be able to help our users equally. Our technology skills need to be so second nature to each of us that they come as naturally as breathing. By getting everyone on the same page with their technology skills, the library creates a front-line force with technology know-how, expertise, and ability, each one ready to step in and solve whatever problem or question comes up—right then and there. No more shuffling a user from one person to another or making the user wait minutes, hours, even days, for an answer.

#### Idea #5: Create a special event wiki.

A wiki can be a good solution if you are creating a website for a special event but do not want to bother your webmaster with the regular updates you are planning to make. If you choose to host the wiki yourself, you will need to work with a webmaster in setting it up. Once the backend is ready, or you have used a third-party site to meet your requirements, you are ready to start adding content.

Like any upcoming-event site, your wiki should be designed to include relevant information for the participants you are targeting. If you are planning a lecture series, you will want to include when, where, and who will be speaking. Your audience will find it useful if you include an image of the speaker and a biography; you might also consider embedding video footage of the speaker at another event. If you are planning a workshop or conference, you might start the wiki with just an announcement. As you figure out more about what is going to happen at the conference, what hotel

will offer a discount, who the keynote speaker will be, and all the other conference details, you will want to add this information to the website.

#### Idea #6: Help your catalog evolve with personalization.

A website can offer many additional features to users willing to register and sign in. Traditional library catalogs have offered services to patrons such as the ability to view materials currently checked out, make renewal requests, place requests to be notified when items become available, make interlibrary loan requests, pay fines, and many other actions that might otherwise require a library visit. Self-service through the website has become increasingly expected.

Personalization also enables the use of customized settings related to search and retrieval. Users might want to save search results for future consultation, bookmark specific items, or establish preferences regarding narrowing searches to their favorite databases or disciplines. Notification services also tie into personalization, such as the ability to set up alerts to be notified by e-mail when the library obtains new materials in a specific area of interest.

#### Idea #7: Put together a Guitar Hero tournament that will attract a wide range of nonusers to your library for the very first time.

Guitar Hero is a very popular videogame. Its controllers resemble musical instruments allowing players to “play music” by pressing the appropriate key as it scrolls across the screen. One of the reasons for Guitar Hero's success is its popularity among both male and female gamers; another is that it can be played on almost every console (as well as mobile phones).

First, determine what age level to target for your tournament. While the majority of your programs might group similar ages together, keep in mind that videogame skills often can transcend the age of the player. It's important to be clear about what age range your tournament is open to so that people don't feel the rules are being changed midway through the registration period.

#### Idea #8: Use Facebook for chat reference.

Many libraries have expanded into digital reference service by providing chat or instant messaging service to their

users. Libraries use a variety of programs to provide chat service to library users. Facebook, as a social environment, is a perfect place to distribute chat reference service. In some cases, applications are already available for Facebook users. Services such as MeeboMe and AIM Wimzi can be added to librarian profiles as a way for users to ask for help.

In addition to these applications, Facebook also has its own chat service available to users. As librarians add library users to their Friends lists, they should not be surprised if they get the occasional question or comment about the library from Facebook Chat.

These tools and techniques can be utilized to create cutting-edge programs and services with just a little investment of time and resources and a low learning curve.

### Idea #9: Collaborate and communicate with internal blogs.

Several types of internal blogs exist. Especially for libraries serving members of a specific organization, some blog types may be visible only to those inside the organization, such as subject-specific or subject specialist blogs.

Other internal blogs are meant for use by the library staff for communication with one another. Some types of blogs you might consider are:

- A weeding blog discussing what has been removed from the library shelves and why.
- A training blog discussing what is being taught in library-run seminars and related resources and logistics, making a place to discuss new ideas before trying them out.
- An acquisitions blog explaining buying decisions and reasons for purchase delays.
- A professional development blog where staff share what they learned at conferences, seminars, and courses or in their own reading.
- Blogs from each of your departments or teams discussing the work they are doing and their latest projects.

The larger your staff, the more value they will see in these kinds of blogs as they will not have time to talk with everyone about what they are doing. Blogs discussing department work help keep everyone up to speed on what is happening in other departments, and invite a spirit of collaboration.

### Idea #10: Hold a themed unconference to tackle important issues.

Of course any library unconference already has a theme: libraries! But some unconferences, or library camps, are also built around a more specific theme. Technology-related themes are popular, but they're not the only kinds of themed unconferences that have been successful.

The L2 Unconference in Melbourne and Library 2.0 on

the Loose in Perth were two Australian unconferences in 2007 that took Library 2.0 as a theme.

RepoCamp was an unconference held at the Library of Congress in 2008 for people who are “interested in managing and creating digital repository software and their contents.”

Mashed Libraries UK 2008 was devoted to library applications of “mashups”: the programming practice of bringing data together from multiple online sources to create a new service.

The Radical Reference group hosted an unconference as an unofficial preconference to the 2009 Association of College and Research Libraries meeting in Seattle. The meeting focused on “social justice and alternative and radical collections and programs in academic libraries.”

Many good things can come out of having a theme for your unconference. Rather than having sessions that range widely from high-tech topics to community and personnel issues, a themed camp will keep participants talking about issues around a single agreed-upon topic, offering participants a more focused experience. There will also be more carry-over from one session to another, and participants may feel comfortable with less uncertainty about what they'll be talking about that day.

These are just a few ideas for ways that libraries can start implementing these new technologies right now to enhance public services, communicate with staff, and facilitate remote collaboration. What makes these 10 tools and techniques particularly appealing is that most can be utilized to create cutting-edge programs and services with just a little investment of time and resources and a low learning curve. These simple suggestions can get you started creating innovative programs and initiatives using today's hottest technologies as soon as next week. ■



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# Coaching in the Library

A professional coach can help leaders and staff up their game in dealing with an ever-changing environment and shrinking resources

By Ruth Metz

The greatest challenge to library organizations is to continuously adapt in an ever-changing, ever-more-complex environment. Library leaders need to direct the continuous redevelopment of libraries. The ability to tackle this and other institutional challenges effectively is fundamental to the success of leaders and the survival of libraries. One way to achieve this is through the use of coaching.

Coaching is the purposeful and skillful effort by one individual to help another achieve specific performance goals. Whether the coach is working with an individual or a group (the “player”), she facilitates the player’s attainment of the player’s goals. The success of this effort depends on the cooperation of both parties. The player is willing to be challenged, supported, and influenced by the coach; the coach enables this willingness throughout the stages of coaching.

People in today’s workforce at every level constantly have to work on the interface of their knowledge, skills, and experience in a changing and somewhat unpredictable environment. Coaching is not just something that engages people’s efficiency; it increases individual and organization effectiveness through changing times. Coaching has a multiplier effect. It enhances the library’s assets. The more able the individual is to apply his skills dynamically to an ever-changing environment, the more valuable he is to the organization.

Picture the new director of a library whose operating

costs are rising at a higher rate than its revenues. The deficit is largely structural and will continue to grow, driven by fixed obligations inherent in how the library system is structured. It is costing more to operate the library each year than the library is receiving in revenues, but for years the library’s operating reserves have offset the deficit. Now it looks as if the new director will be forced to reduce hours and staffing as the revenue-to-expense situation worsens.

The new director believes that part of the solution lies in developing new service models that can deliver needed services at less cost. However, many obstacles exist to creating these new service models: Some staff is resistant to change. Managers and supervisors are overly concerned with appeasing staff and have lost sight of community needs. The senior managers have never developed team leadership. Some managers will be retiring soon, but there is no apparent “bench” of aspiring leaders to follow them. Staff and the community have been unaware that operating costs are outstripping revenues.

Coaching for this organization would begin with the director, followed by sessions with the director and executive team together. It would include an organizational assessment and strategy for developing the organization according to its needs: the need to develop new service models; to resolve the structural budget deficit; to engage staff; to develop succession leaders; and to help staff through change transitions, including their own career and work-life balance transitions.

This library would benefit from multidimensional coaching to:

- Support the library director in clarifying and prioritizing executive direction
- Build executive, management, and team leadership capacity
- Facilitate the process of service modeling and sustainable budget development
- Develop new leaders and a leadership bench
- Develop coaching behaviors in the library director, managers, and supervisors
- Sustain effective individual and group performance

Whether the coaching is for individuals or groups, it has the overarching purpose to improve organizational effectiveness. Just as libraries have a strategic plan of service,

they need to take a strategic approach to organizational development. Coaching strategically helps organizations respond to the reality of their situation. It is a process that requires time and multiple interactions.

But coaching isn't only for library leaders; it is for everyone. The work of libraries today calls for a much more diverse array of knowledge, skills, and abilities than ever before. The expectation is for more flexibility. People who work in libraries must constantly learn and adapt to new technologies and working in collaboration with others. They are constantly being called on to do what they were not expected to do before.

At the same time that technology is changing the work of libraries, other factors are impacting the volatility of the workplace. Individuals are facing challenging work-life decisions. Many who planned to leave the workforce are staying because of the economic downturn. The care of children, the elderly, and the disabled are straining workers' capacity to work full-time and to make ends meet.

**Where once coaching was for the business elite, its benefits now penetrate into all levels of the workplace**



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## Libraries must become purposeful about the application of coaching on a broad scale.

The 2009 International Coach Federation (IFC) Global Client Coaching Study reports that 36% of coaching clients put work-life balance as one of the top three motivators for seeking coaching. Meanwhile, some who were recruited into the profession with the promise there would be jobs as the boomer generation retired are leaving by the side exits for other careers. Considering these conditions, the need for coaching in libraries is ever-present and increasing.

Libraries are not alone in facing these challenges. The coaching industry is one of the fastest growing in the world. The ICF, with over 16,000 members in over 90 countries, has seen a 645% increase in membership since 1999. Coaching has become more accessible to more people. Where once coaching was for the business elite, its benefits are now well known and dispersed across industries and throughout organizations, penetrating into all levels of the workplace.

There is a growing expectation in both the private and public sectors for organizational leaders themselves to be leader-coaches and to integrate coaching into their organizations. Many organizations have adopted the ability to coach as a core competency for their chief executives.

The application of coaching has become more strategic, with organizations integrating coaching with other learning experiences, developmental processes, and internal human resource processes. There is growing organizational demand for leadership-development systems that prepare tomorrow's leaders. The changing workforce is apt to challenge long-standing norms that affect how emergent leaders develop as leaders. Coaching can play a significant role in bridging the way.

According to the Center for Creative Leadership's *CCL Handbook of Coaching* (Jossey-Bass, 2006), many organizations are moving from individual leadership development to collective leadership development. It isn't only the leader but the leadership team, the management team, and the cross-functional team that need leadership development. These organizations are integrating coaching with other learning practices and building their internal coaching capacity. This takes the form of classroom instruction and skills practice, shadow coaching, ongoing workshops, and individual coaching that helps the coach improve her coaching. They are integrating internal and external coaching, accessing the variety of specializations and expertise, and building a cadre of coaches that they

can easily access.

In effect, organizations are creating a new norm in organizational learning and in the process developing a culture of coaching. The evolution of coaching in organizations is toward greater normalcy and transparency. Organizations are building cultures of coaching through dialog about coaching, building a shared vocabulary and knowledge where concepts, approaches, and ideas can be discussed and resources shared. The practice of coaching has a cascading effect throughout organizations, increasing the effectiveness and efficiency of both individuals and teams.

### More than problem-solving

It is time for library leaders to think about coaching as more than a tool for developing themselves, improving substandard performance in others, or building a leadership bench. We have to get away from the idea that all coaching is problem-solving and that you call in a coach when a problem needs to be corrected.

Libraries must become purposeful about the application of coaching on a broad scale. Leaders can authorize and influence the development of a coaching system in their organizations that supports the learning and development of individuals and the organization as a whole. A coaching system can in turn be integrated into ongoing systems such as learning, performance management, and leadership development. Integrating coaching wisely into the organization begins with intentionality and an understanding of organizational need.

In the midst of the current severe economic downturn when budgets are strained, leaders may dismiss the notion of integrating coaching into their organizations as unaffordable, impractical, or both. However, the economic downturn is all the more reason to do so. Typically, library organizations are spending 65% or more of their budget on personnel, and coaching leverages human capital. Strategic coaching that focuses on a plan for organizational development strengthens the capacity of the entire organization. It has a multiplier effect, enhancing the library's assets. The more able the individual is to dynamically apply his skills to an ever-changing environment, the more valuable he is to the organization. Coaching has many dimensions and purposes. A thoughtful defining of your coaching needs is the first step in selecting the right coach. If you have built coaching muscle within your organization, you can look internally first. Your human resources department might be able to provide coaching or a referral. Some libraries have established a cadre of coaches—internal, external, or both—that they call into service as needed.

Otherwise, sleuthing by way of colleagues may be the best way to begin to look for a coach. This may seem a parochial approach; however, the coaching profession is

going through a kind of crisis of accountability stemming from a lack of rigor in coaching standards. Until this improves, the search for a coach is best begun by talking with trusted people in your network of associates, which includes peers in other libraries, library association committees, and consortia, as well as community, business, governmental, and educational peers. You may also have established relationships with management consultants who could be a source of referral.

The coach has to be a person that the individual or the group can trust by demonstrating he is credible in an interpersonal way. A good coach should not take the position that he has all the answers and that the client is only there to listen to him, or that you've done everything wrong and now he'll tell you how to do it right. Instead, he comes in with an attitude that is respectful and recognizes that coaching is a balanced relationship. The coach's advice needs to be exactly tied to the real situation as the person or group sees it. The coach has to respect the breadth of knowledge and understanding of those inside the organization. A good coach takes time to assess the situation.

Interview any prospective coaches with an eye toward learning about them, their credentials and experience, and their fees. Fees vary widely depending upon creden-

tials and locale, from \$60/hour to \$400/hour.

In interviewing prospective coaches, be as interested in their listening and interpersonal skills and questions as you are in their credentials and fees. A good prospect is someone who restates your need in a way that captures the essence of the issue. The interview should help you understand your need better than when you started; if it doesn't do that for you, keep looking.

Coaching actively and willingly supports people in libraries as they continuously learn. It is, after all, our consistency of interaction in the face of constant change that leads to stability, predictability, and a more durable workplace. This durability gives people a firm place to stand, even amidst constant change. It is the ultimate place from which to be consistently effective as an organization and community institution. ■



**RUTH METZ** ([www.librarycoach.com](http://www.librarycoach.com)) is a library consultant, workplace coach, and author. The second edition of her *Coaching In the Library: A Management Strategy for Achieving Excellence* will be published this summer by ALA Editions. The revised edition will include "best resources" on coaching, finding coaches, coaching special populations, the leader coach, and coaching workshops and classes.

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# Celebrating Women's History Month @ Your Library

Telling the story of women's work is never done

by Kay Ann Cassell and Kathleen Weibel

Writing Women Back into History" is the theme for National Women's History Month, March 2010, the annual celebration of women in the United States. For years women's contributions were routinely underestimated or ignored even in the history of our own profession. While this still remains the case for much of history, the second wave of feminism reinvigorated interest in, and work on, "women's history" at the academic and community levels. Now children learn about Sojourner Truth as well as Betsy Ross and we understand that Abigail Adams contributed to the founding of this country as did her husband, John, our nation's second president.

National Women's History Month (NWHM) offers libraries a familiar framework for programming and for updating your website, displays, and exhibits. You can take an approach similar to Hispanic Heritage Month, Black History Month, and other heritage-themed celebrations relevant to your community. Many types of libraries join in the celebration, even if only at the most basic level of a book display. However, focusing on women's history and women as a library market segment offers so many more creative

opportunities for reaching out to your community, whether that community consists of students and faculty, corporate executives, homemakers, scientists, secretaries, or others.

This article focuses on celebrations that take place in public libraries, since the greatest variety of women's history programming in libraries takes place there. Here is what four public libraries of varying sizes reported in response to our recent information request to the PubLib and Feminist discussion lists:



## Focusing on women as a library market segment offers many opportunities to reach out to your community.

■ For several years the East Baton Rouge (La.) Parish Library has joined in its city's Women's Week program, sponsored by the Women's Council of Greater Baton Rouge. The library offers genealogy classes, consumer health information classes targeting women's health, and classes on library resources of interest to women. In 2009, the library made available Wii games targeted at senior women. At other times during the year EBRPL offers programs for professional women and caregivers.

■ In 2001 Fort Worth (Tex.) Library spearheaded the creation of "Hattitude . . . Hats Off to Women," a month-long citywide celebration of women that continues today with the cooperation of several city organizations. In 2009 the groups cosponsored six events including a hat fashion show, a girls' poetry jam, a leadership conference, and two award events honoring area women and organizations. The library has also established an archive documenting women's contributions to Fort Worth and Tarrant County.

■ The 21-branch Ocean County (N.J.) Library sponsors a range of programs each year. The 2009 selection included: women's history quizzes; jazz and blues programs focusing on women; programs on New Jersey women; film screenings; scrapbooking to honor extraordinary women in one's life; a scavenger hunt; programs on beauty, health, women authors, and the history of women's underwear; and a one-woman show about three modern First Ladies.

■ The Twelve Bridges Library in Lincoln, California, celebrated Women's History Month with an array of special events: for children, "Celebrating Great Women" featured five costumed volunteers speaking in the first person as Abigail Adams, Indira Gandhi, Amelia Earhart, architect Julia Morgan, and Sally Ride; a program highlighting International Women's Day offered speakers from a variety of international groups including CROP (Comparative Research Programme on Poverty), Heifer International, WIPA (Women for International Peace and Arbitration), and the Tahirih Justice Center; and there was a screening of Ken Burns and Paul Barnes's film *Not for Ourselves Alone: The Story of Elizabeth Cady Stanton and Susan B. Anthony*.

### Historical collaborations

Partnerships are an effective way to develop programs for National Women's History Month and to develop long-term relationships with other local groups and individuals who don't use the library. Partnerships are a way of acknowledging the good work of other community members and bringing the library to the attention of others. If the library reaches out to other groups, those groups will in turn reach out to the library.

Women's organizations—including those affiliated with religious groups, sororities, sports teams, and self-help and educational groups—remain a strong force in national and local life, including K–12 and higher education. There are

literally thousands of women's organizations, with a range of missions and agendas, some in opposition to each other, but most are logical library partners. Be sure to look for a local, county, or state government commission on the status of women. If you can't find one, check the National Association of Commissions for Women, whose website has a clickable map of its more than 200 members.

Nine possible partner organizations are recommended in the box on page 40. For more possibilities, check out the National Council of Women's Organizations, "a nonpartisan, nonprofit umbrella organization of more than 200 groups, which collectively represent over 10 million women across the country." NCWO members work together on a range of public policy issues of concern to women and girls. The website has a useful list of member organizations with links organized by subject expertise. Also, the National Council for Research on Women, "a network of more than 100 leading U.S. research, advocacy, and policy centers," provides a topical list of organizations with expertise from which libraries could access speakers or resources, including those concerning current issues.

When developing partnerships, keep in mind these four simple guidelines:

■ Send staff to community organization meetings to see how your library could contribute to their programs and projects.

■ Read the local paper to find out what other area groups are doing.

■ Invite community groups to cosponsor library programs. This will extend the reach of the library by drawing in more program participants and help you develop an ongoing relationship with the organizations.

■ Offer library resources to community groups, such as annotated reading lists, access to library materials, space for exhibits and programs, and program ideas.

Middle Country Public Library in Centereach, New York, partners with local organizations year-round, cultivating the library's image as a welcoming community resource. For the past nine years, growing out of an initial partnership with the Long Island Fund for Women and Girls, the library has hosted a fall Women's Expo, "a showcase and a marketplace for Long Island women



For more: [americanlibrariesmagazine.org/womenhistory2010](http://americanlibrariesmagazine.org/womenhistory2010)

entrepreneurs, artisans, [and] importers,” with an expanding list of partners that includes local media, businesses, banks, and community groups. Well over 1,500 people attend. Women exhibitors also receive help in developing their capability. Such an activity could be replicated during NWHM or at any other time of year.

However you program, your local community should be your first-line resource for NWHM celebrations. Why? Local presenters often come with their own audience, are often free or low cost, and typically know area interests and needs. And remember: Your own library is also a local resource.

It doesn't matter how large or small your library, whom you serve, whether you are print oriented, all digital, or like most libraries a hybrid: You can do something for National Women's History Month. ■



**KAY ANN CASSELL** (left) is director of the MLIS program in the Department of Library and Information Science at Rutgers University in New Brunswick, New Jersey. She was previously the associate director for collections and services at New York Public Library. **KATHLEEN WEIBEL** is a retired librarian with experience in public and academic libraries and a history of activism regarding feminist issues.

## PARTNERSHIP POSSIBILITIES

The websites of a number of organizations experienced in programming for and about women can inspire library offerings. Also consider groups that once focused on women but have since expanded their mission, such as Camp Fire USA.

Founded in 1881, the American Association of University Women has more than 100,000 members, 1,000 branches, and 500 partners. Members (who, since 1987, include men) hold at least an associate's or equivalent degree from an accredited educational institution. AAUW is committed to "education and equity for all women and girls, lifelong education, and positive societal change." Activities typically include book discussions, scholarships, advocacy, and research.

The Girl Scouts was founded in 1912 and currently has 3.4 million U.S. members and over 100 chapters. Its main emphasis is on promoting leadership with the themes "discover, connect, take action." Reading and library use remain a part of the Girl Scouts program. Other girl-oriented groups include Girls Inc., which offers programs at over 1,000 sites, particularly for girls living in high-risk, underserved areas.

BPW International (International Federation of Business and Professional Women) was founded in 1930 "to develop the professional and leadership potential of women at all levels" and now has groups in 80 countries. One of its primary activities is working with the United Nations and other international groups in support of women's issues. BPW also offers personal development programs for members. Similar groups include Soroptimist International and Zonta International.

The General Federation of Women's Clubs, "dedicated to community improvement by enhancing the lives of others through volunteer service," has more than 100,000 members in all 50 states and more than a dozen countries. Local clubs have a lot of autonomy in

setting their own agenda under the federation's motto of "Unity in Diversity." GFWC's main program areas are: arts, conservation, education, home life, and international affairs. The federation notes that women's clubs played a key role in the founding of more than 75% of U.S. public libraries, and libraries remains a priority.

Hadassah: The Women's Zionist Organization of America, established in 1912, is the largest volunteer organization and the largest women's organization in America. Hadassah is focused on health, education, youth, and the environment. Most Christian denominations also have women's groups, such as United Methodist Women and the Women's Home and Overseas Missionary Society of the African Methodist Episcopal Zion Church, with chapters in local churches. The Muslim Women's League works "to implement the values of Islam and thereby reclaim the status of women as free, equal, and vital contributors to society." Don't forget to look at the activity of nuns and other religiously professed women in your community.

The League of Women Voters was established in 1920 and has grown to 900 state and local leagues with membership open to both sexes. A nonpartisan group focused on "citizen education and advocacy," LWV holds community forums, often in libraries.

Susan G. Komen for the Cure, which provides breast cancer information, was established in 1982. Its foundation awards community-based grants, which many libraries have received. Breast Cancer Network of Strength (formerly Y Me) is a good source for local speakers.

The National Organization for Women is the largest U.S. group of feminist activists, with 500,000 members.

The YWCA is the world's oldest and largest multicultural women's group. Active in 122 countries, the YWCA serves 25 million women (2.6 million in the U.S.), and promotes "peace, justice, freedom, and dignity for all."



# Celebrate National Library Week!

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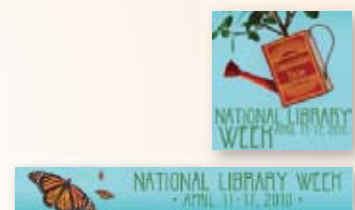
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# Industry Experts Gather to Talk Trends, Solutions

The Newbery and Caldecott and other youth media awards, Al Gore on the environment, job seekers all share the stage at Midwinter Boston

There was perhaps no better way for tech-savvy librarians to kick off the American Library Association's Midwinter Meeting in Boston than to hear the top stakeholders from the biggest library tech vendors talk about their products and services in the context of what direction they're driving the industry.

The theme of RMG's 20th annual three-hour Presidents' Seminar, "The View from the Top," was long enough and sufficiently nuanced to prompt a range of discussions: "Forces of Change Sweep across the Library Automation Landscape: Business and Technology Partnerships, Foundation and Government Funding, Non-profits versus For-profits." With several hundred years of industry experience among them, the panelists emphasized one thing: As forces of change sweep across the industry, innovation should not be replaced by reinvention.

Sitting on the panel were top-level representatives from AutoGraphics, Equinox, Ex Libris, Infor, Innovative Interfaces, OCLC, Polaris, Sky River, Serials Solutions, SirsiDynix, TLC, VTLS, Evergreen, and PTFS, which had just announced it would acquire LibLime. LibLime's Josh Ferraro was notably absent, "in his hotel room counting money," quipped RMG President Rob McGee. Sitting below these vendors was a reactor panel of sorts: Mary



The exhibit hall in the Boston Convention and Exhibition Center drew large crowds to product demonstrations, book signings, and an all-conference reception that featured New England clam chowder.

Anne Hodel from Orange County (Fla.) Library, Lyris's Catherine Wilt, and Marshall Breeding from Vanderbilt University.

Breeding came to discuss the Open Library Environment, a Mellon-funded project just entering its "build" phase, and quickly became the center of some heated retorts from the vendors at the top when he suggested that OLE would reinvent library automation. Reinventing the 30-plus years of automation that these companies have established would throw the baby out with the bath water, they unanimously

seemed to suggest. And besides, they argued, their businesses all depend on developing according to customer needs, so they questioned how this grant-funded research is any different than the R&D they're already doing.

OLE needs to be "open not only in name but in mindset—must be open across the board," said Carl Grant, president of Ex Libris North America. "I've found the OLE project to be a little closed at times."

The panel and commentators were quick to point out some problems with open source software.

Robert Wilson, an administrator at Claremont University Consortium, emphasized that their decisions about software solutions are not based on whether it's open source.

"When we buy technology, it's a business decision," Wilson said. He argued that librarians spend too much time on debates like this one, and not enough time talking about why library technology becomes increasingly marginalized in universities as a whole, possibly because "we spend too much time coordinating and not enough time innovating."

"Not to burst anybody's bubble," said OCLC's Andrew Pace, "but we don't need a next generation OPAC ... we need a solution." And for this panel, that solution seemed to center on enhancing the way patrons discover objects in the collection—not reinventing back-end systems.

## Attendance strong

The global economic crisis and the budget cuts that are trickling down to libraries weighed heavily on the minds of attendees at the January 15–19 conference, as they examined how libraries will continue to provide services in a changing information environment. Total attendance was 11,095 (including 8,526 attendees and 2,569 exhibit personnel), beating last year's total of 10,220 at Midwinter in Denver (which drew 7,905 attendees and 2,315 exhibitors) but falling short of the 2008 tally from Philadelphia of 13,601 (10,533 and 3,068).

Job hunting was the top priority for the 350 attendees who visited the Placement Center, which sponsored four workshop sessions attended by 135 people. Only four employers took booths, no doubt an indication of the bleak market that job seekers face. Placement Center personnel also reviewed résumés for 85 attendees and held 20 private sessions with a professional career counselor; an additional 67 people

## COUNCIL ACTIONS

Most of our libraries aren't in real good shape right now, and certainly we're not anticipating that it's going to change in the next year or two years," ALA Treasurer Rodney Hersberger told the Association's governing Council during the Midwinter Meeting. "For our libraries to be healthy, it will have a big impact on whether ALA is healthy."

Hersberger reported that the Association ended FY2009 with a positive revenue over expenses of \$683,102 and that the ALA Endowment Fund is also faring better than in his last report. According to Senior Trustee Dan Bradbury the endowment had increased by \$5.3 million to \$28.6 million as of December 2009.

Council elected to the ALA Executive Board Kevin Reynolds, assistant university librarian for Learning and Access Services, Jessie Ball DuPont Library, University of the South in Seawee, Tennessee, and J. Linda Williams, coordinator, Library Media Services, Anne Arundel County Public Schools in Annapolis, Maryland.

Passing a resolution acknowledging the importance of outstanding research in the area of cataloging and metadata, Council declared 2010 as the Year of Cataloging Research. Councilors also approved ALA programmatic priorities—diversity, equitable access to information and library services, education and lifelong learning, intellectual freedom, advocacy for libraries and the profession, literacy, and organizational excellence—in line with the ALA Ahead to 2015 strategic plan.

Council also approved affiliate status for the Association of Jewish Libraries, as recommended by the Constitution and Bylaws Committee, contingent upon affirmation by the group that sexual orientation is explicitly included in its non-discrimination policy. ALA's governing body

also passed a resolution in honor of the LeRoy C. Merritt Humanitarian Fund's 40th anniversary. The fund was established to help librarians who had been denied employment rights because of their defense of intellectual freedom or because of discrimination.

Resolutions presented by the Committee on Legislation were also approved: commending President Barack Obama and the Office of Management and Budget for improving transparency and openness in the federal government, supporting digital information initiatives at the U.S. Government Printing Office, and urging government support of universal access to broadband.

Council passed a resolution that urges the U.S. government and non-governmental organizations to provide funding for the reconstruction and rebuilding of libraries and other cultural institutions in Haiti (see p. 22). Councilors also approved a resolution in support of raising \$1 million for the 2010 Spectrum Presidential Initiative and urging ALA units, affiliates, caucuses, and members to donate or pledge their financial contributions to the campaign at the highest amount possible.

Memorial resolutions honoring recently deceased colleagues were approved for: Ken Davenport, Sallie Farrell, John Charles Fox, Eliza Atkins Gleason, Mary Alice Hunt, Effie Lee Morris, Sir John Clifford Mortimer, James Przepasniak, Walter Reandeau, J. Michael Rothacker, and Judith Serebnick. Tribute resolutions were passed for Tennessee State Librarian and Archivist Jeanne Sugg on her retirement and for U.S. Supreme Court Justice Sonia Sotomayor on being named to the court.

Read more about Council actions at [ala.org](http://ala.org); click on About ALA, then Council.

—P.A.G.



Members of the late Arthur Curley's family—from left, grandsons Matt and Tim Clancy and daughters Ellen Curley and Susan Curley Clancy—listen as Al Gore delivers the Arthur Curley Memorial Lecture named for their late relative.

were wait-listed, and 100 participated in a webinar. The Placement Center is operated by ALA's Office for Human Resource Development and Recruitment as a free service to job seekers.

Librarians also showed how they can make a difference, stepping up to make their contribution to the relief effort in Haiti. Those attending responded strongly to the request of ALA and the Massachusetts Convention Center Authority (MCCA) for donations to help relieve the humanitarian crisis in Haiti. On January 18, ALA and MCCA announced a joint donation of \$27,084 to directly support relief efforts in Haiti.

The effort was set up in less than 24 hours by the two groups after the deadly earthquake on January 12 (see p. 22). Donations made by many of the 11,095 attendees at the Midwinter Meeting were matched in kind by the MCCA. Massachusetts State Representative Linda Dorena Forry, the second Haitian-American to be elected to state office in Massachusetts, received the donation on behalf of the local Haitian community.

The crisis in Haiti was also addressed by former U. S. Vice President Al Gore during his appearance as the featured speaker during the Arthur Curley Memorial Lecture (see

p. 23). Taking a break from prepared remarks, Gore said, "One of the secrets of the human condition is that suffering binds us together."

Gore talked about his new book, *Our Choice*, which he described as an effort to focus on the solutions to the climate crisis. He praised librarians, calling them "the stewards of that great institution that was created during the Enlightenment," a time when the printing press helped spawn what he called a democratization of information, a "new information ecosystem."

However, said Gore, the rise of broadcasting has produced a "refeudalization" of that ecosystem, citing the example of big tobacco's public relations campaign to delay action against the harmful effects of smoking.

Gore was among several newsmakers and authors who appeared at Midwinter. The ALA President's Program, hosted by Camila Alire, featured Yohannes Gebregeorgis, founder and executive director of Ethiopia Reads, which encourages a love of reading by establishing children's and youth libraries in Ethiopia.

Elizabeth Gilbert, author of the *New York Times* number-one best-seller *Eat, Pray, Love*, provided one of the highlights of the Sunrise Speakers series. Gilbert thanked

librarians. "I learned to read in a library. I had my first kiss in a library, and hopefully my last will be, too." She also said that she wrote her first two books in the New York Public Library.

In addition to Gilbert, the Sunrise Speaker Series featured physician Atul Gawande, author of *Better, A Surgeon's Notes on Performance*, and Adriana Trigiani, whose most recent novel is *Brava Valentine*. Trigiani's talk resembled stand-up more than speech-making, as she joked about male librarians in a female profession: "They're like catnip at the ALA." She confessed to a lifetime of library use, saying of the snowy conference venue, "I would have come by dogsled; I love my librarians!"

### Books into movies

Authors Eric Van Lustbader, Chuck Hogan, Tracy Chevalier, and Julie Powell kicked off the exhibits opening January 15 in conversation with Brad Hooper of *Booklist*, sharing impressions about what it's like to have your book turned into a feature film. Powell said she had close to nothing to do with the adaptation of her book *Julie and Julia: My Year of Cooking Dangerously* into a hit film starring Meryl Streep and Amy Adams.

Van Lustbader talked about his close friendship with author Robert Ludlum, which led him to continue

the Bourne series after Ludlum's sudden death in 2001, confiding that he thought Matt Damon was the perfect actor for the title role—much better than Brad Pitt, whose prior film commitments prevented him from taking the role.

Chevalier also said that she was not deeply involved with the making of *Girl with a Pearl Earring*, so it was with some trepidation that she viewed the finished film for the first time, saying she sat stunned through it, concluded that it was a beautiful movie—and then cried.

Asked what the downside was to the acclaim that comes with books as successful as his *Prince of Thieves*, which will soon be a major motion picture, Hogan got the biggest laugh of the program when he noted thoughtfully that there were “no drawbacks to fame.”

Powell had a different take on the fame that accompanies being played by Amy Adams onscreen—and on the difference between writing fiction and memoir. She said she may be finished with the genre for the time being. *The New York Times Book Re-*

*view* said her new memoir, *Cleaving*, “reveals a dark damaged persona,” and “Nora Ephron won’t be touching this one with a 20-foot baguette.”

For the American Library Association, however, Powell revealed a self-effacing, witty, and honest persona that is crazy about libraries, especially New York Public, where she has spent a great deal of time.

All four authors spoke lovingly of their regard for and experiences in libraries, with Van Lustbader likening them to cathedrals and Chevalier saying there is only one other profession she would have considered. Had she not become a writer, she said, she would surely and happily “be sitting where you are now.”

### Youth media awards

The Midwinter Meeting celebrated the best of the best in children’s and young adult literature during the annual Youth Media Awards.

The January 18 awards press conference generated extensive media coverage. ALA President Camila Alire appeared on NBC-TV’s *The Today Show* on January 19 morning

with Newbery Medal winner Rebecca Stead and Caldecott Medal winner Jerry Pinkney. Media outlets all over the country carried the names of YMA winners. In addition, more than 6,500 people logged on to view the YMA webcast. Also, 1,900 people logged on to learn the ALA YMA results via Twitter, and nearly 1,000 Facebook fans followed the results.

*When You Reach Me*, written by Rebecca Stead, was named the 2010 Newbery Medal winner. *The Lion and the Mouse*, illustrated and written by Jerry Pinkney, earned the 2010 Caldecott Medal. The Michael L. Printz Award for excellence in literature written for young adults went to *Going Bovine*, written by Libba Bray.

January 18 was the national Martin Luther King Jr. holiday, and the Coretta Scott King Book Award recognizing an African American author and an illustrator of outstanding books for children and young adults was given out. The author award went to *Bad News for Outlaws: The Remarkable Life of Bass Reeves, Deputy U.S. Marshal*, written by Vaunda Micheaux Nelson. *My People*, illustrated by Charles R. Smith Jr., was the illustrator winner.

A brand-new award was also launched. The Coretta Scott King–Virginia Hamilton Award for Lifetime Achievement went to Walter Dean Myers. The award pays tribute to the quality and magnitude of beloved children’s author Virginia Hamilton. Myers’s books include: *Amiri and Odette: A Love Story*, *Fallen Angels*, *Monster*, and *Sunrise over Fallujah*.

ALA President Camila Alire presented “Advocacy on the Front Lines: How to Make a Difference from Where You Sit,” which drew a standing room only crowd.

ALA’s Office for Intellectual Freedom launched the Association’s new privacy initiative, “Choose Privacy Week,” with an event that focused on the age of “peep culture,” featuring Hal Niedzviecki, author of *The Peep*



From left, Reforma President Loida Garcia-Febo, YALSA President Linda Braun, ALSC President Thom Barthelmess, Coretta Scott King Awards Committee Chair Deborah Taylor, and ALA President Camila Alire display winners of Youth Media Awards.



Author, playwright, television writer, and documentary filmmaker Adriana Trigiani brought warmth and hilarity to the Sunrise Speaker Series.

*Diaries: How We're Learning to Love Watching Ourselves and Our Neighbors.* The campaign invites library users

into a national conversation about privacy rights in a digital age. ALA's efforts will culminate in the first-ever Choose Privacy Week, which will take place May 2–8, 2010, and will be an ongoing education and awareness initiative similar to Banned Books Week.

Former ALA president Betty J. Turock donated \$100,000 on behalf of her family as part of the 2010 Spectrum Presidential Initiative, begun in 2009 with the goal of raising \$1 million for the Spectrum Scholarship Program, ALA's national diversity and recruitment effort.

In addition, ALA received a \$750,000 two-year grant extension from the Dollar General Literacy Foundation to continue "The American Dream Starts @ your library." This new round of funding will help 70 public

libraries in Dollar General communities expand their literacy services for adult English-language learners.

To be eligible, the applicant institution must be a public library or a public library with a bookmobile providing literacy services for adult English-language learners, and must be within 20 miles of a Dollar General Store, distribution center, or corporate office. Each funded library will receive a onetime \$5,000 grant. To learn more about "The American Dream Starts @ your library," the mini-grants, and to apply, visit: [americandreamtoolkit.org](http://americandreamtoolkit.org).

ALA's Office for Library Advocacy (OLA) and the Massachusetts Library Association cosponsored an Advocacy Institute Workshop entitled "Surviving in a Tough Economy." It featured an address by past ALA president Carol A. Brey-Casiano, who said libraries have to react

## Help library users make smart financial choices after a job loss.



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quickly when facing budget cuts, noting that local politicians often expect librarians not to talk back. “It is not the job of the library to balance the overall budget of the city,” she asserted.

The ALA Washington Office and OLA also sponsored an interactive session in which librarians and advocates discussed how to get involved and some tools to use.

In a key decision, the American Association of School Librarians’ (AASL) Board of Directors voted to formally adopt the title “School Librarian” instead of the current title of choice, “School Library Media Specialist.” According to the board, this term best exemplified the many hats most school librarians have to wear while plying their trade.

And the Financial Industry Regulatory Authority (FINRA) Investor Education Foundation and ALA announced \$1,522,122 in grants to 19 recipients as a part of the “Smart Investing@your library” initiative, which is administered jointly by FINRA and ALA’s Reference and User Services Association and funds libraries that assist Americans in managing their day-to-day finances and navigating complex financial decisions.

Midwinter also featured a forum for the candidates for ALA president and treasurer. Sara Kelly Johns and Molly Raphael are running for president, while Alan Kornblau and James Neal are vying for treasurer (see p. 48–51 for official candidates’ statements).

## Battledecks

In the new Networking Uncommons area, an event called Battledecks offered impromptu 5-minute presentations from participants. The catch? They didn’t get their topic in advance, and they also didn’t have their slides in advance. Instead they had to weave together a disassembled car, an Allen wrench, and a cat with a lime peel on



From left: authors Chuck Hogan and Eric Van Lustbader, with emcee Brad Hooper of *Booklist*, and authors Tracy Chevalier, and Julie Powell talk about the experience of having their books made into feature films at the Exhibits Round Table’s annual Author Forum, the now-traditional kickoff to the exhibition opening.

its head, among other things, into their discussions of technology.

The results were entertaining, and while Battledecks may not have had the significance of a speech by Al Gore, the off-the-cuff format produced moments of surprising insight. Battledecks competitions (two of the speakers, selected by audience applause, won gift cards) have been held at a couple of other library conferences so far. Watch for it to be held again at Annual.

Battledecks immediately followed—and held most of the participants from—“Set Sail for Fail,” a moderated discussion in which librarians described programs, events, and services that failed, as well as what they learned from the experience and how the failure could be turned into a success.

“What we’d like to do is promote people to do critical thinking and analyze why things didn’t work,” said cofacilitator Andy Woodworth, librarian at Burlington County (N.J.)

Library System. Sometimes the problem is something relatively easy to fix, like targeting a program at the wrong audience or positioning it at the wrong technological level.

“I think a lot of times in libraries that people think of their failures and try to keep them as a big secret,” added cofacilitator Karen Kapperstuck, virtual branch manager at Monroe Township (N.J.) Library. But there is a good learning opportunity there, particularly when the failure is discussed. “I think that sometimes you can’t analyze your own fail, but to be in a group setting where you’re talking about things that didn’t work, you can see things that are hard to see when it’s your own.”

*This wrap-up is based on reports posted online on American Libraries’ Inside Scoop blog and by the ALA Public Information Office, with contributions from George M. Eberhart, Sean Fitzpatrick, Pamela A. Goodes, Leonard Kniffel, Greg Landgraf, and Steve Zalusky. For a roundup of Midwinter coverage read the January 20 issue of American Libraries Direct online at [americanlibrariesmagazine.org](http://americanlibrariesmagazine.org) ■*



Read more: [americanlibrariesmagazine.org/alamw10](http://americanlibrariesmagazine.org/alamw10)

# Sara Kelly Johns

CANDIDATE FOR ALA PRESIDENT

**T**he challenges facing libraries right now require innovative change. ALA must collectively harness the energy, enthusiasm, and experience of ALA's members to move ahead. As president, I will connect all members to meet the challenges of a reduced economy with activism.

My leadership experiences as an ALA councilor, division president, member of ALA and division committees, active chapter member, and, especially as a grassroots activist, qualify me to lead change as your ALA president. I have broad library experiences as a longtime school librarian, a public library trustee for two libraries, statewide library policy-maker, and an adjunct professor of information literacy and legal issues.

My platform for change is for an ALA that:

- **Vigorously promotes the value of libraries to the public and decision-makers.** Momentum from ALA presidents' advocacy initiatives must continue and expand. Advocacy is most effective from a grassroots level, led by a parent organization that uses our resources to position libraries as a global force for competitiveness and connects libraries as a learning continuum. It's time for ALA to clearly connect libraries and literacy for the public, showcasing libraries' indispensability with an increased public awareness campaign.

- **Is open, transparent, and encourages participation.** Members need increased choices for commu-



nications (ALA Connect is a great start) and ALA needs to use every effective way to share critical information both quickly and widely.

- **Champions intellectual freedom, privacy, and equal access to information.** We can never rest and must continue to support those who stand up for intellectual freedom, privacy, and equal access in our communities and must continue to provide resources for education about these core issues for our

**I have broad library experiences as a longtime school librarian, a public library trustee for two libraries, statewide library policy-maker, and an adjunct professor of information literacy and legal issues.**

profession. I support initiatives such as the Privacy Revolution and the fight for equal access to online information.

- **Increases diversity in our profession.** The Spectrum Scholar

program and other Office of Diversity initiatives must have expanded support with both resources and fundraising in order to provide education to bridge the diversity gap. ALA must provide a targeted recruitment campaign for colleges and high schools with online resources about the exciting career that librarianship is for minorities.

- **Advocates for equitable salaries and benefits for all library workers.** The ALA-Allied Professional Association and its initiatives need increased support and resources to be ready to work nationally for library workers' salaries and benefits as the economy recovers. Its current Library Support Staff Certification Program will advance library service.

- **Provides targeted professional development and training, delivered in every possible format.** The need for quality training and professional development for all library workers grows exponentially.

There has been more and varied training from ALA but even more must be considered and included. I look forward to upcoming virtual conferences.

I am committed to be the leader who will pull together all of ALA's resources, strategic planning, and innovative thinking to address today's and tomorrow's library issues and concerns. Collectively ALA members can and will meet the challenges we face. I am eager to lead us all toward change. ■

# Molly Raphael

CANDIDATE FOR ALA PRESIDENT

Visit [mollyraphael.org](http://mollyraphael.org)

*“Libraries: Essential for Learning,  
Essential for Life”*

Libraries are so essential to our learning and our lives that we cannot imagine a democratic society without them. My focus as your president will be to build on ALA’s recent work to shift perceptions about libraries from being “nice to have” to being “essential for learning and essential for life.”

We tend, understandably, to be most passionate about issues that directly affect the type of library where we work. The power of ALA derives from its *collective voice*—speaking for all of us, across all types of libraries. If we think of ourselves first as librarians and library supporters, *writ large*, each library type will benefit more than if each library type acts independently.

Embracing our shared purpose is what gives ALA its power, not just on the national stage but also at the state level and internationally.

ALA is the voice that enables us to speak powerfully about issues important to us all—intellectual freedom, equitable and open access, diversity, literacy, lifelong learning, and funding. The stakes are local, but

**ALA is the voice that enables us to speak powerfully about issues important to us all—intellectual freedom, equitable and open access, diversity, literacy, lifelong learning, and funding.**



the battle is local *and* national.

Convincing decision-makers that we transform lives is key to restoring and sustaining our budgets. Armed with research and the vivid, personal stories told by our constituents, we can demonstrate that we are essential for learning and for life.

My 40-year career, from youth librarian to library director in Washington, D.C., and then Multnomah County,

Oregon, provided a richly challenging professional life and many opportunities to transform lives through libraries.

I’ve always worked across

all types of libraries, collaborating with school librarians, academic librarians, other public library workers, and many different special librarians. As a director, leading two very different library systems, I knew

that our success was interwoven with the success of all libraries in our region.

As a librarian, I found inspiration and reward in serving our profession as a 35-year active member of both ALA and state chapters, including serving as president of the District of Columbia Library Association.

By engaging with several ALA divisions, most recently as president of the Library Leadership and Management Association, I learned about ALA units and how ALA’s “parts contribute to the whole.”

Twenty years ago, I began a journey in ALA-wide assignments, including serving on the Intellectual Freedom Committee, the Ethics Committee, and the Budget Analysis and Review Committee.

Three terms on Council and election to the Executive Board provided me with broad insight into ALA’s operations and the components that produce the revenue needed to carry forward ALA’s work.

Valuing diversity has been central to my life’s work and will be a key focus of my ALA presidency.

We must continue our efforts to reflect the diversity of our communities at all staffing levels. Diversity helps us understand issues from different perspectives and allows us to connect with all segments of our constituencies.

Together we can transform our advocacy for libraries as essential for learning and life, enhance our workforce diversity, and defend our core values. I ask for your vote. ■

# Alan Kornblau

CANDIDATE FOR ALA TREASURER

It is time for a change. Every three years, the American Library Association seeks candidates for the treasurer position from its membership. This is an election year and I am honored to be on the ballot. Your vote is important to me and ALA.

There are many responsibilities to the office of treasurer, including:

- Advocacy leader
- ALA–Allied Professional Association treasurer
- Endowment steward
- Executive Board member
- Finance and Audit Committee chair
- Financial planner and advisor
- Spokesperson and representative for ALA

Being a successful treasurer requires a serious commitment of time and energy, along with the requisite knowledge, skills, and abilities. My experience as the current treasurer of the Florida Library Association has helped prepare me for the challenges of this office and I welcome the opportunity to serve the membership of ALA in that capacity.

The Delray Beach (Fla.) Public Library ([www.delraylibrary.org](http://www.delraylibrary.org)) is a municipal library that is not affiliated with local government, but rather a 501(c)3 nonprofit corporation. In my capacity as library director, I am responsible for fundraising, and our library has fared well in these recent economic times. Through innovative programs like our new Lifelong Learning Center, the library has found ways to generate revenue and



maintain a high profile status in the community.

Despite difficult financial times affecting libraries around the country, last year ALA experienced record-breaking conference attendance and a slight budget surplus. It was achieved through spending cuts, staff furloughs, and the elimination of positions. While these prudent decisions have been beneficial to the bottom line, ALA needs to find additional ways to increase revenue. I will use my experience with fundraising and innovation to keep ALA fiscally strong and progressive.

Times are changing. The fastest-growing membership category of ALA is student members, and during the next 10 years, nearly half of today's librarians will reach age 65. It is important that we develop and encourage emerging leaders to take an active role in our organization.

The future of ALA depends on the involvement of young professionals and fresh faces in the Association.

Our organization needs to maintain solid financial management, while being fiscally accountable to you, its membership. As treasurer, I will disseminate financial information in an open, accessible, and easily understood format for all to view.

ALA is your organization. Its stated mission is: "To provide leadership for the development, promotion, and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all." The strength of ALA is in its membership, values, and commitment to service.

**My experience as the current treasurer of the Florida Library Association has helped prepare me for the challenges of this office and I welcome the opportunity to serve the membership of ALA in that capacity.**

I have worked in public libraries for over 20 years and have served on committees in ALA and the Public Library Association. Now it is time to be your treasurer.

Please visit my website ([www.akorn2010.webs.com](http://www.akorn2010.webs.com)) or my Facebook group "Alan Kornblau for ALA Treasurer" and share any questions or comments that you have. I appreciate your consideration and your vote. ■

# James Neal

## CANDIDATE FOR ALA TREASURER

I am standing for election as treasurer of the American Library Association, and ask for your support. I will bring my experience and expertise to this assignment during a period of remarkable opportunity but also fiscal challenge for ALA. As treasurer, I will advance and represent the interests of the Association's members with a commitment to integrity, transparency, innovation, and leadership.

Libraries are all about productive and learning communities. Libraries enable successful and satisfying lives. Libraries advocate the public interest and barrier-free access to information. ALA provides its members with the hope, the power, and the action to make a difference in these and many other critical areas. A core component for achieving ALA's goals is sound budgetary policies and fiscal practices. The treasurer works across the Association in partnership with staff and member-leaders to ensure financial success that supports ALA's strategic priorities. My experience in ALA for over 35 years will enable me to be an effective treasurer.

ALA's finances are based on three primary sources of revenue: Membership; Conferences; and Publishing. These have been increasingly complemented by investment and interest income, and by grants and

**My involvement with ALA's budget planning and administration, my record as a library administrator, and my participation on the boards of many other library professional organizations will enable me to be an effective treasurer.**



fundraising. Our challenge is to sustain and grow these components of the budget, while exploring and implementing new programs, products, services, and markets. My involvement with ALA's budget planning and administration, my record as a library administrator, and my participation on the boards of many other library professional organizations will enable me to be an effective treasurer. I have administered complex library organizations and managed large budgets and endowments at Columbia, Johns Hopkins, and Indiana universities. I have worked with colleagues in

state, public, and school libraries to organize many regional library programs.

The ALA treasurer is a member of Council and the Executive Board of the Association; serves on

the Budget Analysis and Review Committee (BARC) and the Finance and Audit Committee; works with the endowment trustees; and consults regularly with the committees, divisions, roundtables, and offices of the Association. The treasurer is an advocate for ALA, the profession, and libraries, and plays a central role in Association-wide financial planning and governance.

I have served the past two years as chair of BARC and as a member of the Finance and Audit Committee. I was a member of Council for nine years and was elected to the Executive Board. I was the president of the Library Leadership and Management Association and on the board and treasurer of the Freedom to Read Foundation. I have been involved in ALA development efforts, currently for the Association of College and Research Libraries and Spectrum. My participation in and knowledge of ALA, and my leadership roles in the Research Libraries Group, the Association of Research Libraries, the National Information Standards Organization, the International Federation of Library Associations and Institutions, the Scholarly Publishing and Academic Resources Coalition, the Digital Library Federation, and the Online Computer Library Center, for example, will enable me to be an effective treasurer for the American Library Association.

I am eager to serve you and the Association. I will bring to the treasurer assignment energy, enthusiasm, and a passion for the work we do with and for each other to make our libraries, our profession, and ALA better. I ask for your support. ■

# Currents

■ District Director **Dan Armstrong** retired February 28 from Cook (Ill.) Memorial Library.

■ On December 31 **Joanne Baier** retired as Pierce County, Wisconsin's first and only county librarian.

■ **Joyce Baumbach** has retired as director of libraries for Plano (Tex.) Public Library System.

■ **Jonathan Bengston** has been appointed librarian for the Pontifical Institute of Mediaeval Studies at the University of Toronto in Ontario, Canada.

■ **Scott Blume** retired as head of the children's department of Bellingham (Wash.) Public Library December 31.

■ In January, **Joanne Buddler** was appointed Kansas State Librarian.

■ **Joanne Butler**, library/media specialist at Central School in Warren, New Jersey, has retired.

■ **Julene Butler** was appointed university librarian at Harold B. Lee Library at Brigham Young University in Provo, Utah, January 14.

■ **Karen Coombs**, former head of web services at University of Houston Libraries, became product manager for the OCLC Developer Network January 19.

■ **Todd Cordrey** has been appointed manager of the Rangeview (Colo.) Library District's Anythink Brighton branch.

■ **Essy Day** has been named director at Clinton (Tenn.) Public Library.

■ **Barb Driesner** has retired as youth services



René L. Greenleaf



Sean Heyliger



Doug Koschik



Gary Marchionini

librarian of Edwardsville (Ill.) Public Library.

■ **Tom Durbin** has retired as bookmobile librarian for Warren County (Ky.) Public Library in Bowling Green.

■ **Darryl H. Eschete** has been appointed director of Chippewa Falls (Wis.) Public Library.

■ **Margaret Evans** has retired as director of Hammond (Ind.) Public Library.

■ **Andrea Falcone** has joined the University of Northern Colorado's James A. Michener Library in Greeley, as an instruction librarian.

■ **Claudia Funke** became curator of rare books at the University of North Carolina at Chapel Hill December 1.

■ **René L. Greenleaf** became director of Hammond (Ind.) Public Library effective February 1.

■ **Sean Heyliger** has joined the University of Texas at San Antonio as university archivist.

■ **Rosemary Kilbridge** has retired as director of Chippewa Falls (Wis.) Public Library.

■ **Douglas Koschik** became director of the Bald-

win Public Library in Birmingham, Michigan, February 1.

■ **Ronald P. Leonard** has been named director of the Network of Alabama Academic Libraries in Montgomery.

■ **Simon Y. Liu** became director of the National Agricultural Library in Beltsville, Maryland, February 14.

■ **Mike Lora**, curator for the rare books collection at Toledo—Lucas County (Ohio) Public Library, has retired.

■ **Holly Macriss** was named the new executive director for the California Library Association effective February 1.

■ **Gary Marchionini** has been appointed dean of the School of Information and Library Sciences at the University of North Carolina in Chapel Hill.

■ The University of Texas at San Antonio Libraries has appointed **Juli McCloone** special collections librarian.

■ Queens (N.Y.) Library has named **Dale McNeill** director of public library services.

■ **Tanya Novak** has been named development officer for the Southern

## CITED

■ **Constance Ard**, founder of Answer Maven, published her first book, *Next Generation Libraries and Information Services* (2009, Ark Group).

■ **Stephanie (Syndor) Carr**, librarian at National College in Louisville, Kentucky, is one of ALA's Emerging Leaders of 2010.

■ **Stacey Greenwell**, head of the University of Kentucky's Information Commons, has been named a Special Libraries Association Fellow.

■ **Abby Thorne**, public services librarian for the Bluegrass Community and Technical College Learning Resource Center in Lexington, Kentucky, is a Special Libraries Association Rising Star.

California Library Cooperative in Monrovia.

■ **Ling-yuh W. (Miko) Pattie** retired December 15 as senior advisor, information and technology, for the Kentucky Council on Postsecondary Education in Frankfort.

■ **Katherine Plater** has been named assistant librarian at Clinton (Tenn.) Public Library.

■ **Christine Schonhart** has been named neighborhood services manager at Boston Public Library.

■ **Marilyn J. Sharrow**, university librarian at the University of California at Davis, retired March 1.

■ **Charles Sherrill** became new state librarian and archivist at the Tennessee State Library and Archives February 5.

■ **Linda Lockwood Smith** has retired as head of the cataloging department of the University of North Florida's Thomas G. Carpenter Library.

■ **Kendra Spahr** is now business reference librarian at the University of North Colorado in Greeley.

■ **Jenna Thomson** was appointed liaison librarian at Simon Fraser University's W. A. C. Bennett Library in Burnaby, British Columbia, Canada January 18.

■ **Mark H. Witteman** has joined Bibliotheca in Boston as senior library technologist.

■ **Anne Wodnick** has been appointed director of the Gloucester County Library System in Mullica Hill, New Jersey.

## OBITUARIES

■ **Rene' Delos Amaya**, 80, who had been a librarian for the County of Los Angeles Public Library, died December 26.

■ **Elizabeth "Betty" Mary Anderson**, 84, died of leukemia November 23. She had been school library media specialist at French Hill Elementary School in Yorktown Heights, New York, and also served at Texas Christian University, Pittsburgh Regional Library Center, and Pittsburgh Theological Seminary.

■ **Joe Augustino**, 64, supervising librarian at Clovis (Calif.) Regional Library, died January 15.

■ **Ken Davenport**, 66, founding member of the Association for Rural and Small Libraries and library consultant for the North East Iowa Service Area, died September 29.

■ **Lillian Flanders**, 102, who was reference librarian at the Carnegie library that was Whittier, California's first downtown library, died November 12.

■ **Eliza Atkins Gleason** died December 15 on her 100th birthday. The first African American to receive a PhD in library science, she was the first dean of Atlanta University Library School.

■ **Mary Alice Hunt**, 81, retired professor at Florida State University library school in Tallahassee, died

December 19.

■ **Suzanne J. LeBarron**, 64, died January 18 of lung cancer. She worked at Minneapolis Public Library, headed the Library Services Division of the Kentucky Department for Libraries and Archives, and was assistant Connecticut state librarian and Wyoming state librarian.

■ **Ruth P. McCarthy**, 80, retired director of the Upper Dublin (Pa.) Public Library, died of stroke complications January 14.

■ **Stephanie Neely**, 64, died January 6. A *New York Times*-recognized librarian, she was responsible for bringing Vietnamese- and Spanish-language materials into branch libraries in Austin, Texas.

■ **Judith Serebnick**, professor emerita at Indiana University's School of Library and Information Science, died November 30.

■ *American Libraries* recently learned of the July 13 death of **Madeline Sherman**, 63, librarian at Proctor (Vt.) High School.

■ **Joyce Steiner**, 56, who worked in children's services at Lawrence (Kans.) Public Library, died September 10. A special storytelling fund has been created in honor of her service.

■ Edwardsville (Ill.) Public Library has appointed **Anne Wolfe** youth librarian.

■ **Kenneth A. Yamashita** retired December 22 as library division manager at Stockton-San Joaquin (Calif.) County Public Library.

■ **Cathy Ziegler** became director of libraries for

the Plano (Tex.) Public Library System February 1.

### At ALA

■ **Kelly Bishop**, manager of professional development for the American Association of School Librarians, left ALA January 4.

■ **Lisa Coy**, development coordinator for the Devel-

opment Office, left ALA January 15.

■ **Carrie McGuire**, program director for the Office for Information Technology, left ALA February 18.

■ **Timothy Vollmer**, information technology policy analyst for the Office for Information Technology Policy, left ALA December 31. ■

Send notices and color photographs for *Currents* to Katie Bane, [kbane@ala.org](mailto:kbane@ala.org).

# Stirring Up Inspiration

Teach teens to step up to the plate—and the stove

by Jennifer Burek Pierce

It's been one of those winters when I've wondered if one really feeds a cold (achoo!) and starves a fever, experimenting with soups that require no further icy treks to the grocery store (achoo!). Coincidentally I had already made arrangements for my history students to see titles that include the 1964 *Seventeen Cookbook* in the University of Iowa's Special Collections.

*Seventeen* magazine's cookbook was either a marvelous time piece or a deliberate exercise in wishful thinking—or perhaps a bit of both. According to its pages, all cooks were female and all their foods both healthy and pleasing, making the



**What happens when a teen ventures into the kitchen? Some bold librarians know, having cooked along with their YA patrons.**

young woman a source of delight to the grateful mother, whose kitchen duties she assumed, and an attractive catch to a would-be boyfriend. The nature of a teen in the kitchen has changed greatly since then.

The son of some friends of mine acquired the cooking bug as a teen, skipping adolescent-oriented recipe books and heading directly for the Food Channel and anything with the name Emeril on it. He's had his own subscription to *Bon Appetit* for years and lectures us, à la Marcella Hazan, about the sad inadequacies of machine-made pasta. If he isn't the homemaker *Seventeen's* editors

once envisioned, he's probably not the typical teen cook, either.

So what happens when a perhaps-more-representative teen ventures into the kitchen?

## Palatable programming

Some bold librarians know, having encouraged their young adult patrons to cook with them. Among them, this fall, was library assistant Beth Lyle at the Tecumseh Public Library in Norman, Oklahoma.

One November afternoon just before Thanksgiving, Lyle reserved space in her city's auditorium kitchen, a facility adjoining the library, and led

some 15 teenagers in baking pies. Her goals were twofold: educational and philanthropic. "A

lot of the teens in the community don't have the resources to do this on their own," Lyle said. She also hoped that exposure to baking would encourage young people to make use of the library's cooking-related resources.

Having worked solo with novice cooks who ranged in age from 12 to 17, Lyle urges others who contemplate this type of hands-on activity to schedule additional staff or ask for volunteers from the library's Friends group. "The teens loved it," she explained, but many had no experience with basic kitchen tools and techniques needed to peel apples. Lyle and adolescents alike,

however, expressed enthusiasm for future programs in the kitchen.

Promoting cooking skills and nutrition information for teens occurs across the U.S. Watsonville (Calif.) Public Library's 2009 summer program for teens included making bento (Japanese box lunch); Carnegie Library of Pittsburgh recommends the brand-conscious *Cooking Rocks! Rachael Ray 30-Minute Meals for Kids* as well as accessible, youth-oriented titles on vegetarian diets.

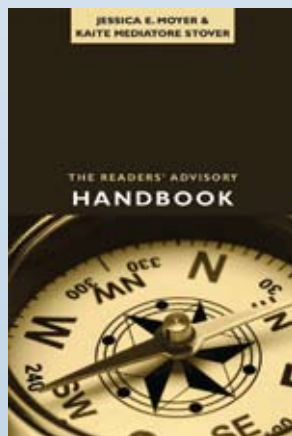
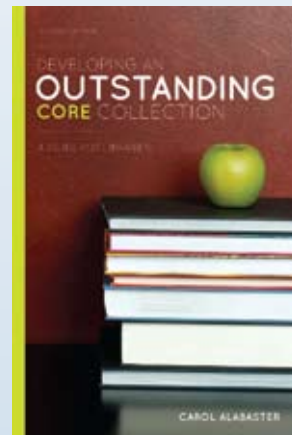
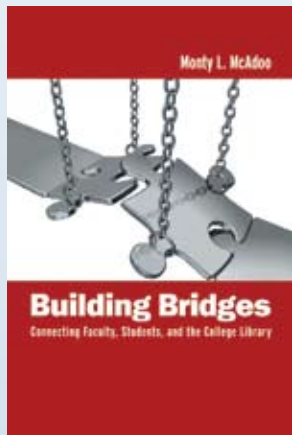
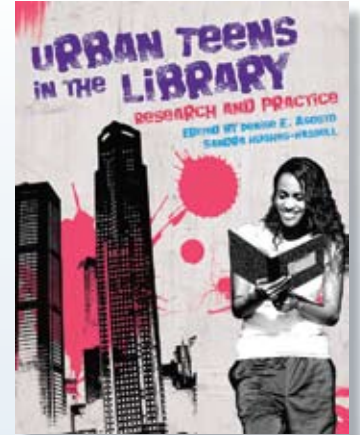
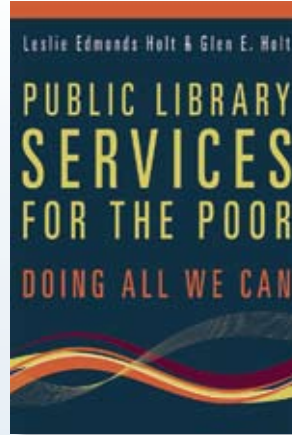
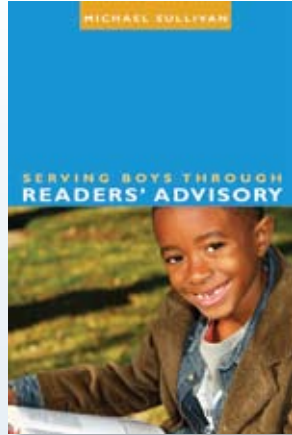
In California, Pennsylvania, and elsewhere, youth services librarians serving would-be cooks are certain to cite one name: Sam Stern. The 19-year-old English chef has four cookbooks to his credit and an active website ([www.samstern.co.uk/](http://www.samstern.co.uk/)); his New Year's blog post explained what foods help one cope with and recover from winter's ills. Stern's breezy British slang and enthusiasm for food, which balances good sense and good taste, have also made him popular with American teens. *Sam Stern's Eat Vegetarian* will be released in April, according to Stern's site.

In the 21st century, cookbooks have as much to do with celebrity as domesticity, and publishers recognize that young people's interests in food derive from diverse motivations. From haute cuisine to high-energy health foods, there's now a title for every teen's tastes. ■

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](mailto:youthmatters@ala.org).



# NEW FROM



# Part of the Action

Managing for change and continuous improvement

by Brian Mathews

**B**ill Mayer imagines a library without librarians. The way he sees it, his campus is filled with activity, and he wants his librarians to be a part of the action. “Their role isn’t to simply go out and generate more visibility,” he explains, “but to become more involved with everything that is going on around us.”

This vision opens up the library for new types of programming spaces. “I’d really like to see the library transformed into a series of living rooms and kitchens,” Mayer suggests. This metaphor builds on the idea that at parties, people congregate around the food and comfortable sitting areas. Libraries in this manner would become a natural place for learners to mix and mingle.

## Like water on brick

Mayer has been the university librarian at American University in Washington, D.C., for two-and-a-half years and is crafting a bold agenda for the future. This is evident in the library’s new mission statement: *We enable success*. Reading like a call to action, this simple statement pushes forward a powerful charge that re-frames the library as an integral part of the campus. “I’m not really a fan of build-it-and-they-will-come,” Mayer says. “We need to constantly scan for opportunities and fill any voids that we see.”

Mayer provides an analogy: “Change is like water on brick; with a steady stream over a long period of

time, changes will occur.” Altering work culture isn’t something that can happen overnight; it is an ongoing and constant process.

Perhaps the most ambitious undertaking during Mayer’s tenure so far has been the removal of the library’s bound periodicals. A 2007 study found that they were on track to

run out of shelf space in less than three years.

Something had to be done. One of the ideas that emerged from the staff was to get rid of the 100,000 bound periodicals by moving them to off-site storage and relying on advancements in document delivery. The library was able to persuade the faculty, administrators, and trustees that this was a necessary next step.

This relocation of periodicals impacted not only patrons, but also library staff. Entire workflows had to be restructured. Imagine all the details involved with removing a large amount of your collection; from cataloging to shifting to instruction, this was an immense project. Mayer felt that it was important for his staff to own the endeavor. Employees at all levels participated and unit heads coordinated the effort, instead of typical top-down marching orders.

With the aid of professional movers, the transfer of materials took only two months. This venture opened up much-needed shelf space,

but also allowed for the library to build a learning commons and gain other much-needed work areas for patrons and library staff.

“Trust is the most important aspect of the work we do—without it, there can be no change, no movement, no growth,” Mayer says. I asked him how one goes about build-

ing trust and his response was simple: listening. “You ask questions and then you listen to what

others say and suggest, and then you build up together from there. That’s a key part. If an administrator doesn’t ask, or even worse, asks but doesn’t include aspects that staff suggest, then you lose trust.”

Obviously the materials, people, and services in our buildings are a crucial part of what we provide, Mayer says, but pushing the library out into the classrooms, offices, hallways, labs, and common spaces on campus is the way to become more holistic. But he doesn’t want it to stop there: “I’m lobbying to move my office out of the library so that I could generate more programming space for our users in the library. Besides, my job should be out in the community generating interest, engagement, and excitement for the library and the university together.” ■



**Trust is the most important aspect of the work we do, and listening is the key.**

**BRIAN MATHEWS** is assistant university librarian at the University of California, Santa Barbara. This column spotlights leadership strategies that produce inspirational libraries.

# Picturing America

## Picturing America for Public Libraries

### Announcing a new grant opportunity for public libraries from the National Endowment for the Humanities and the American Library Association.

Public libraries that received the **Picturing America** collection are eligible to receive programming grants of \$2,000 to support Picturing America programs for public audiences. To apply online **January 15 – March 31**, visit [www.programminglibrarian.org/picturingamerica](http://www.programminglibrarian.org/picturingamerica).

#### Eligible programs include:

- scholarly lectures
- reading and discussion series
- poetry programs
- panel discussions
- films viewing and discussion
- exhibits

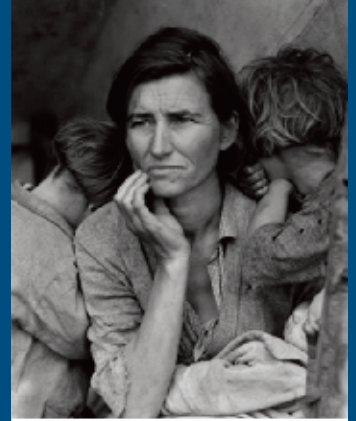
Access programming ideas and resources at [www.programminglibrarian.org/picturingamerica](http://www.programminglibrarian.org/picturingamerica) and start your application today!

**Dorothea Lange,**  
*Migrant Mother*, 1936, photograph.  
Farm Security Administration,  
Office of War Information  
Photograph Collection. Library of  
Congress, Prints and Photographs  
Division, Washington, D.C.,  
LC-USF34-9058-C.

**Hiram Powers,**  
*Benjamin Franklin*, 1862,  
marble. U.S. Senate Collection.

**William Van Alen,**  
*Chrysler Building*,  
New York, NY, 1928-30. Library  
of Congress, Prints and  
Photographs Division, Washington,  
D.C., LC-USZ62-64897.

**Alexander Gardner,**  
*Abraham Lincoln*,  
April 10, 1865, photograph.



**Picturing America** is a project of the National Endowment for the Humanities, distributed in cooperation with the American Library Association. The Institute of Museum and Library Services has provided major support for Picturing America programs in public libraries.

# Librarian's Library

Gilded Age

by Mary Ellen Quinn

The phase “Gilded Age” may conjure up visions of Newport mansions, but the era was a formative time for libraries. *Librarianship in Gilded Age America: An Anthology of Writings, 1868–1901* compiles articles, letters, and other documents from familiar names

in library history, among them Charles Ammi Cutter, Melvil Dewey, and John Cotton Dana. Also here are Andrew Carnegie’s explanation of why library philanthropy is a good use

of surplus wealth, and engineer Bernard R. Green’s description, delivered at the 1896 ALA Annual Conference, of the new Library of Congress building.

One theme that emerges is the debate over public libraries and whether they should furnish only serious, edifying books or “flash” literature. We know how that turned out, but some things never change—in an 1890 article on library work, William Frederick Poole

wrote: “As a means of simply earning money, I do not recommend library work. Take up anything else.” INDEXED. 350P. PBK. \$55 FROM MCFARLAND (978-0-7864-4191-4)

## 101 Radical Reads

In *Radical Reads*, published in 2002, Joni Richards Bodart identified 101 YA novels of the type generally described as “edgy” and “gritty.” In *Radical Reads 2*, she lists more than 100 new ones—almost all of them award winners. What sets this bibliographic guide apart is the amount

of detail provided for each title, including a sample book-talk, a list of major themes, book report ideas, review excerpts, and a

useful rundown of what makes the book a risky choice, as well as what makes it good. An essential tool for librarians serving young adults.

INDEXED. 479P. PBK. \$45 FROM SCARECROW PRESS (978-0-8108-6908-0)

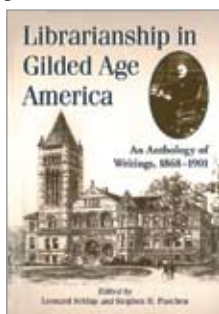


**Librarianship in Gilded Age America: An Anthology of Writings, 1868–1901** compiles articles, letters, and other documents from familiar names in library history

## NEW FROM ALA

A number of books describe how to build and manage a graphic literature collection, but Francisca Goldsmith’s *The Readers’ Advisory Guide to Graphic Novels* goes a step further by offering tips on how to make sure the collection gets used. In addition to lists and other tools, she offers insight into the needs of both graphic novel readers and those who are new to the genre.

INDEXED. 124P. PBK. \$45 (978-0-8389-1008-5).



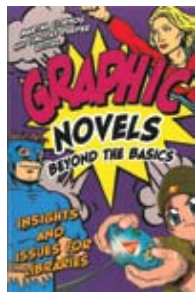
Book reviews are an important part of the readers’ advisory librarian’s tool kit. In *Writing Reviews for Readers’ Advisory*, *Booklist* Adult Books Editor Brad Hooper builds on a series of review-writing workshops he presented to explain not only how to write reviews but how to use them. Chapters are peppered with examples, called “Hooper’s Reviews.” Joyce Saricks contributes a chapter on audiobook reviewing. INDEXED. 796P. PBK. \$45 (978-0-8389-1017-7).

# ROUSING READS

## DISCOVERIES

### Graphic Depictions

Reports about the firing of two public library workers in Kentucky late last year for trying to keep a graphic



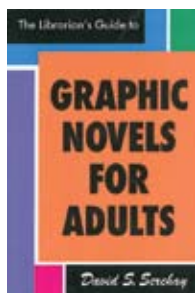
novel out of circulation (and the subsequent move of “mature” graphic novels to the adult section) underscore the need for librarians to understand this

increasingly popular genre. The following books can help. Also check out *GraphicNovelReporter.com*.

In Martha Cornog and Timothy Perper's *Graphic Novels beyond the Basics: Insights and Issues for Librarians*, 10 experts weight in on particular aspects of the literature (superheroes, manga) or on related library issues such as collection management and censorship. Many chapters contain core lists, although there is no single list of recommended titles.

INDEXED 281P. PBK. \$45 FROM LIBRARIES UNLIMITED (978-1-59158-478-0)

Though he covers some of the same territory, David S. Serchay zeroes in on one segment of the audience in *Graphic Novels for Adults*. He explains the various types of graphic novels, but most of his book deals



with practical matters such as acquisition, collection development and management, promotion and display, and dealing with various problems. The

extensive list of suggested titles is a useful collection development tool. INDEXED. 319P. PBK. \$65 FROM NEAL-SCHUMAN (978-1-55570-662-3) ■

After nearly 30 years at *Booklist*, the greatest pleasure of my job continues to be discovering a new writer before the rest of the world and watching a career develop over time. One of my most satisfying discoveries has been Erin Hart, a Minneapolis writer whose third novel, *False Mermaid*, is published this month. Like her previous books—*Lake of Sorrows* (2004) and *Haunted Ground* (2003)—the novel stars Nora Gavin, a Minneapolis pathologist living in Dublin, where she becomes involved in criminal investigations drenched in Irish history. Yes, this is a mystery series, but its reach goes far beyond genre. Hart is a founder of Minnesota's Irish Music and Dance Association, and the culture of traditional Irish music is integral to her stories, not merely as set decoration but as a key, plot-driving mechanism. Similarly, the folklore and mythology of Ireland give the novels a thematic depth and metaphorical richness that sustain the reader far beyond questions of whodunit.



Hart's debut, *Haunted Ground*, begins with a stunning set-piece. Two brothers “cutting turf” in an Irish peat bog discover the decapitated head of a beautiful, red-haired woman, perfectly preserved in the decay-resistant bog. Who is she and how long has her head been in the ground? What follows is a beguiling mix of village mystery, gothic suspense, and psychological thriller. Working with an Irish archaeologist, Cormac Maguire, who becomes her lover, Nora tracks back through time to solve the mystery, as Hart dispenses fascinating snippets of history concerning peat bogs, archaeological methodology, and the devastating effects on the Irish people of the Cromwellian resettlement in the seventeenth century. Simultaneously, Hart breathes life into local history the way Graham Swift did in *Waterland*; reinvents the Daphne du Maurier formula for gothic suspense; and brings new texture and psychological acuity to the usual suspects from the generic village mystery.

Hart's second novel, *Lake of Sorrows*, again concerns bodies found in peat bogs, and once more the resulting investigation leads the reader into another detail-rich, character-centered mix of local history and human relationships. In her new book, though, Hart works fresh soil: Nora returns to Minneapolis to attempt to solve the seven-year-old murder of her sister. Meanwhile, Cormac, still in Ireland, becomes ensnared in the centuries-old disappearance of a woman believed to be a selkie (a woman who becomes human when she loses her sealskin). Skillfully intermingling both plot strands, Hart again imbues what might have been a straightforward mystery with an overlay of myth. The feminist view of the selkie's plight—a woman torn between the loyalty to her human family and the lingering need for a return to the independence of the sea—ultimately informs both stories, each drawing meaning and metaphor from the other.

Few writers combine as seamlessly as Hart does the subtlety, lyrical language, and melancholy of literary fiction with the pulse-pounding suspense of the best thrillers. For comparisons to Hart's work, look to such mainstream novelists as Canadian Donna Morrisey (*Kit's Law*, *Downhill Chance*), who also uses local history as the lever with which to pry open the human heart.



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

MARY ELLEN QUINN is editor of ALA *Booklist's Reference Books Bulletin*.

# Solutions and Services



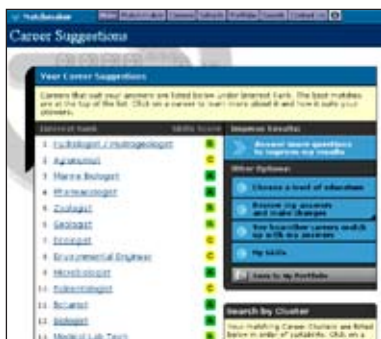
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To have a new product considered for this section, contact Brian Searles at [bsearles@ala.org](mailto:bsearles@ala.org).



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Statistical Insight from LexisNexis is a **reference tool** that provides access to millions of facts ranging from cancer rates to airline fatalities to voter turnout. Sources include the Gallup Poll, United Nations, World Bank, Urban Institute, and Small Business Administration. Faceted search results can be filtered by source, geographic area, subject, or date.

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Comprise Technologies offers **payment solutions** for libraries, including the SmartPay online interface for patron payments or donations; the Smart Money Manager point-of-sale application designed for library transactions, which links with an ILS and automatically clears charges for payments made by patrons; and the Library Payment Center for patrons to make self-service payments.

## CASE STUDY

### MONITORING ENERGY EFFICIENCY

The Finksburg branch of Carroll County (Md.) Public Library, which opened last year, is one of the county's first green buildings. To help educate staff and patrons about the building's energy efficiencies, carbon footprint, and green initiatives, the library installed an energy efficiency education dashboard (EEED) from Quality Automation Graphics.

An EEED is a graphical user interface that displays a building's resource use in real time, based on data captured from the building's automation system to show electricity consumption and details about energy efficien-

cies. A graphics-rich format powered by an interactive touchscreen makes information easy to understand. Users can also use the EEED to get current weather information and learn about the building's green features, which include a geothermal heat pump, solar water heater, storm water management features, and recyclable construction materials.

"We're delighted with the product both technically and artistically," said Carroll County Public Library Assistant Director Scott Reinhart. "It's so gratifying

to see kids interacting with the dashboard and learning how we are helping our environment."



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# Career Leads from

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**LIBRARIAN II, III, OR IV (HEAD, Public Services)**, Position No. 83792, **University of Hawai'i at Hilo**, Edwin H. Mookini Library, tenure track, full-time, 11-month, general funds, to begin approximately August 2, 2010, pending position clearance and availability of funds. **APPLICATION ADDRESS: Ms. Veronica Tarleton, Search Committee for Access Services Librarian, University of Hawai'i at Hilo, Edwin H. Mookini Library, 200W. Kawili Street, Hilo, HI 96720-4091.** INQUIRIES: Ms. Veronica Tarleton (tarleton@hawaii.edu). For full consideration, complete applications must be postmarked by Monday, May 3, 2010. **For more information on this position visit <http://www.uhh.hawaii.edu/uhh/hr/jobs.php>.** For information about UH Hilo visit <http://www.uhh.hawaii.edu/>. The University of Hawai'i at Hilo is an EEO/AA Employer D/M/V/W.

**DIRECTOR OF PORTNEUF DISTRICT LIBRARY** The Library Director is responsible for the operational management and supervision of all areas and aspects of the Portneuf District Library and reports to the Board of Trustees. Salary range \$49,670 - \$62,794 DOQ plus excellent benefits. **REQUIREMENTS:** ALA-accredited MLS or equivalent preferred. Minimum of 5 years progressively responsible library experience, including at least 3 years in a supervisory and/or administrative position. Demonstrated leadership and communication skills. Experience with automated systems and software; bookkeeping and budgeting; and experience in facility management. Possess a strong background in existing and emerging technology. **Full details at: <http://portneuf.lili.org/node/273>.**

**THE UNIVERSITY OF MEMPHIS**, University Libraries seeks applicants for: **1). Web Services Librarian Librarian; 2). Elec-**



### Director of Library Services – University of North Alabama

As chief administrator of **Collier Library at the University of North Alabama**, the Director provides vision, leadership, and accountability through collaborative strategic planning and assessment, policy development and implementation, budget preparation and administration, integration of appropriate technology, supervision of faculty and staff, support for professional development, and consortia collaboration. In cooperation with the campus community, the Director of Library Services develops and guides initiatives that support the learning, teaching, research, service, and administrative goals of the University. Working within a system of shared governance, the Director represents the library and its faculty/staff to internal and external stakeholders.

Reporting to the Vice President for Academic Affairs/Provost, the Director provides collaborative leadership to develop and implement a shared vision of the library in support of the University's mission. This position holds faculty status and rank. Review of applications will begin on January 22, 2010, and continue until the position is filled. **To apply for this position, please visit our Online Employment System at <http://jobs.una.edu>.** UNA seeks a wide range of applicants for this position so that our values, ethnic and cultural diversity, will be affirmed.

**tronic Resources Librarian.** These are 12-month tenure track faculty positions. **For full vacancy announcements go to <http://www.memphis.edu/libraries>, or visit <https://workforum.memphis.edu> to apply.** Review of applications begins March 30, 2010. The University of Memphis is an EEO/Affirmative Action employer.

**LIBRARIAN: COORDINATOR OF TECHNICAL SERVICES AND SYSTEMS.** **Whitworth University**, Spokane, Wash., seeks a qualified individual for the faculty position of Coordinator of Technical Services and Systems (full-time, tenure track). Open Rank dependent on qualifications and experience (second graduate degree required for appointment or advancement beyond Instructor rank). Salary governed by university-wide faculty salary structure. As a member of the library faculty team, the Coordinator of Technical Services and Systems will provide principal coordination and leadership for technical services

and library system functions. Supervise several paraprofessional staff. Share in the general responsibilities of library faculty and assume a selection of additional specific responsibilities in areas such as original cataloging, technology leadership and management, collection development, reference service, or the library instructional program. Master's degree from an ALA-accredited program in library/information science, or foreign equivalence required. Successful candidates must have a personal commitment to the Christian faith. Whitworth is a private, liberal arts university affiliated with the Presbyterian Church (USA). **Interested individuals may view the position announcement and detailed information on Whitworth's faculty application process at [www.whitworth.edu/jobs](http://www.whitworth.edu/jobs).** With our commitment to building a diverse community, Whitworth encourages applications from women, persons with disabilities and members of under-represented ethnic groups.

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



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## Make your mark at ALA - Vote in the 2010 Election

### Important Deadlines

- 03.16.2010** Web Polls Open
- 04.09.2010** Deadline to Request Paper Ballot\*
- 04.23.2010** Polls Close, 11:59 p.m. (CST)
- 04.30.2010** Election Committee Meets to Certify Results

\*Paper ballots will be provided to individuals with disabilities



For more information on the ALA Election, call (800) 545-2433, ext. 5, or email: [membership@ala.org](mailto:membership@ala.org)

# I Blog, Therefore I Matter

If you want your writing to count, get thee to a website

by Will Manley

I find it fascinating that so many people try to put a sad face on retirement. Just think of the common terms we use for retirement: “over the hill,” “being sent to the glue factory,” “hanging up the spikes,” “riding into the sunset,” “being put on the shelf” (presumably intended for librarians), and “being put out to pasture.”

Some of this negativity stems from our strong American work ethic, but much of it originates from fear. People who refuse to retire often tell me, “I’d go stir crazy without a job” and “My job is who I am.” Too much freedom is a scary thing for many people. Work fills up the day. Take away work and you’re floating around in space with nothing to do.

It’s true. To fill up the time, you can develop some really addictive habits like scanning the internet, watching television, and talking on the cell phone. I decided that I wanted to fill

up my time by writing a book so I got rid of my television, gave my cell phone to my 2-year-old grandson to play with, and disconnected the computer. This last decision was a mistake. It’s difficult to survive in this society without a computer. “Sir, you don’t have an e-mail address? I’m not sure we can issue you an account without one.”

As a result I got instantly addicted to the internet. The hours would fly by like minutes whenever I began scanning my favorite sites, mostly celebrity gossip, sports, and weather. Yes, it’s a pathetic human being who has to know what the weather is like in Mumbai on a daily basis.

I wrote about my addiction in this column (*AL*, Nov. 2008, p. 72) and got some really good tips. A cataloger friend of mine suggested that I restrict my surfing to librarian blogs.

“These are absolutely deadly,” he declared. “They will kill your internet addiction instantly.”

He was wrong. I quickly got hooked on the writings of several librarian bloggers. Having spent the last three decades penning monthly columns for three different library publications, I became fascinated



**A cataloger friend said librarian blogs are absolutely deadly.**

with this whole new subculture of librarians writing for librarians. It was far more interesting than the weather in Mumbai.

My favorite librarian

blogs all have great names: The Ubiquitous Librarian, Goblin Cartoons, Libraryman, Walt at Random, The Annoyed Librarian, The Shifted Librarian, and Librarian.net.

## Screen captured

But last month disaster struck. My computer screen suddenly got wavy, fuzzy, and then went blank. Fortunately I had gotten the three-year warranty. After poking around, a young repairman determined that I was suffering from “fried RAM.” It would take two weeks to get the replacement part.

During that time, I became a regular at the computer room of my public library. It was very crowded and you had to surrender your computer after only an hour. This is not good for an addict.

When I was finally able to pull myself away from the public workstation at the prodding of a man in a Raiders sweatshirt, I noticed that very few people were in the book stacks. Why in heaven’s name was I working on a book? I thought. I should be doing a blog!

You can visit my new blog at [www.willmanley.com](http://www.willmanley.com). ■

*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](mailto:wmanley7@att.net).*



“My mind’s a blank. I think I have writer’s blog.”

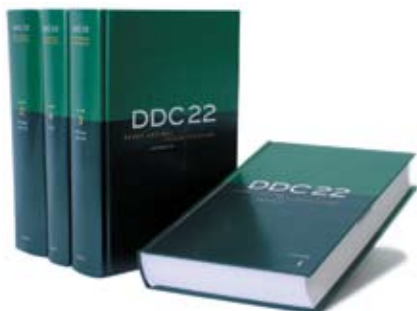
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