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JUNE/JULY 2010

Plus:

- Academic Library Space in the Age of Facebook
- A Sneak Peek at *The Librarian's Book of Lists*
- The National Broadband Plan

Teaching & Trendspotting

Build Your Own Instructional Literacy
10 Tricks for Tracking Trends
How to Be an Effective Moderator

2010 ANNUAL
CONFERENCE PREVIEW
& D.C. RESTAURANT
GUIDE INSIDE!

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Anne Arthur, MLS
Manager, ILS Product Management
SirsiDynix staff since 1987

You may not know Anne Arthur personally, but, if you've used a SirsiDynix product you've likely felt her influence. No, she's not an engineer. Anne is the librarian behind the library solution products and, thus, the unofficial head of the SirsiDynix Symphony development team.

Anne began working at the St. Louis County Library when she was in high school – an experience she describes as “life-changing.” Now she's on the other side of the table, creating the solutions that make libraries run better.

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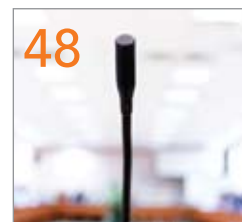
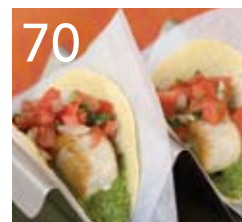
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- How can I make the move into the green economy?
- What's the difference between a nutritionist and a dietician?
- Which colleges in my region offer the best training for journalism?
- Why does a dentist need more qualifications than a dental hygienist?

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Unique to this resource, the Job Finder's Toolbox gathers in one place many of the online tools patrons need for their career search including: interviewing tips, resume help, and job listings.



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Rolling with the Punches

by Leonard Kniffel

When expenses exceed revenue, something has got to give . . .

I don't know anybody who hasn't been hurt by this economic debacle that seems to be turning the entire country on its head—any number of countries, in fact. At the American Library Association, we've been hit just like everybody else. It is tempting to do a lot of hand-wringing and tooth-gnashing because it seems as if nothing will ever be the same. But honestly, when has anything ever been the same? And we have to ask ourselves, "The same as what?"

When expenses exceed revenue something has got to give, but after it does, forward is the only viable direction. It's hard to argue otherwise. Responsible employers have to reorganize and adjust during these difficult times. Most managers at ALA, including me, have never lived through an

economic situation as serious as the one we face today. In the round of staff reductions that occurred at ALA in May, eight positions were regrettably eliminated (following the elimination of 10 last year). Among them was a senior editor at *American Libraries*, a

post occupied by Gordon Flagg, who had been with *AL* since 1982.

Moving forward as ALA Publishing reorganizes, our top priority is to continue to deliver the professional content that library professionals need and want, when they need it most. Part of our plan for reorganization involves the shift to web-first publishing, which we undertook in January. In 2011 we will be moving to six bimonthly print issues of *AL*, which will contain as much to read as ever but will be less costly to produce and mail. In addition, we are planning to lower the institutional subscription rate. We will continue to produce quarterly digital supplements that will be delivered electronically, and, of course, the *AL Direct* e-newsletter will fly into your e-mailbox every week.

Meanwhile, this issue features "10 Tips for Tracking Trends," in which Elisabeth Doucett previews her forthcoming book from ALA Editions with advice on how to stay relevant by riding the ever-changing wave of social trends.

In "Build Your Own Instructional Literacy," Char Booth shares ideas about how librarians can acquire teaching skills on the cheap, and with libraries bulging with patrons trying to learn new skills to increase their chances on the job market, the time is right.

In "Trends | Perspectives," Pat Eschmann of the Wisconsin Library Association Foundation explains how libraries in her state boosted advocacy with a "Say Cheese!" library snapshot day around her state's iconic dairy product, and Alan S. Inouye of the ALA Washington Office explains the urgent need for the National Broadband Plan.

And in "Mastering Moderation" Steven Bell talks about how to be a good moderator, a skill that will be on display in Washington, D.C., in June during ALA's Annual Conference; check out our preview and restaurant guide beginning on page 57. Most content is also, of course, available at americanlibrariesmagazine.org. ■

american libraries

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▲ Dinners for Spectrum Scholars: "Camila's Kitchen"

▲ The Spectrum Presidential Initiative's Dinner for Spectrum Scholars program is encouraging ALA members to host dinners for their friends and colleagues to raise money for Spectrum Scholarships. In this AL Focus video, ALA President Camila Alire prepares a meal of fish tacos, black beans, and her special guacamole, while discussing Spectrum. More ALA videos at americanlibrariesmagazine.org/al_focus.

WHAT'S NEW |

>>> Two new AL blogs

In May, *American Libraries* became the new permanent home to ALA's Membership Blog and Student Membership Blog. These formerly standalone products will continue to deliver essential information about ALA from the perspective of members and LIS-student members, but are now conveniently located on the *American Libraries* site. Check out americanlibrariesmagazine.org/blogs for the latest posts.

ALA STORE |

>>> Books



Highly practical and bursting with ideas, this guide will serve as a quick reference source for going green in your library.

>>> Posters



Everyone needs friends—especially the library! Recognize the important role of your Friends group and generate enthusiasm for new members with this poster. Developed in partnership with ALTAFF.

INSIDE scoop

▲ Reforma Urges Balance in Texas Curriculum Standards

John Sandstrom, a member of ALA's governing Council, circulated April 20 a "Resolution on Texas State Board of Education Curriculum Standards" developed by Reforma. "A few weeks ago there was an outcry about changes to the Education Curriculum Standards being proposed in the state," Sandstrom said.

>>> American Libraries Direct

Every Wednesday in your e-mail, *AL Direct* delivers the top stories of the week. Sign up free.

GREEN your library

▲ Rain Barrels Serve Dual Purpose

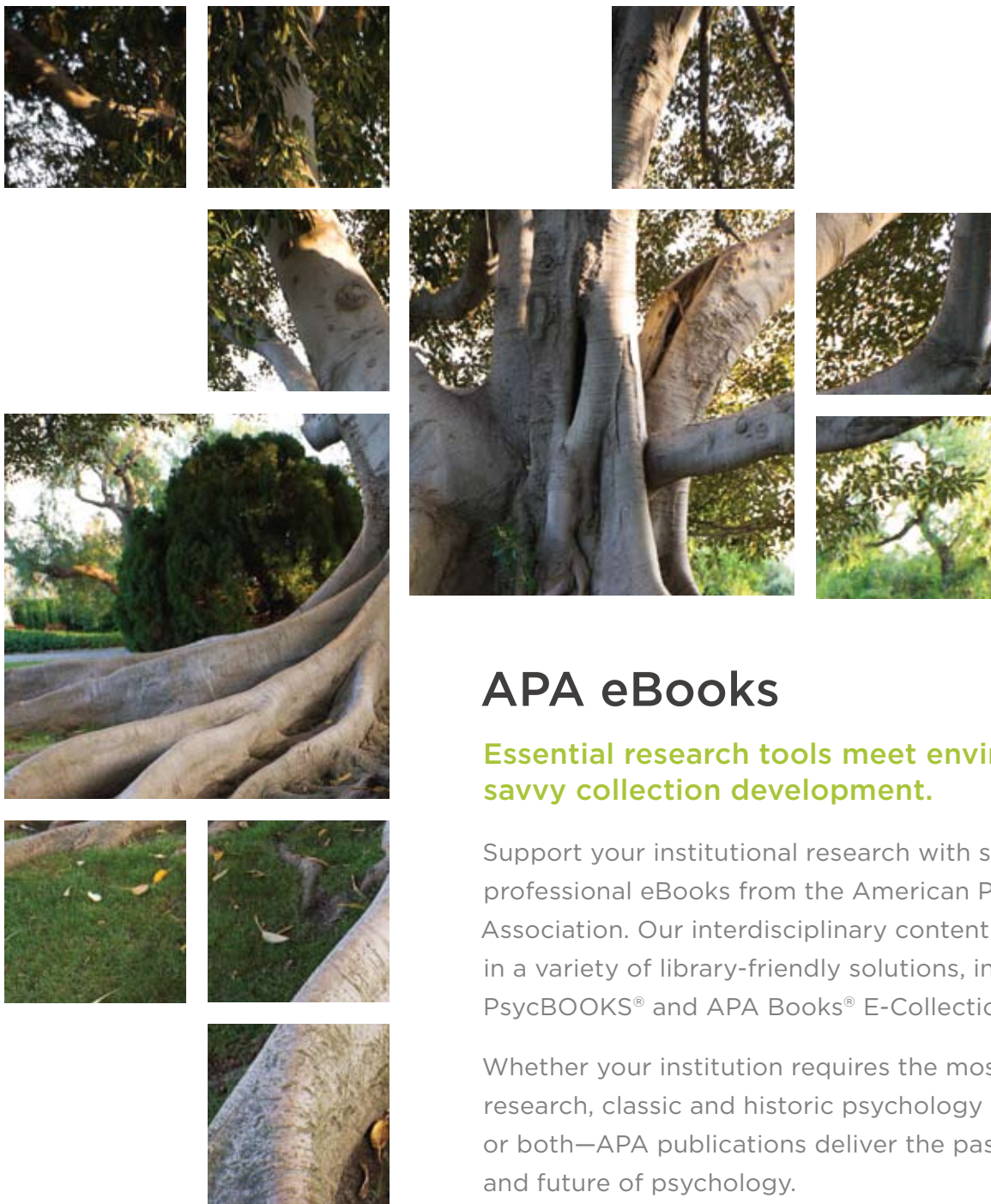
Laura Bruzas writes: "Who wouldn't want a rain barrel? Used to divert rain, they can also reduce the volume of water flowing to your local sewer treatment facility."



PERPETUAL beta

▲ iPad Accessibility Features

▲ Jason Griffey writes: "I'm going to be doing a series of videos showing off lesser-known features of the iPad important to librarians, such as this accessibility feature called White on Black."



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**APA DATABASES &
ELECTRONIC RESOURCES**

The Past, Present, & Future of Psychology

Sustaining Advocacy

A presidential journey ends, but the push continues

by Camila Alire

My presidential year was all about a journey—literally and virtually. Part of reviving the old Route 66 from Chicago to LA (in this case, Library Advocacy), my presidential initiatives focused on frontline library advocacy and advocacy for literacy. Although my journey is concluding, advocacy will be sustained after my presidency ends.

I never imagined that I could be so excited by something called advocacy; but witnessing these initiatives designed and implemented through the hard work of ALA member-volunteers has truly been one of the highlights of my career.

Many thanks to Patty Wong and Julie Todaro (read their article on page 82), who served as cochairs of the Presidential Initiatives Steering Committee, as well as Marci Merola, director of the Office for Library Advocacy (OLA); Dale Lipschultz, ALA literacy officer; and JoAnne Kempf, director of the ALA Governance Office, for all their time, dedication, and hard work. Words cannot express my appreciation. The same gratitude is extended to all of the member-volunteers who worked on the initiatives.

Frontline Advocacy Toolkits are available online (ala.org/frontlineadvocacy/) for libraries of all kinds to adapt and use. The front-

line library advocacy program is more timely now than ever before, given our nation's economy and the funding challenges libraries are facing. The movement is designed to supplement the legislative advocacy efforts of state chapters' legislative committees, library boards, and Friends groups. Information and tools for the initiative are permanently housed at ala.org/advocacyuniversity.

My other presidential initiative on family literacy and libraries is equally exciting.

Thanks to Mary Jo Venetis for shepherding this effort with representatives from ALA's five ethnic affiliates. The affiliates' Family Literacy Focus

working groups have awarded grants to various libraries across the country to develop projects that can be replicated by public libraries all over the country.

The Chinese American Librarians Association's "Dai Dai Xiang Chuan: Bridging Generations, a Bag at a Time" focuses on cultural activities that emphasize verbal/written language skills and cultural and digital literacy.

"Talk Story: Sharing Culture, Sharing History" is designed to serve Asian/Asian-American, Native Hawaiian and other Pacific Islander/Pacific Islander-American, American Indian, and Alaska Native families.

The Black Caucus of the American

Library Association's "Reading Is Grand! Celebrating Grand Families @ your library" is centered on an intergenerational literacy project aimed at grandparents raising their grandchildren.

Reforma: The National Association to Promote Library and Information Services to Latinos and the Spanish Speaking's "Noche de Cuentos" promotes storytelling and the oral traditions that are significant tools in developing literacy skills.

Spotlight on Spectrum

The late Lillian Lewis, who died in April at age 48, was one of the first ALA staff members to work on the Spectrum Scholarship Program. She had also served as deputy director of ALA's Reference and User Services Association and Association of Specialized and Cooperative Library Agencies. It is befitting to recognize Lewis for her initial contribution to Spectrum as well as her commitment to diversity within our profession.

The Spectrum Presidential Initiative, which began during my presidential year, will continue under the leadership of President-Elect Roberta Stevens. Supporters can send tax-deductible contributions to the ALA-Spectrum Scholarship Program, 50 E. Huron St., Chicago, IL 60611; e-mail the ALA Development Office at development@ala.org; or donate at www.ala.org and click on "giveALA." ■

2009-10 ALA President CAMILA ALIRE is dean emerita at the University of New Mexico in Albuquerque and at Colorado State University in Fort Collins. Visit camilaalire.com.



Witnessing the library advocacy initiatives designed and implemented has been one of the highlights of my career.

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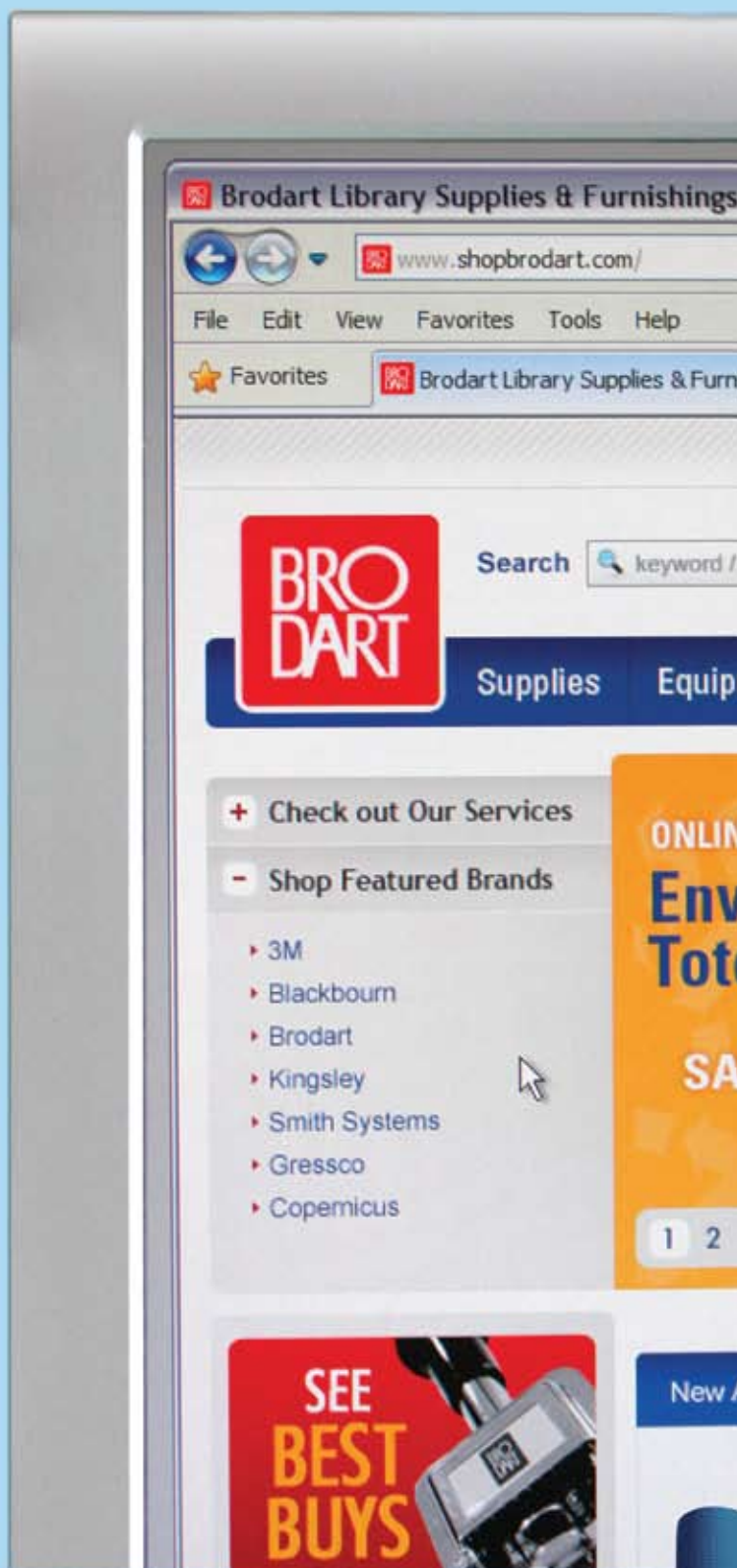
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Planning and Budgeting

Executive Board grapples with financial challenges

by Keith Michael Fields

At the ALA Executive Board's spring meeting, held April 23-25 at the Association's headquarters in Chicago, the board spent a significant amount of time discussing the draft ALA 2015 Strategic Plan and the latest revisions made to the plan based on comments provided by over 750 ALA members. The ALA Council agenda includes discussion and, hopefully, adoption of the plan at Annual Conference in Washington, D.C., June 24-29.

Work on the plan has included an environmental analysis, a member survey, joint ALA/division and round table planning retreats, chapter and affiliate forums throughout the country, Council and membership planning sessions at the Midwinter Meeting in January, a review by committees and affiliates, and member comments.

A fiscally difficult year

The board also discussed the current status of the 2010 and 2011 ALA budgets. For 2010, a \$2-million dollar mid-year revenue shortfall caused by the recession has necessitated expense reductions that have included the elimination of eight staff positions or funding for positions, a one week association-wide furlough, and the use of ALA reserve funds. Efforts have focused on maintaining member services and on continuing to move ahead on strategic initiatives.

After extensive discussion and review, the board approved a 2011 budget that reflects the lowered 2010

revenue estimates, and further expense reductions. Despite more encouraging economic news, library funding, which has lagged behind the economy at large, is not expected to bounce back quickly. This means that 2011 will be a very tight year fiscally.

Treasurer Rod Hersberger will be reporting in more detail on the 2010 and 2011 budgets in his Treasurer's report at Annual Conference.

Read his assessment on page 12.

ALA Membership Director John Chrastka walked board members through the completely redesigned ALA membership web pages. The 60 new pages provide information on the benefits of ALA membership, many personal stories, and such tips as the "top ten ways to get involved in ALA," designed to help members "take the next step" with their membership. The pages are also designed to speak to different types of members, including students, trustees, support staff, and organizational members. Everyone is invited to explore these pages and provide feedback to John at jchrastka@ala.org.

The board discussed a number of legislative issues with Washington Office Director Emily Sheketoff. Critical legislative issues include the reauthorization of the Elementary and Secondary Education Act (ESEA), as the current No Child Left Behind legislation has been disas-

trous for libraries. The board discussed strategies for strengthening the role of school libraries in the new legislation and making the inclusion of school librarians in ESEA our top Association priority. The board also discussed the broadband stimulus funding and the recently

released National Broadband Plan, which recognizes the role that libraries play as providers of community access to the internet.



Efforts have been focused on maintaining member services and on continuing to move ahead on strategic initiatives.

Senior Endowment trustee Dan Bradbury provided a status report on the ALA endowment. Despite a great deal of uncertainty, the endowment has recovered most of the losses of fall 2008. The Endowment plays a major role in providing Spectrum and other scholarships.

The Spectrum Presidential Initiative, which is seeking to raise a million dollars for Spectrum scholarships for minority library school students, was also discussed. ALA Development Office Director Kim Olsen-Clark reported on meetings with various corporations and foundations, and noted that 100% of board members had contributed to Spectrum this spring. All ALA members are all encouraged to make a donation, whether small or large, and to host a Dinner for Spectrum Scholars. For more information, go to "giveALA" on the ALA home page.

As always, board documents are posted at ala.org. ■

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Economic Impact

ALA treasurer sees challenges ahead

by Rod Hersberger

Over the last three years, I have tried to share information with ALA members about the Association's finances, and about how their membership supports the Association's programs and strategic objectives.

This will be my last message as ALA treasurer, and I'd like to take the opportunity to talk about the current economic challenges facing libraries and the Association, as well as to make some observations about the challenges—and opportunities—that lie ahead.

Like every organization, ALA has its financial strengths and weaknesses. One of its greatest strengths is that each dues dollar is matched by more than a dollar in revenue generated by conferences, publishing, and grants. As a result, we can accomplish much more than we could if we were totally dependent on dues.

Strength in numbers

Another strength is that because ALA has four major sources of revenue, its budget is more stable than an organization dependent on one revenue source. The bad news is that because the Association has these other revenue sources, it is also vulnerable to forces operating in the business world and larger economy (e.g., the precipitous nationwide drop in advertising last year).

The crisis that hit the economy in fall of 2008 appears to be easing slowly but unevenly. It is also clear

that the library economy lags behind the economy at large as economic growth impacts public revenue, which affects library budgets. Given the depth of cuts to libraries in states such as California, and given the huge deficits still faced by many states, it looks like 2011 may be worse than 2010 for many libraries, and that any recovery in library budgets will be slow.

As libraries cut back, there will be less money for everything from conference travel to READ posters. This means that ALA, like libraries, will have to make further budget reductions and cuts over the next two years. On the positive side, ALA has carefully built up a reserve which, if used sparingly and specifically, will help temper both the short-term impact of the economic downturn and the transition to a smaller ALA over the next two years.

All of this only amplifies the need for new businesses and new sources of revenue for the Association that I have been espousing throughout my term as treasurer. Whether or not the economy rebounds, conference attendance and publishing revenue will remain mature businesses. Over the last year, we have begun to look at ways in which we might develop new products for the library community and the public at large. Continuing



It looks like 2011 may be worse than 2010 for many libraries, and that any recovery in library budgets will be slow.

this effort will produce results over time.

Whether we are cutting expenses or developing new sources of revenue, the goal of maintaining a financially strong and growing

Association is to support the programs and services we provide to members, libraries, and the public. Whether it is advocacy, public awareness, protecting the First Amendment rights of library users, or other programs of critical importance to members, the truth is that we can do more if we have more resources.

Working together, we have created a respected Association that is financially strong. As we experience what for most of us is the worst recession in our lifetime, we need to deal with the immediate challenges of downsizing and getting through tough times. But we also need to continue to move forward on our strategic objectives, innovate, and support our members as they fight for libraries and library jobs. Through prudent management of our resources, we can also leverage the Association's financial strength and lay the groundwork for future success. ■

ALA Treasurer ROD HERSBERGER is dean of the university library at the Walter Stiern Library at California State University in Bakersfield.



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Saturday, June 26, 2010

Ex Libris Rosetta: Goodbye Digital Preservation, Hello Permanent Access

10:30 a.m. – 12:00 p.m.

Embassy Suites Convention Center, Capital A/B

Speaker: Mike Thuman, *Ex Libris*

Explore the challenge of providing access to digital content in the coming decades. Intended for institutions which understand the fragile nature of digital content and want to take steps today to authenticate and prepare all types of file formats for both long term preservation and access. A discussion and demonstration of Ex Libris Rosetta will be included to show how workflows for different sources and objects can be created and how advanced preservation planning capabilities can be employed to provide ongoing stewardship and file format migration of large collections.

Ex Libris Primo/Primo Central: The Ultimate in Next-Gen Discovery

1:30 – 3:00 p.m.

Embassy Suites Convention Center, Capital C

Speakers: Stu Baker, *Northwestern University*; Alison Hitchens, *University of Waterloo*; Corey Harper, *New York University*; Tamar Sadeh and Jorgen Madsen, *Ex Libris*

Learn how to take discovery and delivery of local and remote resources to the next level at your institution! This session will explore how three institutions are extending Primo to a mobile environment, integrating the system with the Blackboard course management system, using third-party Open Source software to provide improved user experiences, and redesigning the user interface with the Primo custom tiles functionality to provide a more seamless and unified user experience.



Sunday, June 27, 2010

Cut it Out: Reducing Costs and Improving Efficiency with Next-Generation Library Services

10:30 a.m. – 12:00 p.m.

Embassy Suites Convention Center, Capital A

Speaker: Susan Stearns, *Ex Libris*

"EFFICIENCY CUTS ARE NO LONGER ENOUGH AND SOME SERIOUS THINKING ABOUT THE FUTURE SHAPE OF SERVICES AND PROVISION IS NEEDED". As libraries look to the future, they face the challenge of reducing costs at the same time as they improve — and add new — services. This presentation will discuss how the Ex Libris next generation of library services addresses these critical requirements. Susan Stearns, Vice President of Strategic Partnerships, will review ways in which the URM (Unified Resource Management) framework addresses reducing the total cost of ownership of back-office library systems and services, citing examples from work with Ex Libris customers around the world. We will review the ways in which URM streamlines back-office operations, with a focus on minimizing staff resources and leveraging collaborative opportunities.

Recommended for Libraries Like You: Scholarly Evaluation, Social Networking Metrics, and a New World for Usage Data

1:30 – 3:00 p.m.

Embassy Suites Convention Center, Capital A

Speakers: Johan Bollen, *School of Informatics and Computing, Center for Complex Networks and System Research, Indiana University*; Nettie Lagace, *Ex Libris*

Libraries have now moved into an almost completely online world. The exciting study of usage metrics — as they apply to the evaluation of scholarly communications — offers many opportunities for exploitation of this new environment, including new services to users and collection development activities. This session will introduce you to the possibilities and energize you with new potential applications as well as already-realized applications, such as the bX recommender service from Ex Libris.

Visit www.exlibrisgroup.com/category/ALA2010Annual to register for these seminars as space is limited. Refreshments will be served.

Visit us at **Booth #1315** to learn how Ex Libris can be your bridge to the future!

Comment Enabled

Left-Leaning Library World

Andy Spackman's On My Mind article, "Our Conservative Ideals" (AL, Apr., p. 25), reminded me of a Lenny Bruce bit where Bruce plays a liberal white character trying to make a black friend feel comfortable at a party. The white man, in trying to be friendly and find some topic of discussion, reveals gradually that he thinks the black man must necessarily only have an interest in the things a racial stereotype of a black man might.

If librarians want to claim to support conservative values, they would do themselves well to attend a Tea Party or two.

Spackman tries to make conservatives feel comfortable and claims that the average library shares their values, but at every turn he reveals himself to be a liberal who knows very little about conservative values, and he manages to be carelessly offensive.

The Tea Party rallies were started largely by Ron Paul and talk show host/documentary filmmaker Alex Jones and sprung from their efforts to educate people about the Federal Reserve. I've attended only one Tea Party, but found students carrying posters inspired by the thinking of Jones and others distributing burned copies of Jones's DVDs for free.

As much as Spackman might like to claim libraries as conservative-friendly, you only have to type the names

Michael Moore and Jones into a library catalog to see the direction the library world leans. None other than master documentary filmmaker Albert Maysles (*Grey Gardens*) has called Moore out for being a less-than-intellectually-honest filmmaker, but Moore's work can be found in practically every library.

Take a look at how many libraries carry Jones's last effort, *Fall of the Republic*. Jones is spearheading a revolution that grows monthly but he is almost entirely unrepresented in our libraries. If librarians want to claim to support conservative values, they would do themselves well to attend a Tea Party or two, make some attempt to understand the protests, and make Jones's work available.

Richard Gagnier
Chili Public Library
Rochester, New York

Case of the Missing Librarian

In response to "Maybe the Play's the Thing" Inside Scoop blog, AL Online, Apr. 14:

As a parent of one of the children who wrote, produced, and starred in *The Case of the Missing Librarian*, I am thrilled to see that it has received national attention.

The content of the play far exceeded my expectations in regards to how poignantly the children addressed the issues at hand. The concept seemed far more mature than their 1st–6th grade abilities might have suggested. And the passion with which

they played their roles was incredibly touching and endearing.

If only the school board members who voted these cuts into place would take a lesson from the mouths of these babes. Do yourselves a favor, and regardless of your political views try to view a video of this production!

Beky Makris
Bloomington, Indiana

Why Government?

In response to "Drupal: The Change We Need," Inside Scoop, AL Online, Apr. 28:

I'm very weary of today's anti-government rhetoric. Tim O'Reilly: History teaches we are better off with government than without it.

Many things only government does best. Perhaps a more positive simile could be used to sell your idea.

Ray Harrison
Richmond Heights (Mo.) Memorial Library

Free-Market Information

In response to "Court Rules FCC Lacks Authority to Regulate Net Neutrality," AL Online, Apr. 7:

The free market is a terrific rhetorical principle, but those who read history have plenty of evidence of the cannibalistic nature of unrestrained human nature. The unregulated excesses of both trade history and industrialism, not only in building fiscal kingdoms but also in ensuring that others could not compete, is the rule and not the exception.

If the net is to remain free it must be done by defining it as free; we cannot assume that state of nature into being. The foundation of liberalism is

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

invoking the strength of the only entity large enough to compete with the market—governments. Despite the problems—and there are always problems—I find that option to be far preferable to being left to the tender mercies of economic cannibals.

Richard L. Saunders
Martin, Tennessee

The Future of Libraries

In response to "Faculty Survey Tracks Changing Perceptions of Libraries," AL Online, Apr. 21:

I fear a society that becomes solely about digital communication. The human element and the further isolation of scholars is not what we need in our bleeding world.

We need a world where the internet, books, and people all interact to save our planet and help us to become more human.

Libraries are the cathedrals of many communities—where people actually see and talk to each other about ideas and learning for free.

Who can deny the importance of holding a real book in hand and getting lost in the wonder of reading it?

Joan Huenemann Michie
Pelham, New York

Monographs vs. Textbooks

In response to "The Case for Textbooks," AL Online, Feb. 17:

I think I speak for many when I say that budgetary issues are a chief concern regarding this issue, one that the five laws overlook. Perhaps S. R. Ranganathan should have had a sixth law, one that stated "For every book, its budget?"

Library theory aside, occasionally dipping into the funding stream to buy textbooks is not a wise option,

however popular it may seem or how guaranteed the circulation statistics. Why?

Simply put, I cannot afford to buy adequate copies of textbooks for all the courses offered at my campus in addition to monographs with the budget allotted to me. Choosing some courses to support but not others would be more unethical than choosing no courses.

Faculty do talk across disciplinary lines, especially at small campuses. If you buy for one, you should buy for all, and you presumably should have a budget to support that. So either find

permanent, alternative funding or faculty donations to make it possible, or don't flirt with the idea at all.

Of course, one thing I can hope we all agree on is that it is not a student's responsibility to purchase all of the books that their

textbooks cite, and it is our responsibility to procure these items (and others) to create a depth of resources that is our trademark as academic libraries.

It should not be an either/or game, and if it comes to that, we should seriously consider what types of collections we are building for posterity.

Jason Reuscher
Pennsylvania State University
Schuylkill Haven, Pennsylvania

Keepers of the Word

A few years ago, ALA had a hand in inspiring my first novel. Now, I need to pass back my thanks and my admiration for an organization of some of the most

important people in the world—librarians. You are the keepers of the word.

After the Patriot Act was passed, in part allowing for the accounting of what books citizens were checking out, ALA posted a note on the front page of its website denouncing the practice of eavesdropping on patrons' choices. The practice, by its nature, was a kind of censorship, not to mention how it required librarians to bear silent witness or there would be consequences.

It was ALA's bravery and call for sanity, along with some other similar calls for action and clarity, that helped me conceptualize what it was I'd been so worried about. We'd begin to lose sight of the freedom of speech, of words, of conceptualizing the world in as large a fashion as we wish, with no restrictions. Take away language and you take away our ability to frame our understanding of everything from ourselves to each other.

What would thrill me most is if there was a way to tell all librarians out there just how much I appreciate them and how terribly important I believe they, and their facilities, are to the process of education. I have three daughters and I want all of them to grow up knowing the difference between fact and opinion—to be well-read, and therefore, masters of their minds. The service your organization provides to We the People is invaluable. Thank you.

Laura Bynum
Culpeper, Virginia

Take away
language and
you take away
our ability
to frame our
understandings
of everything
from ourselves to
each other.



Continue the conversation at americanlibrariesmagazine.org

Raphael Wins Presidency; Neal Elected Treasurer

Molly Raphael, former director of libraries at Multnomah County (Ore) Library, has been elected ALA president.

"I am honored to be elected president of the American Library Association for the year 2011–2012," Raphael said. "Libraries are truly essential for learning and essential for life. Today, libraries face serious economic, political, social, and technological challenges. ALA is the only organization that speaks for all libraries; therefore, I call on all those who work in, use, and support libraries to join together to ensure that the critical roles of libraries in our society are sustained."

Raphael received 5,857 votes out of the total 10,256 votes cast for president and will serve one year as vice-president/president-elect before she takes over at the end of the 2011 ALA Annual Conference in New Orleans. A total of 10,858 ballots were cast in the election that included the Association's governing Council and division and round table leaders.

Raphael recently retired after six years as director of libraries at Multnomah County Library. She previously served as director of the District of Columbia Public Library (DCPL) from 1997 to 2003, after holding various positions at DCPL, beginning in 1970 as an assistant children's librarian.

She defeated Sara Kelly Johns, school library media specialist for grades 6–12 at Lake Placid (N.Y.) Middle/High School, who received 4,399 votes.



Molly Raphael



James Neal

Neal is new treasurer

James Neal, vice president for information services and university librarian at Columbia University in New York City, will serve a three-year term as ALA treasurer beginning at the conclusion of the 2010 Annual Conference in Washington, D.C., and extending through the 2013 Annual Conference in Chicago. He received 6,891 votes.

"It is a deep honor to be elected by the members of ALA to serve as treasurer over the next three years, and to have the opportunity to work with member leaders and outstanding staff to advance our professional aspirations and impact," Neal said. "ALA provides its members with the hope, the power, and the action to make a difference, and sound budgetary policies and fiscal practices will be critical to our success working with and for each other."

Neal, currently chair of ALA's Budget Analysis and Review Committee, defeated Alan Kornblau, director of the Delray Beach (Fla.) Public Library, who received 2,756 votes.

Thirty-three members have been elected to the governing Council with terms that begin at the conclusion of the 2010 Annual Conference

in Washington, D.C., and extend through the end of the 2013 Annual Conference in Chicago. One councilor was elected to a one-year term to begin immediately and expire at the end of the 2011 Annual Conference in New Orleans.

Division and round table leaders for the 2010–13 term were also elected and two bylaw amendments were approved.

For complete election results, visit ala.org/ala/aboutala/governance/alaelection.

Myracle's *ttyl* Tops Most-Challenged List

Lauren Myracle's bestselling Internet Girls young adult series (*ttyl*, *ttfn*, and *L8r, G8r*) the first novels written entirely in the style of instant messaging, tops ALA's Office for Intellectual Freedom's list of the 10 Most Challenged Books of 2009.

Two books are new to the list—the Twilight series by Stephenie Meyer and *My Sister's Keeper* by Jodi Picoult. Both Alice Walker's *The Color Purple* and Robert Cormier's *The Chocolate War* return after being dropped from the list in 2008.

The other most-challenged titles are: *And Tango Makes Three* by Peter Parnell and Justin Richardson; *The Perks of Being a Wallflower* by Stephen Chbosky; *To Kill a Mockingbird* by Harper Lee; *Catcher in the Rye* by J. D. Salinger; and *The Earth, My Butt, and Other Big, Round Things* by Carolyn Mackler.

New this year is an updated list of the top 100 Most Frequently Challenged Books of the Decade

(2000–09). Topping the list is the Harry Potter series by J. K. Rowling. Visit ala.org/bbooks for more information.

Six CPLA Program Graduates Added

The ALA–Allied Professional Association’s Certified Public Library Administrator Program (CPLA) Certification Review Committee has granted certification to six candidates who are now officially certified public library administrators, bringing to 18 the total number of CPLA graduates. The committee also approved five new candidates in its spring review.

Individuals and institutions are invited to apply as CPLA candidates and course providers. The next deadline is the first week in September for final review in October. For details, visit ala-apa.org.

New Awards, Grants Site Launched

ALA’s online resource for awards, grants, and scholarships (ala.org/ala/awardsgrants/allawardsgrants) is now available for searching or browsing the many ways in which the Association offers recognition.

Included are all the book awards, professional recognition awards, grants, scholarships, and best-of lists that ALA, its divisions, offices, and round tables offer throughout the year. The database contains most of the available data back through 2004. The information can be broken down by type of award, ALA unit, or by specific search.

Feedback about this resource is welcome on ALA Connect at connect.ala.org/node/87355.

AASL Issues Common Core Comments

ALA’s American Association of School Librarians (AASL) has issued comments on the grade-level bands of the Common Core Stan-

dards, a state-led effort coordinated by the National Governors Association Center for Best Practices (NGA Center) and the Council of Chief State School Officers (CCSSO).

AASL commended the efforts of CCSSO and NGA Center on the

straightforward structure and organization of the grade bands, but pointed out that the disciplinary literacy sections of the English Language Arts (ELA) standards are important as they emphasize that students need different skills for

THE ASSOCIATION’S ASSOCIATIONS: ASCLA

WHO IS ASCLA?

The Association of Specialized and Cooperative Library Agencies (ASCLA)



is home to a wide variety of librarians representing diverse librarianship specialties and library types: library networks and cooperatives (Interlibrary cooperative and Networking Section); independent librarians and library consultants (Independent Librarians’ Exchange); state library agencies and their employees (State Library Agency Section); and librarians serving special populations (Libraries Serving Special Populations Section). Within these sections, ASCLA provides opportunities for networking and collaboration with colleagues nationwide, as well as access to expertise and information that improves service delivery and on-the-job performance.

ASCLA @ ANNUAL CONFERENCE

ASCLA has a full slate of programming scheduled during the upcoming Annual Conference in Washington, D.C., that is of interest to librarians from all types of libraries. This include two full-day workshops on library consulting and resource sharing, respectively; and programs addressing services to incarcerated populations and ex-offenders, revenue generation and trends in library networks, cooperatives and consortia, customer service, and leadership in times of crisis.

ASCLA discussion groups provide informal venues for tackling important issues in interlibrary cooperation, physical delivery, collaborative digitization, library consulting, and consortia management. Download the ASCLA @ Annual brochure at ascla.ala.org/media/ac2010ascla.pdf to check out the full schedule.

JOINING THE COMMUNITY

Whether you’re new to these areas of librarianship or a veteran of the profession, ASCLA offers opportunities for leadership and involvement in setting the course for both the association and the broader areas of work it represents. More information about getting involved is available at ala.org/ascla.

—Liz Markel, marketing specialist

Each month the Association’s Associations spotlights the activities and agenda of one of ALA’s divisions.
Next month: **Library Leadership and Management Association**

different resources, texts, and subjects.

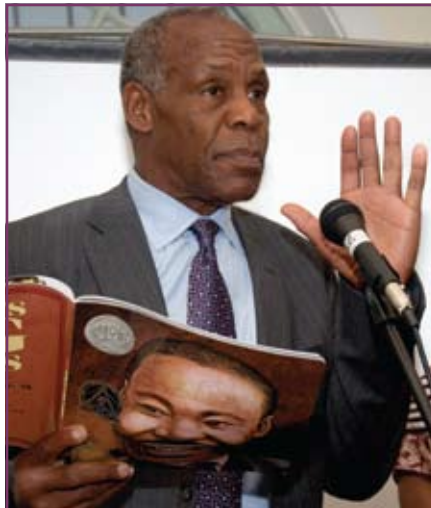
AASL also expressed concern that students' exposure to, use of, and interaction with digital resources and social media should begin at earlier grade levels than those found in the ELA writing and speaking and listening sections. AASL explained as well that descriptions of inquiry and information literacy skills and the progression of these skills are not always consistent with other national standards. The division suggests that NGA Center and CCSSO mention the important part that school librarians play in the implementation of these standards.

For more information, visit ala.org/aasl.

Public Programs Office Launches E-newsletter

ALA's Public Programs Office has launched new online features and a monthly e-newsletter that are designed for librarians who plan and

GLOVER JOINS NLW CELEBRATION



Actor and humanitarian Danny Glover reads *Martin's Big Words: The Life of Dr. Martin Luther King Jr.* during "An Evening with Danny Glover," an April 15 fundraiser for the Lubuto Library Project at the Embassy of the Republic of Zambia. His visit was also part of a National Library Week celebration at the District of Columbia Public Library. For more NLW photos, visit americanlibrariesmagazine.org.

present cultural programs and events.

New features include job listings for librarians who plan, promote, and present cultural programs and events for the public; a featured library each month; and regular, in-depth feature articles discussing current trends and best practices in developing library programming.

For more information, visit programminglibrarian.org.

Library Legislative Scorecards Revealed

The ALA Washington Office has released the Association's 2009 Legislative Scorecards for the U.S. Senate and House.

The scorecards outline votes and support of legislation that is important to and has an impact on the library community. It is provided as a tool to ALA members for gauging their elected officials' support of library-related legislation.

The 2009 scorecards are available at ala.org/ala/issuesadvocacy/advocacy/federallegislation/legscard/index.cfm.

ALA Releases 2008-09 Annual Report

ALA Immediate Past President James Rettig focused his presidential activities around "Creating Connections" and addressed three critical issues—advocacy, diversity, and member participation. These initiatives and other highlights are featured in the recently released 2008–09 ALA Annual Report.

Visit ala.org and search "2008–09 Annual Report" for the full version. ■

CALENDAR

ALA EVENTS

June 24–29: ALA Annual Conference, Washington, D.C., ala.org/annual.

June 29: Library Advocacy Day, Washington, D.C., ala.org/annual.

Aug. 4–8: National Conference of African American Librarians, Birmingham, Alabama, bcala.org.

Sept. 23–25: Association for Library Service to Children National Institute, Atlanta, ala.org/alsc.

Sept. 25–Oct. 2: Banned Books Week, ala.org/bbooks.

Sept. 30–Oct. 3: Library and Information Technology Association National Forum, Atlanta, ala.org/lita.

Oct. 17–23: Teen Read Week, ala.org/yalsa.

Nov. 7–9: Young Adult Library Services Association Young Adult Literature Symposium, Albuquerque, New Mexico, ala.org/yalsa.

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Annual Conference booth #3305.**

Wisconsin Says "Cheese!"

Snapshot Day Ups Awareness

Wisconsin Libraries Say Cheese! A Day in Pictures" is part of the ongoing Campaign for Wisconsin Libraries, a statewide effort to create a collective voice for Wisconsin academic, public, school, and special libraries. The campaign focuses on developing and communicating effective messages about the importance of all types of library service in Wisconsin.

Inspired by the successful Snapshot Days held jointly last year by the New Jersey State Library and the New Jersey Library Association, the Wisconsin Library Association and the WLA Foundation created Wisconsin Libraries Say Cheese! as the inspiration to create upbeat, day-in-the-life photo essays that capture the impact of Wisconsin libraries on communities statewide.

The project was the brainchild of the 10-member Campaign for Wisconsin Libraries Action Committee composed of librarians and library public relations coordinators from across the state. It linked visual images of Wisconsin libraries in action, spotlighting their value, to an iconic Wisconsin staple—cheese.

"Wisconsin Libraries Say Cheese! A Day in Pictures"

We hope Wisconsin library patrons will be smiling into the camera and saying "Cheese!" for years to come.

used Flickr to share digital photos that libraries across Wisconsin took on one day during the week of November 1-8, 2009, with the Flickr group going live to the public and media November 18.

Once the committee finalized project plans in September, it wasn't long before the little cheese guy logo began making appearances in libraries statewide—via e-mail and newsletter announcements, postcards mailed

to state libraries, statewide press releases, and a special WLA conference program detailing the upcoming event.

By the time "Wisconsin Libraries Say Cheese!" went live on Flickr, over 100 Wisconsin libraries had posted more than 600 photos.

"The library photos exhibited in the 'Say Cheese!' Flickr group are a great way to visually remind Wisconsinites of the variety and

wealth of resources, services, programs, and activities their libraries offer them each and every day," said Lisa Strand, WLA executive director.

Librarians were encouraged to use "Wisconsin Libraries Say Cheese!" to promote their library through local news media and to participate at the level they felt worked best for them—from simply uploading photos to Flickr to staging fun and creative activities to capture the attention and garner the support of their patrons—like the Cheese Party held for staff and students at Ellsworth Community Schools in the town of Ellsworth, population 6,500.

Murphy Library at the University of Wisconsin in La Crosse used the event to add a little color and excitement to the library's website. Stefan Smith, outreach librarian, explained, "We adapted the WLA graphic so that our home page showed a little cheese camera person waving and winking, encouraging people to click through to the WLA "Say Cheese" website. I always welcome opportunities to lighten the academic library image, and "Say Cheese" was a perfect vehicle for that."

Encouraged by the positive response from librarians across the state, the Campaign Action Committee mem-



Curds are the way! Staff and students at Ellsworth Community Schools enjoy their "Say Cheese" party.

bers decided to promote a second “Wisconsin Libraries Say Cheese! A Day in Pictures,” which is scheduled for November 17. We hope Wisconsin library patrons will be smiling into the camera and saying “Cheese!” for many years to come.

With both the benefit of experience gained from the program launch last year, and having access to the resources at “A Primer for Creating a Library Snapshot Day in Your State or Locality” on the American Library Association’s website, current Campaign Action Com-



The official “little cheese guy” logo for the Wisconsin Libraries Say Cheese! A Day in Pictures 2009 event.

mittee members Val Edwards, Martha Gammons, Mark Ibach, Kris Stabo, Anne Rauh, Lia Vellardita, and Peter Gilbert, chair, are excited to encourage even more Wisconsin libraries to “Say Cheese” in 2010 in the effort to expand public awareness of the value and immeasur-

able resources all Wisconsin libraries offer to the communities they serve.

—Pat Eschmann
communications coordinator
Wisconsin Library Association Foundation

LIBRARY SNAPSHOT DAY

Snapshot Days are spreading like wildfire!” exclaims Marci Merola, director of ALA’s Office for Library Advocacy. “You know you have a great idea when in just a matter of months—and with a minimal push from ALA—half the country gets involved.”

Since the launch of the National Snapshot Day idea at the 2010 Midwinter Meeting, 25 states, from Hawaii to Maine, have planned or committed to planning a library snapshot day. This national effort was the work of the Advocacy Coordinating Group, part of ALA’s Committee on Library Advocacy.

“Representatives from the New Jersey State Library and New Jersey Library Association presented the idea at the 2009 Annual Conference and the Advocacy Coordinating Group quickly saw its potential,”

says Merola.

By Midwinter, a primer had been created by Peggy Cadigan of the New Jersey State Library and the Advocacy Coordinating Group targeted April as the month for states nationwide to hold their events.



“Checking in the Books,” a snapshot from Scera Park Elementary School in Orem, Utah.

Although April was the target date, says Merola, many states plan to continue hosting Library Snapshot Days. “It’s an easy way for libraries to quickly produce much-needed statistics, stories, and photos of a day in the life of libraries across the country,” she says, and “from my perspective, I’m thrilled to see all walks of the profession com-

ing together through this coordinating group to get this initiative off the ground. They’re already talking about taking it to the international level.”

For more information visit ala.org/ola and americanlibrariesmagazine.org

HAPLR Scores Rank Input, Output

The 2010 version of Hennen's American Public Library Ratings, using the latest federal data reported by 7,930 public libraries in the United States, was released April 15. Published since 1999, the HAPLR Index identifies the public libraries in America with the highest input and output measures. As index author, I add the scores for each library within nine population categories to develop a weighted score. A list of the top 10 libraries in each population category is also available.

The HAPLR Index enters its second decade with some changes, but not every change that observers

have urged. This edition of HAPLR ratings is based on data published by the Institute of Museum and Library Services (IMLS) in 2009. The data covers reports from libraries that were filed in 2008, primarily about 2007 activities.

There has been a change in the IMLS reporting cycle, speeding up when the data is published. HAPLR will probably issue a "Round Two" late in 2010 when the data filed in 2009 is available.

In evaluating HAPLR after 10 years, I considered modifying the measures extensively. However, for this edition, I have retained "classic" HAPLR elements but for the next edition will modify the factors con-

The 2010 version of Hennen's Public Library Ratings uses the latest federal data reported by 7,930 public libraries in the United States.

siderably. It will be time to do so.

In preparing the 10th edition of the HAPLR Index, I found that 10 public libraries have made it into the top 10 list for their population group in every single edition (see sidebar).

Not just scores

The HAPLR system does not simply develop scores for libraries, but also offers a variety of reports to libraries that compare their performance to comparably sized libraries in their state and in the nation. Over the years, thousands of libraries have used standard or specialized reports to evaluate current operations and chart future courses of action.

Altogether, 312 libraries have made it at least once into the Top Ten listing for their population category in the past decade. This year, 14 libraries entered the Top Ten for their population category for the first time (see sidebar).

In this edition, I have stopped using imputed data. What is imputed data and why does not using it matter? When individual libraries themselves fail to report data elements, IMLS imputes data for them. The agency does the imputation based on, among other things, past reports of an individual library or average for libraries within a population category. Eliminating libraries that have imputed data for any measure in the HAPLR rating system means eliminating 1,284 libraries in the IMLS dataset.

—Thomas J. Hennen Jr.

HENNEN'S TOP SCORERS

IN TOP 10 FOR 10 YEARS

- Bridgeport (W. Va.) Public Library
- Carmel (Ind.) Clay Public Library
- Columbus (Ohio) Metropolitan Library
- Denver Public Library
- Hennepin County (Minn.) Library
- Naperville (Ill.) Public Library
- Saint Charles City-County (Mo.) Library District
- Santa Clara County (Calif.) Library
- Twinsburg (Ohio) Public Library
- Washington-Centerville (Ohio) Public Library

FIRST TIME IN TOP 10

- Algonquin Area (Ill.) Public Library District
- Beresford (S.D.) Public Library
- Burton (Ohio) Public Library
- Canal (Ohio) Public Library
- Champaign (Ill.) Public Library
- Eagle (Alaska) Public Library
- Elk Village (Ill.) Public Library
- Evansville-Vanderburgh (Ind.) Public Library
- Grand Marais (Minn.) Public Library
- John A. Stahl Library, Nebr.
- Orange Beach (Ala.) Public Library
- Rock Creek (Ohio) Public Library
- Wayne County (Ohio) Public Library
- Westerville (Ohio) Public Library

For more information visit <http://www.haplr-index.com/>

Maybe the Play's the Thing

For millions of American schoolchildren, National Library Week wasn't quite the celebration that librarians wanted it to be. That's because the viability of properly staffed school libraries, whose direct impact on increased academic success has been documented ad nauseam for decades, was under attack like never before.

In a particularly poignant NLW celebration, students at the Monroe County (Ind.) Community Schools' Templeton Elementary School presented a student play April 15 entitled *The Case of the Missing Librarian*, a fairy tale mashup without much of a happy ending. The play was inspired by the news that Templeton's real-life school librarian, Laura Hall, would be reassigned to the classroom at the end of this school year due to budget cuts (as will all but one librarian respectively in the elementary- and middle-school programs). On stage, the kids lose their voices until they decide to march on Indianapolis to protest.

Can you hear us now?

Perhaps the stage director should provide the student actors with a megaphone prop for that simulated march. It might come in handy off-stage as well, since decision makers in many parts of the nation continue missing the good news with which advocates deluge them about the return on investment that school libraries yield in abundance.

That's not to say that there aren't fiscal crises to avert across the country as the economy struggles to regain its footing; understandably, budget-makers are looking to cut corners wherever they can. However, as the powers that be turn repeatedly to the budget lines for school librarians in their search for expendable noninstructional services, one can't

help but wonder if they lacked mentoring by credentialed school librarians in their own childhoods. How else to explain why the reams of data about the enormously positive impact of school libraries on student achievement fail to sway them?

Hoping that a picture was worth a thousand words, Shonda Brisco, curriculum materials librarian at Oklahoma State University in Stillwater, customized a Google map of the U.S. that showed as of late March how close to decimation school library programs were nationwide, and by default, the education of a generation of Americans. "A Nation without School Librarians" map is mirrored at the website of ALA's American Association of School Librarians.

Despite an April reprieve for school library workers in the Los Angeles Unified School District, who were able to discard the pink slips they received the month before after the teachers union made concessions, thousands of teacher-librarians elsewhere in California teetered near the chopping block. The California School Librarians Association went to the state capitol April 16 to deliver talking points about the urgency of fiscal support as well as supportive school library standards.

Strengthening standards is also on the radar in Washington, D.C., with the reintroduction last fall of the SKILLS Act, which calls for every public school library to employ at least one credentialed librarian. So is a \$23-billion federal stimulus bill to avert educator layoffs. Still, vigilance remains as essential as codification:



Templeton Elementary School librarian Laura Hall discusses her reaction to a student play created in protest of her reassignment to classroom teacher in the Monroe County (Ind.) Community Schools in a YouTube video.

Lawmakers in Oklahoma introduced a bill in March that would waive for at least a year a state mandate that school districts employ credentialed librarians. Determined advocates of fully staffed school library programs were continuing to encourage lawmakers to reconsider as of mid-May—some two months after the bill passed the state house, Brisco said.

When the California school librarians descended on Sacramento, Darla Brown was unable to join them in person, although she was there in spirit. Having just received her layoff notice from the private Catholic high school whose library she runs, Brown told *American Libraries*, she posted on her media-center door a copy of a recent heartfelt "Dear the Government" letter from a 1st-grader to the *Bloomington Herald Times* that read in part, "I don't like that you're firing our school librarians . . . Ms. Williams is a great librarian. She reads wonderful stories, and her voice goes up when it is supposed to and down when it is supposed to."

Brown said she was told to remove the letter because it "showed disrespect" to officials. —B.G.

Library of Congress to Archive Twitter

The microblogging service Twitter has gifted its entire archive of tweets, totaling billions of 140-character posts dating back to March 2006, to the Library of Congress.

"The Twitter digital archive has extraordinary potential for research into our contemporary way of life," said Librarian of Congress James H. Billington. "This information provides detailed evidence about how technology-based social networks form and evolve over time. The collection also documents a remarkable range of social trends. Anyone who wants to understand how an ever-broadening public is using social media to engage in an ongoing debate regarding social and cultural issues will have need of this material."

Highlights of the collection include the first-ever tweet from Twitter

cofounder Jack Dorsey; President Obama's tweet after winning the 2008 presidential election; two tweets by photojournalist James Buck, who was arrested in Egypt and whose use of Twitter set off events that contributed to his freedom; and Green Revolution tweets related to protests of the 2009 Iranian presidential elections.

"It's very exciting that tweets are becoming part of history," Twitter cofounder Biz Stone wrote on Twitter's blog, "The open exchange of information can have a positive global impact."

How they'll be used

"We are interested in offering collections of tweets that are complementary to some of the library's

digital collections: for example, the National Elections Web Archive or the Supreme Court Nominations Web Archive," explained Library of Congress spokesperson Matt Raymond on an LC FAQ

about the acquisition, two weeks after he blogged, "It boggles my mind to think what we might be able to learn about ourselves and the world around us from this wealth of data. And

"I'm certain we'll learn things that none of us now can even possibly conceive."

—Matt Raymond

I'm certain we'll learn things that none of us now can even possibly conceive."

The collection is not yet in LC's possession, and specific plans for its use and any partnerships based around the archive have not yet been drawn up. "We look at it as kind of a case study for taking in digital content," LC Director of Integration Management Beth Dulabahn told *American Libraries*, noting that LC will have to address both technical issues like information-finding tools, and policy matters such as who will be able to access the collection.

Privacy is an area that has been considered. Only public tweets will be included in the archive. "A tiny percentage of accounts are protected but most of these tweets are created with the intent that they be publicly available," Stone wrote. Deleted tweets, private account information, and linked information such as pictures and websites will not be included. And only tweets at least six months old will be made available for research.

Those policies may be revised in the future, but "until we can see what content is there, we can't begin

STEAMPUNKING STRESS RELIEF



Part-time staffers at Mount Vernon (Wa.) City Library (from left) Charlene Patten, Alisa Kester, Bonnie Hood, Mike Bonacci, and Sara Bangs celebrate "Steampunk Friday" by wearing attire based on the science fiction genre April 23. According to Library Director Brian Soneda, the dress-up day was designed to help staff members cope with the stress of a rough economy.

to think about what kind of restrictions to place on it," Dulabahn said.

Historical significance

While the announcement was greeted with some easily predicted snark—the first comment on LC's FAQ about the gift said, "It's critical the future generations know what flavor burrito I had for lunch," for example—some historians see great significance to the collection.

"Twitter is tens of millions of active users," wrote Daniel J. Cohen, associate professor of history at George Mason University, in the April 30 *New York Times*. "There is no archive with tens of millions of diaries . . . Twitter is of the moment; it's where people are the most honest."

"I think Twitter will be one of the most informative resources available on modern-day culture, including economic, social, and political

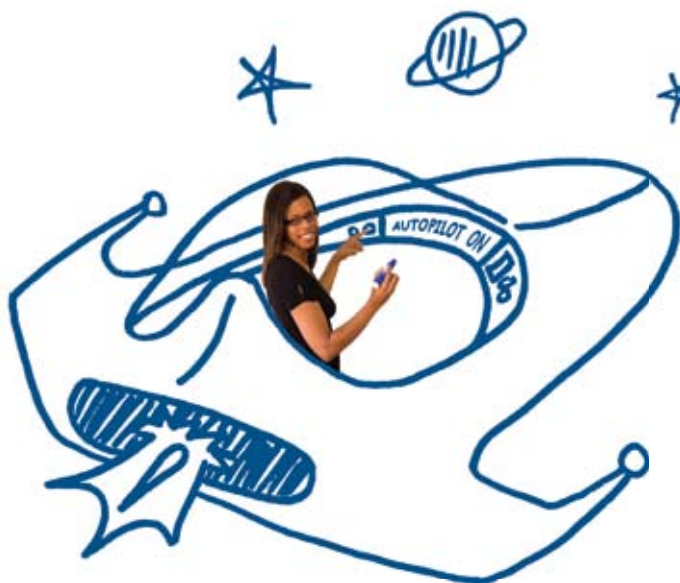
trends, as well as consumer behavior and social trends," said Margot Geritson, head of Stanford (Calif.) University's Center of Excellence for Computational Approaches to Digital Stewardship, an LC partner.

For its part, LC observed in an April 14 press release announcing the gift that "The archive follows in the Library's long tradition of gathering individuals' firsthand accounts of history, such as 'man on the street' interviews after Pearl Harbor; the September 11, 2001, Documentary Project; the Veterans History Project; and StoryCorps." The collection expands the Library of Congress's web-based holdings by about 3%, adding about five terabytes of data to the 167 terabytes of information—including legal blogs, political candidate websites, and websites of members of Congress—that it has archived since 2000. —G.L.

FOR KIDS ONLY



Lazarreia Gholston (left), vice president of the Newport News (Va.) Public Library System's For Kids Only Youth Advisory Committee, and Jada Smith, secretary, set up one of the new games for the program's April 15 kickoff at the Pearl Bailey branch. The new toys were purchased with a grant from the Friends of the Newport News Public Library, the Warwick Rotary Club, and the District 7600 Rotary Club.



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Drupal: The Change We Need

The change we need,” according to Tim O’Reilly, keynote speaker at the 2010 DrupalCon San Francisco, “is DIY on a civic scale.” We’ve come to rely on what O’Reilly called “vending machine government,” where we put tax dollars in and expect services out, but real progress in civic organizations during tough economic times will depend on grassroots efforts mimicking an agile, open-source approach. Like Drupal, he said. As Drupal users ourselves, the editors of *American Libraries* find we can be

more nimble with how we approach web publishing than ever before.

We chose Drupal for the new *AL* website primarily because of its popularity in libraries. Librarians have always embraced the do-it-yourself mentality and are having an impact on the use of Drupal in significant ways. This year’s April 19–21 conference was the first time DrupalCon had a library-specific program, “Shh! This Is a (Drupal-powered) Library Site!” by Katherine Lynch, Amy Qualls-McClure, and Tammy Allgood. Cary Gordon of the Cherry Hill Company, a consulting group that provides a range

of Drupal services to libraries, called this session “some real success” on the library group at Drupal.org. “We always knew that Drupal was important to libraries,” he said. “Now we have demonstrated that libraries are important to Drupal.”

As evidenced at the session, libraries worldwide contribute to their communities and the Drupal project by working on what O’Reilly called “stuff that matters.”

An upstream win-win

What really makes open-source solutions matter is the spirit that drives them. More than anything else at DrupalCon, I was impressed by the passionate—and highly contagious—fervor with which developers devote their time to community and philanthropic projects—and in doing so also contribute back to the Drupal project itself. In many cases, traditional vendor-based web solutions are a one-way street: The vendor delivers a website to the client; the client delivers content, products, or services to the users; the users consume.

On the other hand, in the open-source, community-driven model, developers, clients, and even end users all contribute upstream to the future of the product itself while also using the product for their own goals.

At *AL*, we’re becoming a part of the Drupal community, and it’s paying off. What began as a “rogue website” (as now-*AL* blogger Jason Griffey dubbed our then-secret beta site in a 2009 tweet) is now pushing the publication into a future where, despite uncertainties about where trends in publishing will go, we can be confident we’ll stay on the leading edge as they emerge—and, I hope, give back to the Drupal community as well. —S.F.F.

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GLOBAL REACH



UNITED STATES ①

Ash clouds from Iceland's Eyjafjallajökull volcano wreaked havoc on airline traffic worldwide in April, but the Martin Luther King Jr. central branch of the District of Columbia Public Library turned distress into an international library moment by enabling a group of 20 British teens on an overseas field trip to access their school's classwork website despite being grounded in the U.S. capital.—WUSA-TV, Washington, D.C., Apr. 20.

UNITED KINGDOM ②

In collaboration with Stanford (Calif.) University, the University of Cambridge's Corpus Christi College has made available its treasured collection of more than 550 Anglo-Saxon manuscripts in almost 200,000 digitized pages at parkerweb.stanford.edu. The Parker Library collection, which was given to Cambridge in 1574 by Matthew Parker, archbishop of Canterbury under Queen Elizabeth I, and includes the *Anglo-Saxon Chronicle*, the earliest history written in English, and the 6th-century *St. Augustine Gospels*, believed to be the oldest extant book in England.—University of Cambridge, Apr. 28.

NETHERLANDS ③

The International Federation of Library Associations and Institutions joined a coalition of European groups that released May 6 the *Copyright for Creativity* declaration. The document calls for standardizing copyright regulations across Europe so that creators can draw from digitized works within the bounds of fair-use principles. Members of the European Parliament favor the declaration, whose co-signers include the Special Libraries Association, the Association of European Research Libraries, and the European Consumers' Organisation.—IFLA, May 6.

SPAIN ④

The chief of the Biblioteca Nacional de España has resigned in apparent protest of the national library's budget being slashed almost 15% and her own post being downgraded. The government cut 7.5 million euros (\$9.5 million U.S.) from the library's 52 million euro budget and changed the job title of Milagros del

Corral from managing director to director. Corral has told the media her demotion was "irrational" and showed the administration's "contempt for culture." The press speculated that disputes between Corral and Culture Minister Angeles Gonzales-Sinde could have been a factor in Corral's departure.—*Agence France-Presse*, May 11.

TUNISIA ⑤

There's now an iPhone app that is downloadable from the National Library of Tunisia with which to read 15 e-books digitized from the library's holdings. Done in cooperation with Tunisian digital publishing firm Sanabil Med Company, the digitization includes a book published by the national library in honor of the work of acclaimed artist Zoubeir Turki, who died in 2009.—*Tunisia Online News*, May 5.

GHANA ⑥

The village of Senchi Ferry, pop. 2,000, is close to completing the construction of its first-ever public library. Made possible by a fundraising campaign spearheaded by Wisconsin volunteer Deb McNally, the facility has been built entirely out of handmade bricks by Senchi Ferry residents and labor donated by Global Volunteers and will have an opening-day collection that McNally and others are helping to provide.—*Huffington Post*, May 10.

SOUTH AFRICA ⑦

Some 123 boxes of Nelson Mandela's unpublished letters and journals have been archived by the National Heritage and Cultural Studies Centre at the University of Fort Hare in Alice after having been moved from the library basement in January, where they had been since a 1997 fire.—(*South Africa*) *Sunday Times*, Apr. 25.

CHINA ⑧

Two months after China blacklisted Google because the firm unblocked information in defiance of government orders, prominent blogger Jason Ng reported that some 80% of 5,300 Chinese internet users he surveyed were circumventing the government's "Great Firewall" to access forbidden sites.—*Asia News*, May 10.

Why Librarians Should Care About the National Broadband Plan

In addition to a record snowfall, something else fell upon the inside-the-beltway community in the winter of 2010: The National Broadband Plan. For technology policy wonks, even the name of the plan makes your

mouth water. And, yes, here in Washington there was a kind of crazed anticipation leading up to the plan's release. But why should America's librarians care?

Broadband is *the* new national infrastructure. Just as electricity, tele-

phones, and highways became essential in the 20th century, full participation in life in the 21st century depends on broadband. Librarians know all too well the consequences of having only modest connectivity—for instance, how a library's network slows down midday after the school bell rings. The plan has great potential for increasing broadband capabilities for the library community.

A key component of the plan addresses the federal E-rate program, which provides telecommunications discounts (to the tune of something like \$100 million per year) to benefit libraries across the country. Some of the major initiatives for improving the E-rate program—an important part of the American Library Association's national policy agenda—are highlighted in the plan. The plan calls for simplifying the application and disbursement processes, raising the funding cap, increasing the resources available for necessary internal modifications, and looking for other ways to increase the efficiency and effectiveness of the program.

Digital Literacy Corps

The plan also calls for the creation of a National Digital Literacy Program to promote the deployment and use of broadband, which has gotten everyone excited. One part of this program calls for new funding for the Institute of Museum and Library Services to improve broadband connectivity, including support for hardware and training. Another component of this program calls for the creation of a Digital Literacy Corps to conduct training and

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outreach in communities that have low levels of broadband adoption.

One last area that warrants highlighting calls for a new effort to help libraries and other community anchor institutions (such as schools and healthcare facilities) to obtain improved broadband capabilities and associated training, applications, and services. By working together, community institutions will be able to obtain more broadband for less money.

In this short article, we can only point to a few of the many proposals contained in the National Broadband Plan (which weighs in at a hefty 360 pages). In addition to the specific proposals that can benefit the library community, it should also be pointed out that the over-

The overarching goal of broadband service is access for all—something librarians can appreciate.

arching goal of broadband service is access for all—something we librarians can well appreciate.

Ultimately, the National Broadband Plan is only a *plan*. True, it has an impressive pedigree as it was mandated by Congress in the American Recovery and Reinvestment Act (the big stimulus package). And also true, momentum for the plan is continuing, with various congressional hearings, think tank panel ses-

sions, and exhortations by public policy and lobbying groups occurring. But whether real change will happen remains to be seen.

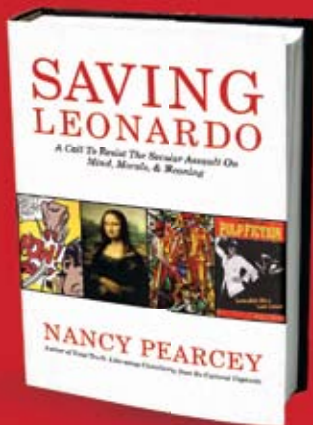
—Alan S. Inouye, *technology policy work and director of ALA's Office for Information Technology Policy in Washington, D.C.*

ASK FOR CAKE



Reference librarian Virginia Cole serves cake at Cornell University's Olin Library April 8 to note the 10th birthday of the library's chat reference service. The service is available 24 hours a day, seven days a week.

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Listing the Top 10 Lists in *The Librarian's Book of Lists*

At some point in my life, I realized that making lists belongs on my list of top 10 favorite things to do," says *American Libraries* Senior Editor George M. Eberhart, "and that's how I came up with the idea for *The Librarian's Book of Lists*." To be released this summer by ALA Editions, the book is a collection of humorous, serious, and sometimes bizarre lists that Eberhart hopes will be "at least tangentially useful and informative, especially for librarians and book-lovers."

Best known to readers as the editor of ALA's weekly e-newsletter, *American Libraries Direct* and four editions of *The Whole Library Handbook*, Eberhart says many of the lists featured in his new work were created especially for the book. Here are some of the choicest items to whet your appetite for more:

10 Suggestions for a Library-Related Ben and Jerry's Flavor.

Book By Its Cover. It looks like plain vanilla, but it's actually vanilla with white chocolate swirls mixed in.



10 Book Curses.

"May the sword of anathema slay / If anyone steals this book away."

—Found on the first folio of a fourteenth-century fragment of *Die vier Bücher der Könige*.

2

6 Birds that make Library-Related Sounds.

The Yellow Headed Warbler (*Teetistris fernandinae*), found only in Cuba, makes a noisy, rasping shhh-shhh-shhh-shhh. You knew there would be one somewhere.



Top 12 Silly reasons to Ban a Book.

It accurately describes the history of life on earth. Juliet Clutton-Brock's *Horse* was challenged at the Smith Elementary School in Helena, Montana, in 2004 because a concerned parent said there were "too many questions with evolutionary theory to present it as fact." She specifically objected to this passage: "It took about 55 million years for the present family of horses, asses, and zebras to evolve from their earliest horse-like ancestor."

4

5

5 Things to Remember When When the Media Calls.

Ask questions. Determine the name of the publication or media outlet. Find out the story's theme, the reporter's angle, and the deadline. If you do not feel qualified to address the question or are uncomfortable with the approach, say so. Help the reporter find another source.

6

10 Commandments for Borrowers of Books.

Thou shalt not cut the leaves of a book with a butter-knife, nor decorate the margins with jam in imitation of the old illuminated manuscripts.

7

Stephen Leary's Top 10 Ways to Exit a Library.

Unnoticed through an obscured window way in the back, and into an awaiting car filled with strange people.

Roy Tennant's Top 10 Things Library Administrators Should Know about Technology.

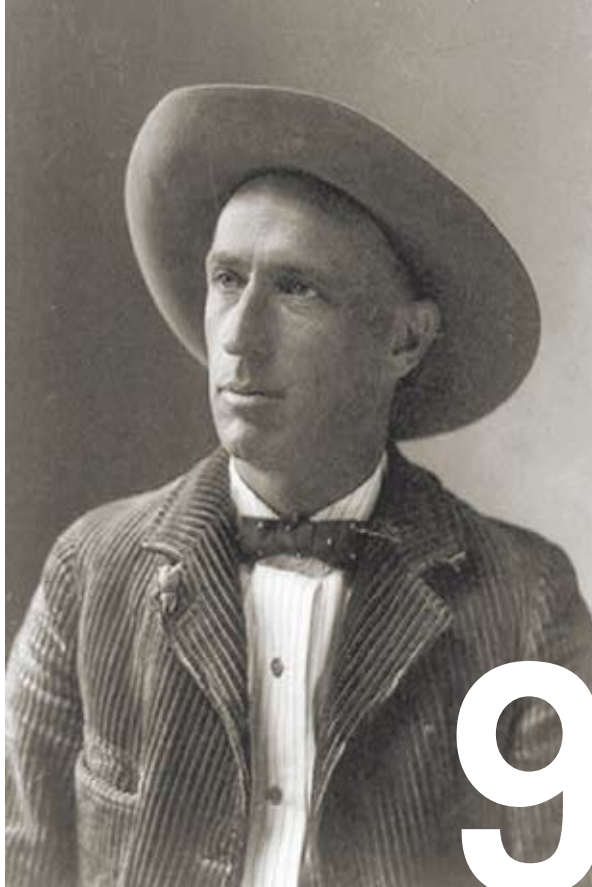
Technology isn't as hard as you think it is, at least compared to 10 years ago. Any reasonably competent library technologist can take a server from scratch to fully functioning website in a day. And with services like Amazon's Elastic Compute Cloud (EC2), you don't even need hardware to get a site up and going in no time.

You can literally go

from nothing to a fully functional LAMP stack (operating system, web server, database, and programming language) and a free content management system (Drupal, for example) in less than a day.

Sure, there are some things that are still quite time-consuming and complicated (writing software from scratch), but many of the basic services are easy and fast.

8



12 Librarians Who Were Poets.

Charles Fletcher Lummis (1859–1928). Los Angeles Public Library, 1905–1910. *A Bronco Pegasus* (Boston: Houghton Mifflin, 1928).



5 Movies with the Worst Librarian Stereotypes.

Chainsaw Sally (2004). Drab Porterville librarian Sally Diamon (played by April Monique Burril) turns into an insane, cannibalistic, chainsaw-slinging, goth vigilante at night, dealing death to those who threaten her or her cross-dressing brother. She offs one male patron in the library men's room for being noisy, and brutally executes Tina in the woods for not returning the overdue *Atkins for Life* diet book.

10

How the World Sees Us

"I've never read *The Chocolate War*, but complaining about nudity in a novel that contains no pictures is like complaining about there being too much sound in a sandwich."

Writer AMELIE GILLETTE, writing about ALA's Top Ten Most Frequently Challenged Books list, where *The Chocolate War* ranked 10th in 2009, "Parents Still Hate *The Catcher in the Rye*," *The Onion A.V. Club*, Apr. 15.

"You drive for miles across a godforsaken Midwestern scrubscape, pockmarked by billboards, Motel 6s, and a military parade of food chains when—like some pedagogical mirage dreamed up by nineteenth-century English gentlemen—there appears . . . a library!"

New York University professor TONY JUDT expounding on the wonders of the American university system, "America, My New-Found-Land," *New York Review of Books*, May 27.

"We're now three decades into the personal-computer revolution, and you'd think that by this point these devices would be as easy to operate as a toaster. Yet think about how much trouble it is to use a PC: the weird freezes and glitches and crashes, the shutting down and waiting for the thing to boot back up, the hassles connecting to printers and networks. It's nuts."

Technology writer DANIEL LYONS, *Newsweek*, May 10.

"It is pure hullabaloo, millions in advertising canceling itself out by sheer overload, and one block away is beautiful Bryant Park and the serene reading rooms of the New York Public Library, where, for all you know, the scholarly gentleman across the table from you may be studying the art of explosives. It's a free country."

Humorist GARRISON KEILLOR commenting on "The Incompetent Bomber" who tried to blow up Times Square May 1, in his syndicated column, May 5.

"I feel grateful that I am able to help people have a more pleasant search experience."

SUNMEE HUH, 16-year-old high school honor student from Germantown, Maryland, on why she created Good50.com, an elder-friendly search engine designed with her 82-year-old grandfather in mind, *AARP: The Magazine*, Apr. 2010.

"If you sit in the library after school, text-messaging to people across the room ("Hey, whassup? RUOK?:-) L8R"), you've successfully eliminated 98% of the nuance of face-to-face dialogue, the delicious nuance and also the awkward stuff, like when you send a big textual hug ("((H))") to people you've never actually put your arms around—you've skipped some essential steps in gaining intimacy." GARRISON KEILLOR, "Silent Brotherhood: RUOK? No? ((H))," in his syndicated column, Apr. 21.

"I monitor my spending: I don't travel much, my wardrobe is antiquated, and my library card has seen lots of action!" LOIS JACKSON, Washington, D.C., retiree on how to make the most of retirement, "Retired and Loving It!" *AARP: The Magazine*, May-June 2010.

"I might never have time to read all the books in my own house. I'll think about that on my way to the library to check out a book to read."

"Gimme a Smile" columnist Peggy McKee Barnhill, on her overflowing private library, "Surround Yourself with Books," *Juneau Empire*, May 9.

"The only time I've ever found a library fun was in the opening scene of *Ghostbusters*."

Writer RICHARD YARROW, evoking outmoded library stereotypes to strike a contrast with today's actual libraries in "Check out the new look of libraries," *Metro* (U.K.) Online, April 14, 2010.

"They want to cut the budget for libraries here in Los Angeles. This could affect as many as nine people."

NBC-TV *Tonight Show* host JAY LENO, on the impact of threatened cuts to LAPL, May 11.

"Despite what you may think, these cuts are no laughing matter to the 17 million people who use the city's libraries each year."

Los Angeles City Librarian MARTIN GOMEZ, in a May 13 letter rebuking Jay Leno for marginalizing LAPL's plight two nights earlier on national television.

"At a time when we should be putting people back to work, short-sighted lawmakers are taking away the very tools that will restore the health of our economy. The books and internet resources found there provide a foundation to build a better future for millions. Our library workers are indispensable."

American Federation of State, County, and Municipal Employees President GERALD W. MCENTEE, in an Apr. 12 statement recognizing National Library Workers Day. ■



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A Passion for Copyright

One librarian's love-hate relationship

by Sharon M. Britton

Copyright is a subject with which I believe most librarians have a love-hate relationship. I am mostly in the love-it camp, but not necessarily in the love-all-the-regulations-and-guidelines one. I enjoy immensely the detective-work aspect of finding the copyright owner and then requesting permission for use of a copyrighted work. Nothing makes my day more than having a faculty member talk to me about a publication for which permission is needed.

Yes, I know that puts me in a small minority of people and maybe even makes me appear weird. It can be frustrating when one reaches a dead end or permission is denied. But finding the copyright owner and writing for permission, then waiting for a response, is like waiting to see if I've won the lottery (okay, maybe it's not that exciting, but it's close).

Searching involves the digging-up and following of leads, culminating in the name of a copyright holder who may be contacted. Those searches are at the very heart of why I became a librarian. My entire career has been in academic libraries; and although I didn't start out as a pursuer of copyright, over the years, I gradually became the person who was contacted about most things copyright-related. Of course, I've always made it clear that I am not a copyright expert or a lawyer, but will do what I can to obtain permissions.

The worst part of the "game" is when the response comes back a de-

finitive "no," even with a willingness to pay whatever fee might be assessed. Faculty are almost never happy about that answer. This is the "hate" part of copyright for me: when a faculty member is not attempting to circumvent the law or illegally use someone else's intellectual property, yet has to develop a Plan B. That is when I see and often hear their frustration.

I have found that most professors simply want to teach their students, often using supplemental readings. Most are willing to jump through whatever hoops are necessary, including monetary ones, to that end. There are those, of course, who make an effort to ignore or circumvent the guidelines. This may be possible if one is photocopying alone at some remote printer, away from librarians' notice. But when that same person requires the assistance of a copying service, wants to make a course pack to sell in the bookstore, or places the same articles on reserve for consecutive semesters without acquiring permission, he or she will meet with another roadblock—the "compliance police."

Commanding copyright compliance

I was once a Digital Millennium Copyright Agent, which is a fun copyright area of a different stripe. I received letters from companies about digital copyright infringe-

ments such as the downloading of film clips or copyrighted music. I would then contact the alleged violators—primarily students—to tell them to either remove the offending materials from our campus network or be removed themselves (from the network, that is). I always expected resistance, and rarely received any.

The Pollyanna in me has found that most students seemed genuinely unaware that downloading something that appears to be freely available online is

a violation—or so they've convinced me. Usually, once everything was explained, they'd readily take down the materials, satisfying me, our information technology services department, and the infringed-upon company.

Again, most faculty and students understand the restrictions on photocopying sans permission. However, sometimes that doesn't stop them from taking out their frustrations on said copyright stickler—often me. And thus I arrive at another of those copyright "hate it" moments—being snarled at. Nevertheless, this very denial of usage often leads to the "love" part for me once again, and I can come full circle—tracking down the copyright owner and seeking permissions. Copy on! ■



Finding the copyright owner and waiting for a response is like waiting to see if I've won the lottery

SHARON M. BRITTON is library director at Bowling Green State University's Firelands Campus in Huron, Ohio.



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Aggregating Digital Data

Interoperability changes how we build collections

by Michael Witt

The Open Archives Initiative Object Reuse and Exchange specification defines a set of new standards for the description and exchange of aggregations of web resources. This presents an exciting opportunity to revisit how digital libraries are provisioned. ORE and its concept of aggregation—that a set of digital objects of different types and from different locations on the web can be described and exposed together as a single, compound entity—may present the next major disruptive technology for librarians who develop and manage collections of digital information.

Speaking in generic terms, an aggregation is simply a group or collection of things. For example, you may aggregate food to prepare a meal. You can begin with recipes that include lists of ingredients and descriptions of how to prepare the dishes you've chosen to make. Some of the ingredients may come from different places. You probably have some of them locally in your fridge or cabinet, but you may need to fetch some of them from various remote locations. For example, you may pick up a loaf of bread at the bakery or a bottle of Merlot from your local wine shop. You may even be interested in a particular instance of wine, perhaps from a specific year, that has been recommended to you by a friend.

Everything for your meal has been represented all together above as an aggregation, but you can also view the dishes and their recipes and ingredients as their own aggregations. Aggregations can include other aggregations.

This concept of aggregation is not new to librarians, who have been aggregating content into library collections for centuries. The problem, though, is that most digital libraries have been provisioned for people, not computer programs, to use.

Opening silos

Currently, the management and presentation of digital library collections revolve mostly around the digital library systems that house them. A librarian decides what digital resources go together and then works within the capabilities of the system to present the resources in an appropriate and orderly context. The result is typically a series of web pages that human beings need to navigate in order to find links to resources that meet their information needs. While the system may expose its metadata for harvesting or its index for federated

searching, the digital resources themselves are tucked deeply inside proprietary silos.

ORE presents the possibility of breaking down these silos by exposing the semantics of these resources and providing hooks to retrieve them without the need for a human being to read a web page and click on a link. Liberating

digital library content from these silos for reuse and exchange may very well explode the construct of the "collection" as we know it today because it will no longer be the exclusive domain of librarians to aggregate digital library resources and dictate the context of their presentation for use. Human beings and machines will be able to assemble their own "collections."

The need for librarians to help make sense of interoperable digital information by provisioning resources with care and quality metadata and by connecting users to resources—and resources to resources—is greater than ever. In order to capitalize on these technologies, librarians must first understand them and be able to relate them to the professional practice of librarianship. ■



Liberating digital library content for reuse and exchange may explode the construct of the "collection" as we know it.



For more information on ORE and a history of OAI, visit americanlibrariesmagazine.org/ore

MICHAEL WITT is the interdisciplinary research librarian and assistant professor of library science at Purdue University in West Lafayette, Indiana. This column was adapted from the June issue of *Library Technology Reports*

The Public Book

The access/ownership dilemma persists

by Joseph Janes

You know those days where, totally by happenstance, all your meetings and conversations wind up being about the same thing? (Excepting the “Why did she wear that to the Oscars?” sort of thing, I mean.)

I had one of those the other day, courtesy of a morning meeting with the group advising Seattle Public Library on its

new strategic plan and an afternoon call with Eva Miller, a friend who is trying to find some way to convince publishers that library distribution of e-books

won't totally destroy their markets—an uphill battle, by all accounts.

Both discussions came around to the question of how books get around, or don't. Yesteryear, we bought books, they went to the shelves, people borrowed them or used them one at a time (more or less); rinse and repeat. Now books come in lots of different forms, multiple versions by device and format, prompting agita about standards, interoperability, rights management, and so on.

Public library folks will recognize this situation: deciding how many of which books to buy in hardcover, paperback, large print, audio, translation. It's increasingly looking as though we might have to think

about acquiring up to a dozen or so different “versions” (formats, flavors, instantiations, manifestations) of a “book.”

One potential solution to this would be something like a site license for a book. We already do this in the database and scholarly journal world, paying a flat or per-person fee and getting some level of use or access to a given body of content.

Maybe 25¢ a head buys unlimited readership of the latest Stephen King or Malcolm Gladwell opus, regardless of format, and you're done.

Before you start poking at the obvious and nontrivial impediments to this hair-brained notion, think about it for a second. First of all, it might not be all that long until the book publishers get around to this idea, so you ought to have an answer ready when they do; and second, wouldn't it at least on some level make our lives, and our services, easier?

Angst-inducing tradeoff

Such a plan would also, in its purest form, move us another step down the road of choosing access over ownership. That was hard enough for many in the database/journal realm, is still not without controversy and angst in many quarters, and has led to some nasty conse-

quences when the ax has fallen on long-term agreements with high cancellation penalties.

The access/ownership tradeoff is often characterized as one of patri-mony, choosing use over stability, the momentary over the enduring, the fleeting over the predictable. All true—but it's also, in part, a question of serving one versus all.

Ultimately, as with any acquisition or collection decision, it's about what we pay for, how, why, and to what end. Are we interested in the greater benefit for the greater good across our entire clientele? Or helping individuals, sometimes in a deep and intensive way? Or maintaining our relevance in an increasingly complex information world? Or some mystical combination of those? (And why, oh why, do some find it easier to plunk down \$50,000 for a database than \$29.95 for a single article?)

I found myself saying, in my conversation with Eva, that, in an ever-more locked-down, rights-managed, pay-five-times-for-the-same-thing world, we're the only ones really invested or even interested in maintaining the concept of the “public book.”

I doubt I invented that phrase, though I like it; and if we have to pick something to fight for, we could do worse . . . but that's another story. ■

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



It's looking as though we might have to think about acquiring up to a dozen or so different “versions” of a “book.”

A Library in Your Pocket

Building a web presence for mobile users

by Meredith Farkas

In Vermont, it was easy to ignore the mobile computing craze until 2009. Before that, AT&T didn't have a presence here, so we couldn't purchase iPhones in the state. That all changed last year, and now, barely a day goes by that I don't see someone checking e-mail, texting, or browsing the web on their iPhone. With the growth of the Android phone market, which uses a Google-based operating system, there are even more options for mobile computing that appeal to mainstream consumers.

Mobile devices are becoming difficult for libraries to ignore. In 2009, one-third of all Americans accessed the web through a cell phone or smartphone and 4.1 billion text messages were sent daily. The statistics are even higher in academia, with more than half of all undergraduates owning a mobile device that can access the internet and 94% sending and receiving text messages. In 2008, the Pew Internet and American Life Project estimated that by 2020, people will primarily connect to the internet through mobile devices.

Why we must mobilize

While mobile device ownership is a major trend in American society, few libraries and educational institutions have developed resources and services for mobile users. According to Educause, over 50% of schools had done nothing as of 2009 to adapt their web-based services for handheld devices. This is start-

ing to change as schools and libraries begin creating versions of their websites for mobile users and designing services for mobile devices.

The first thing libraries that are looking to provide content and services for mobile users should do is assess their population, since each community is unique. What percentage of your patrons use mobile devices to access the web or send texts? What devices are most common? What do they use those devices for, primarily? Most web statistical software will tell you how many people access your website using mobile devices, though this may not reflect how many more would if it was optimized for mobile use.

Once you better understand your population, you can figure out what content and services to mobilize that will create the greatest impact for your users. There are many different approaches to take. The mobile website at the University of Minnesota Libraries was optimized for iPhone users since they represent the majority of smartphone users in their community. Oregon State University Library created two versions of its mobile site, one optimized for smartphones and one for web-enabled cell phones, which have smaller screens. It's easy to create an algorithm that will detect from what type of device a user is accessing a



With the mainstreaming of mobile devices, libraries can no longer ignore this trend.

website and redirect the patron to the appropriate version for that device.

Other libraries have created mo-

bile applications that allow users to search the catalog and selected databases, place holds, contact the library, check hours and more from their smartphone. The District of Columbia Public Library and the University of Houston both have created impressive library iPhone apps. DCPL has even made its source code available for others to modify!

In addition to creating a mobile website or application, there are many other resources and services libraries can mobilize for their users, including reference services, instructional content, and the catalog. Some newer and upcoming features of mobile devices also hold great promise for creating interesting location-based library services. I'll cover all of these in more depth in future columns.

With the mainstreaming of mobile devices, libraries can no longer ignore this important trend. By mobilizing our library resources and services, we make ourselves accessible to patrons wherever they are, from a device that fits in their pocket. ■

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Build Your Own INSTRUCTIONAL LITERACY



As librarians, we can shape ourselves into educators by devising our teacher identities

by Char Booth

Face it: Teaching is hard. It's hard from any angle, using any technology, to any learner. Even for those enviable (and few) "natural teachers," being an educator is as at least as challenging as it is rewarding. Not only does teaching take skills, preparation, and diligence; it demands bravery, humor, and self-awareness.

Now more than ever, librarianship has an instructional slant: From school library media specialists to academic librarians, we increasingly embed ourselves in curricula and classrooms, lead workshops and training, and create digital learning materials as a matter of course. Moreover, the librarian-as-teacher is beginning to enter the popular zeitgeist: Marilyn Johnson's widely publicized *This Book is Overdue!: How Librarians and Cybrarians Can Save Us All* (Harper, 2010) portrays today's librarians as connected and techdactic, and a library-supported Digital Literacy Corps was among the provisions of the National Broadband Plan recently proposed by the FCC. These developments help bring the educational work we have been doing for decades—helping individuals navigate and thrive in the information society—into the limelight.

There is some irony in the timing of this development: a national debate about teacher training and effectiveness

is raging, yet most of the country's go-to digital literacy educators—e.g., librarians—were not systematically trained to teach in the first place. Sparked by the transition from Bush's No Child Left Behind to Obama's Race to the Top, the impact of instructor skills on student performance is an area of growing contention among scholars, instructors, and policy wonks. The economic crisis and resulting cutbacks, closures, and layoffs directly impact the digital-literacy load of all K–12, academic, and public libraries, making the education we do all the more critical as our users struggle to sharpen their skills in the face of higher stakes.

Despite this reality, most library instructors and trainers (with the exception of school media specialists) are self-taught and struggling to varying degrees with a teaching role we did not necessarily expect. How can we librarians shoulder the growing teaching load we face and the range of skills and abilities it requires? The answer: by building our instructional literacy.

The untrained masses

Librarians are educators by default. From the quickest reference interaction to the most in-depth information-literacy initiative or staff-training program, librarians and library staff teach, train, present, and design learning materials in every aspect of our jobs, all the time. Through instruction, assistance, and mentorship we help individuals in every corner of society develop personal learning environments, find and evaluate the information they need to thrive, and empower themselves to be lifelong learners. We work with people outside the formal education system, for whom networks of learner support are often unavailable. We also support learners inside the system with research-skills instruction, assignment tri-

age, and help navigating the digital learning environment. Not only are we personal research coaches, information mentors, and technology consultants to the vast majority of society, we constantly train ourselves and our colleagues to stay one step ahead of this ever-changing landscape.

It's likely that teacher training was not a programmatic aspect of your library education. Beyond a token information-literacy instruction class or public-speaking training here and there, most working library instructors pick up teaching and training as they go. Other educators spend years learning pedagogical theory, instructional approaches, and assessment strategies; yet by comparison librarians are pushed into the ring with relatively shallow skills.

According to survey research among teaching librarians I conducted in late 2009, only about a third (N=398) completed any education-related coursework during their LIS training, and only 16% indicated that it was required. The revised 2008 ALA accreditation standards for LIS programs did not include instructional design or teaching methodology as part of the curriculum, underscoring a systemic lack of awareness of the extent to which we teach and train. Perhaps not surprisingly, two-thirds of respondents felt that their LIS education did not adequately prepare them to design and deliver instruction; less than 5% felt strongly that it had.

Fashioning my identity

If I was drawn to librarianship, I was thrown into teaching. When I started library school some years ago I was completely unaware that my career choice would require me to design learning materials and teach or train on an almost daily basis. I face groups of (virtual or analog) students and/or colleagues and attempt to make one idea or another stick at least 20 times more frequently than I ever imagined.

I am, unfortunately, not one of those aforementioned natural teachers. Whereas I went into my career with my self-conception as librarian perfectly fashioned, I had to carve my teacher identity out of cold, unforgiving rock. Through this process I discovered that effective teaching is not one but many things: theories, methods, conviction, and experience. After years of work I can now think of myself as a library educator, or a librarian who constantly works toward knowledge-building among my users and colleagues as well as in myself.

In library school we are taught what information literacy (IL) means, but we are not necessarily shown how to teach it well. Furthermore, IL theory barely scratches the surface of the educational work we actually engage in, from basic computer-skills education to advanced informatics workshops, much of which occurs in the digital

environment or to our peers at conferences and professional-learning events. Different contexts require different strategies; there is no one-size-fits-all approach to educating.

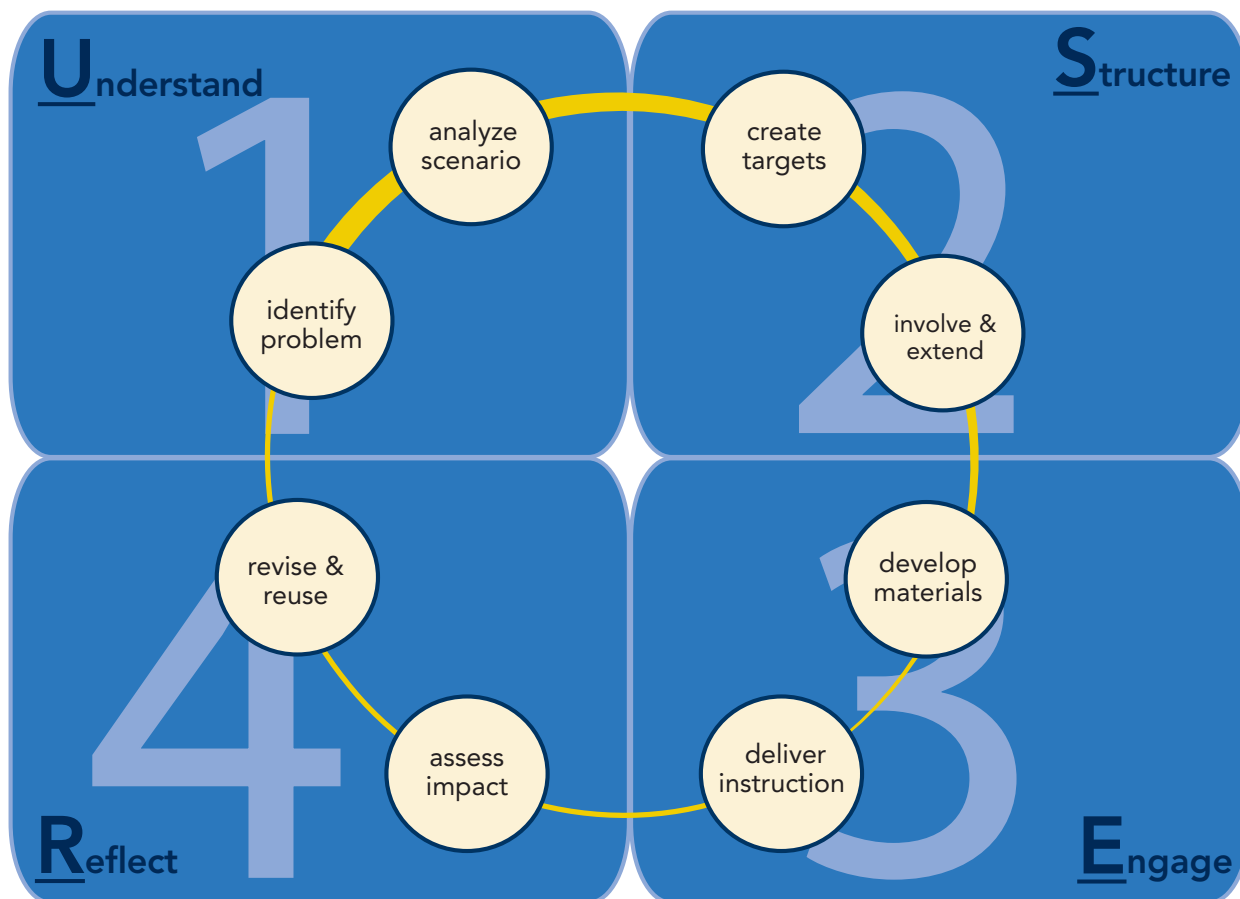
We know we should ground our efforts in pedagogy and design knowledge, but without an instructor-development background or a structure of ongoing accreditation, we are left wondering how to actually go about it. I do not mean to imply that we are unskilled, dispassionate, or without resources: Library educators train on the job, pursue continuing education, work with mentors, and engage in professional learning until our on-the-ground errors eventually become less vexing. We are simply too often thrown in headfirst and blindfolded.

Learning in the trenches

Learning in the trenches is to some extent inevitable, and teaching anxiety is a very real thing. I began my career as a library educator facing rooms full of undergraduates with nothing but terror in my heart and mumbly confusion on my lips. My introduction to instruction was so difficult that I challenged myself to become a stronger and more confident library educator, or else. I spent the last several years searching out a route to pedagogical skills and confidence, from experimentation in the classroom to informal mentorship to an instructional technology degree. All of this brought the extent of what I didn't know into sharper relief, and, apropos to librarianship itself, helped me understand instructional skills as their own type of literacy.

If I was drawn to librarianship, I was thrown into teaching.





The USER Method by Char Booth

Recognizing that these skills are widely sought in our field, I developed a practical four-part instructional literacy framework to help library educators engage with the teaching aspect of their identities:

- **Reflective practice** is the process of understanding and shaping your skills and abilities throughout the entire process, not just assessing your performance at the end of an interaction. Metacognition is the internal element of reflection, while collaboration is its external element.

- **Educational theory** is evidence-based insight into teaching and learning, which consists of learning theory (how people synthesize information and create meaning from instruction), instructional theory (teaching methods in on-site and e-learning contexts), and curriculum theory (content knowledge specific to subjects and audiences).

- **Teaching technologies** are the tools and media that facilitate learning in face to face, online, and blended instruction, as well as methods for evaluating and selecting them effectively.

- **Instructional design** is a systematic and learner-

focused method of integrating reflection, theory, and technology into the teaching and training process.

Building hands-on skills in these four areas can lead to more effective and enjoyable teaching, training, and digital-learning design. Moreover, it helps you cultivate the all-important abilities of thinking on your feet and learning as you teach.

The USER Method

Reflective practice is an attitude of constructive self-awareness during the teaching process; educational theory helps you bring evidence to your instructional practice; teaching technologies are a means to engage learners and adapt to shifting opportunities and expectations; and instructional design is a step-by-step approach to creating effective learning experiences.

The last element of instructional literacy, instructional design (ID), is a very practical method for the madness of educational planning. I am a visual learner as well as someone who appreciates maps, frameworks, and guidebooks of all kinds, and I find that ID models are like blueprints for teaching with impact. They lay out best

practice schematics that help you build a solid teaching structure, from foundation to weathervane. Not all models are created alike, however: Over years of trial and error I have found that many established ID approaches can be cumbersome in the resource-scarce environment of the library educator. As a result I created the USER Method as a rapid and adaptable means of design thinking in library-focused teaching and training, from the smallest one-shot workshop to the most ambitious programmatic IL initiative.

The components of USER are *Understand*, *Structure*, *Engage*, and *Reflect*. Each step has two parts, which can be followed in order or simply kept in mind as elements of good teaching practice. USER codifies common teaching sense: before you design your content, learn something about the students you will be teaching. Throughout a learning interaction, build in assessment whenever possible. Evaluate teaching technologies for their ability to solve problems and extend the learning interaction rather than on face value. The steps and phases of USER are more than a method to support the step-by-step development of responsive, tech-smart, and student-centered learning experiences; they also help you triage your own practice and develop a mindset for reflective teaching.

The following is a brief description of each step of the USER process. As you read, think about a learning scenario you have been involved in recently or are in the process of planning: Did you progress through any of these stages organically, even if you didn't intentionally take an ID approach? If you were a learner in the interaction, were there any steps that might have been missed?

Understand. In the first stage, investigate the learning scenario.

- Start by identifying a problem that instruction can solve by asking, "What is the challenge learners face, and how can I help them meet it?"

- This is followed by analyzing the scenario, which involves considering the conditions and constraints of each element of instruction: learner, content, context, and educator. Listing these specifics provides insight into who your audience is, what they need to know and why, the resources you bring to the table, and how the learning environment can be shaped to facilitate a positive learning experience.

Structure. Next, define what you want learners to accomplish and outline the strategies you will use to present active and learner-focused content.

- Begin by creating targets—goals, objectives, and outcomes—that help you streamline your content and activities and evaluate whether learning has occurred.

- Identify methods to a) involve learners using

delivery techniques, technologies, and activities; and b) extend the interaction by supporting students along the continuum of learning.

Engage. Subsequently, create your instructional objects and participate in the learning interaction:

- Develop the materials of instruction, e.g., the syllabus, outline, handout, lesson plan, and/or course guides in a live interaction; or the storyboard, game, website, or tutorial in a web-based interaction. This begins with creating prototypes, gathering feedback, then revising and finalizing your learning objects.

- Deliver instruction by developing an implementation plan, then capturing and sustaining learner attention through engaging delivery.

Reflect. Finally, consider whether learning has occurred and how you might improve your instructional product.

- Assess your impact by determining whether participants have met the desired performance targets.

- Consider how you might revise and reuse your content in the future.

You can progress through the USER model as a series of steps, focus on one area in particular, or jump around to suit your needs. The approach is not exactly sequential, and steps can often overlap; for example, as you define targets you are also to some extent thinking through activities and assessment strategies. The most important thing is that each step should be considered before the learning interaction occurs.

As some of the most visible representatives of our profession, library educators are instrumental in shaping the way information is perceived and used in an increasingly digital world. Raising our profile as educators is our opportunity to demonstrate our dynamic value to our users and communities and diffuse the many literacies required of us all, from visual to media to technology. The motivation for this is simple: Librarians are redefining our identities in a changing information paradigm, and it is essential that we perceive the role of education in this process—for ourselves and our users. No matter whether they are public, academic, school, or special, libraries are and will remain communities of learning. When we cultivate stronger, more grounded relationships to teaching, we sharpen our ability to advocate as well as educate. ■



CHAR BOOTH is e-learning librarian at the University of California at Berkeley. She was named a 2007 Emerging Leader by the American Library Association. This article is adapted from her book *Reflective Teaching, Effective Learning*, to be published by ALA Editions in fall 2010.



10 Tips for Tracking Trends

Libraries can stay relevant to their users by strategically riding the wave of societal trends

By Elisabeth Doucett

As a public library director I spend a great deal of time searching out ways to keep my library relevant in today's fast-changing environment. I've found that one method is to keep myself current about societal trends and to strategize regularly about how my library might ride the wave of those trends to better serve the needs of the library's users. This article explains the steps that I go through to do this. It doesn't take long, it is invariably interesting, and I've consistently found that it produces results. As you work, keep in mind that your primary goal is to identify trends and evaluate them for implications they might have for your library. That will help keep you focused among the myriad of fascinating ideas that you will discover.

1 Identify potential sources of information for societal and library trend tracking. Trend tracking is now an entire profession in the world of business. There are people and companies that focus exclusively on tracking trends and defining their potential implications for businesses. Because this is a relatively new phenomenon, most of these trend trackers are internet-centered. They tend to share their information broadly and freely online with the goal of attracting business to them. This means that librarians can find a tremendous amount of trend-tracking information online, for free.

Go online and search for “trend tracking” or “cool hunting.” You’ll get a whole list of individuals and organizations that do this; in fact, you may be somewhat overwhelmed by the options. You need to do some evaluation of the websites you find to determine which ones will be useful and provide good information. I would look for sites that 1) have been in existence for more than 10 minutes, 2) have received positive reviews in well-known marketing or advertising journals (the equivalent of peer review in the world of marketing), and 3) provide a great deal of free information—otherwise, what’s the point? (To see eight recent trends our library spotted, go to the “Trends in Action” sidebar on page 46.)

I generally try to find sites that provide general rather than specific information. For example, I’m less interested in specific trends in the car industry, but I’m very interested in trends that involve marketing to baby boomers. The more general the trend, the easier it is for me to determine its implications for what I do in the library. To help you get started check out trendwatching.com, Cool Hunting, The Cool Hunter, and Tomorrow’s Trends—all great sources of information.

2 Develop a method for regularly reviewing those resources. I block out an hour every Friday morning to sit down and go through my trend tracking. I try to hold that hour on my schedule, no matter what. I start by going through the new information on each site, scanning for content that grabs my attention. If something is particularly interesting or seems like it could have direct and immediate relevance to the library, I’ll do some additional, general searches on my own through common business resources (Advertising Age, Business Week, Business Source Premier) to see if I can find more information.

I spend a total of about 20 minutes reviewing, reading, and researching, and then I write down each idea in two to three words (to be used in the next step), along with a few additional sentences to summarize the basic concept and the source for that information. (I always track this

so that if I need to refer back to the source I know where to find it quickly.) I usually spend about 10 minutes doing this, so I don’t spend more than two or three minutes per idea. If I come up with 10 ideas in a session, I’m very happy.

The more general the trend, the easier it is for me to determine its implications for what I do.

3 Search social networking sites. I spend another 10 minutes using the two to three keywords I identified above to search social networksites like Twitter and Facebook to see if anything of interest pops up. Sometimes you can find a great Facebook site of someone who is driving a trend or a “trend groupie” who can prove to be a goldmine of information. Don’t spend a huge amount of time doing this, but it can be a helpful way of amplifying an idea that you might be developing.

4 Review each idea that you pulled out of your research, considering potential implications for your library. Don’t be afraid at this point to be a little crazy and to have some fun. This is really the brainstorming part of this enterprise, and as we always say when brainstorming, there are no bad ideas.

Go through all of the ideas that you captured in your scanning. Ask yourself how this trend might be relevant to your library or your job. Jot down anything that comes to mind. Trust your intuition and write down the first ideas that come to mind. Write down questions about the idea. Don’t worry if the idea seems crazy or too vague. All you are doing here is getting ideas out of your brain and onto paper. If nothing comes to mind, then there might not be any value in this trend for your library, so move on to the next one.

This step should be fairly fluid and fun. It’s even more interesting if you can find a fellow librarian to do this with, because you’ll find that you start to build on each other’s ideas. This brainstorming phase should take about 20 minutes. When you have completed this work, stop and put your idea list in a file.

5 Leave your idea list in a file until you start the same process the next week. I firmly believe that good ideas get better after “percolating.” Let them sit and allow your subconscious to noodle them. Then for the first 10 minutes of your next trend-tracking hour, before you start scanning your resources for new idea leads, look at what you wrote down the prior week. Can you expand on any of the ideas? Do any of the ideas lead you in a new direction? Did you find any information during the week that might lead you to think an idea was potentially very good or very bad?

Go through your list and amend it, based on this process. Each week during these 10-minute scans, review and edit the prior weeks’ lists. After a period of time (it could be a week or two or three) you’ll find that certain ideas hold up to scrutiny and keep growing in interest; those are the ones that should take the forefront for actual development. I generally don’t let an idea sit for more than six weeks without moving it to the next step; otherwise, it’s too easy to miss a trend opportunity.

6 When you identify the ideas that you want to pursue for your library, get together with some of your fellow librarians to help you review the ideas and find the good and bad about them. You might ask an informal group to meet for a brown-bag lunch and discussion session, or do it after work over a dinner out. Share one of the ideas that has worked its way to the top of your file. Ask the group if there is any way they could amplify or build on the idea. Would the idea be useful to them individually in their section of the library? Does the idea intrigue them, or do they immediately brush it off? Work to find reasons to try ideas rather than identify all the problems with implementing something.

Once you’ve gone through the brainstorming discussion, ask the group to tell you all the reasons why the idea won’t work. Try hard to poke holes in the idea. Find all the reasons for failure and write them down. Put together a list of the pros and cons that you’ve developed. Ideally, the pros will outweigh the cons—but they might not. That’s okay; don’t discard anything yet but go on to the next step.

TRENDS IN ACTION

Here are eight trends our library spotted over the past year through the process identified in this article. Following each trend are brainstorming ideas about how it might be adapted for library use.

Trend: “Forever beta”—putting out less-than-perfect ideas and programs, and asking for input so that they can evolve and improve (trendwatching.com).

Adaptation: Try more ideas in the library. Ask for feedback. Evolve and change on the fly. If an idea doesn’t work, don’t be afraid to toss it out and try something else.

Trend: Pop-up restaurants and stores (trendwatching.com).

Adaptation: Why not have a pop-up event in the library lobby regularly, in cooperation with downtown restaurants and stores? Restaurants could provide food samples and info, and library patrons could sample food at a fun and free event.

Trend: An airline for pets (coolbusinessideas.com).

Adaptation: A “pet day” or “pet morning,” when people could bring along their dogs when they come to the library.

Trend: Farm stays becoming a hit (coolbusinessideas.com).

Adaptation: How about having a library open house at which people can try out a librarian’s job? Or offer patrons a special “before the library is opened” tour?

Trend: Word-of-mouth marketing works best (GetEntrepreneurial.com)

Adaptation: Have a “refer a friend day” at the library: Ask every library patron to bring in one friend to get a library card.

Trend: Sainsbury’s grocery stores using plates in their parking lots to generate enough energy to help run the stores (GreenBiz.com)

Adaptation: Could you do the same thing at the library, but have the energy generation come through the foot traffic of people entering the building? Use it as a way of demonstrating that the library is green.

Trend: Stylish Band-Aids (The Cool Hunter).

Adaptation: Have a program where kids can design their own library card.

Trend: Rooftop films/summer outdoor films/mobile movies (The Cool Hunter)

Adaptation: How about a summer film series in the library’s garden? Or one sponsored by the library but held by the gazebo on the Town Common?

7 Put the ideas back in the file and let them sit for another week. They need to percolate again. Pull the ideas out one more time at the end of the week. If an idea still seems intriguing, start pursuing it even if it has a big list of cons against it. At least now you should have a clear list of issues that you can address as you plan how to move the idea forward. If the pros of the idea are lengthy, then you are in even better shape to move the idea into development.

8 Once a month, pull out one idea that has gone through steps 1–7. Spend an additional hour writing a one-page summary of why your library should give that idea a try. The summary should never be longer than one page and here's why: You are going to use this summary to "sell" your manager (or the library director or the board of trustees) on pursuing this idea. The following are the key elements to include in this summary:

- Summary of project idea: One or two sentences outlining what the idea is.
- Sources: How did this idea surface?
- Value to the library: If this idea is implemented, what could it do for your library?
- Cost: How much would it cost to implement this idea?
- Timeline: How long do you think it would take to implement this idea?
- Resources: Who would need to be involved in implementing this idea to make it work?
- Potential issues: Identify any major issues to consider.
- Success measurement: Identify how you will measure success in this project.

That's it. Don't do any more work than what is identified above. What you are doing here is compiling the most essential points for decisionmakers so they have the information they need to review an idea and decide whether it has merit. You don't want to spend too much time on this, because they could easily come back to you and say no. Your goal is to demonstrate that you have thought through the implications of pursuing this idea, both positive (the value to your library) and negative (cost and resources). Give your proposal to your manager and wait to get a response.

9 Approval. Your project is approved. The next step is to start putting together the team that will execute the project. You should also work with your manager to ensure that any funding needed for the project is in place and that you will be able to pay for expenses as they come up. To that end, you should develop

Your goal is to demonstrate that you have thought through the implications of pursuing this idea.

a simple project budget so that from the first day you are managing your costs.

10 Turned down. Don't despair. Many good ideas take time to be realized. When an idea is turned down, the first step is to ask for feedback. Here are some questions to ask:

- Was the idea turned down because it was not a good idea or was not of value to the library? If so, next time you submit an idea you will know that it is important to make a very strong statement of value.
- Was the idea turned down because of financial constraints? Consider whether there is any way to execute the idea less expensively.
- Was the idea turned down because it used up too much in the way of resources? If so, consider whether you could have more of the project managed or executed by library volunteers versus paid staff.
- Was the idea turned down because the decision-maker didn't understand the concept? If so, then you need to clarify the concept and make sure that it can be understood quickly and easily. Consider reading your concept summary to friends and coworkers. Do they understand immediately? If not, then keep reworking the idea.

Above all, if you feel passionately about an idea, don't give up on it at the first rejection. Sometimes it just takes time to clarify a concept or to build support. Keep at it and don't be afraid of "no." The best ideas will eventually find an audience to support them and most important, will make a real difference in your library's efforts to stay current and relevant to its users. ■



ELISABETH DOUCETT is director of the Curtis Memorial Library in Brunswick, Maine. She holds an MLS from Simmons College and an MBA in marketing from the J. L. Kellogg School of Management at Northwestern University in Evanston. Her strategy and marketing proficiencies were developed over more than a decade spent in the consumer packaged goods industry as a marketing director at Quaker Oats and Dunkin' Donuts and as a brand manager in Kraft Foods' Maxwell House Coffee Division. This article is excerpted from *What They Don't Teach You at Library School*, to be published by ALA Editions in July.

You just found out you're going to moderate a conference program or webcast. Congratulations. Now what? What exactly are you going to do? If what you do is emulate what you've seen most moderators do at library conferences, both physical and virtual, chances are you'll politely ask attendees to take their seats before you start reading off the presenters' names and their canned biographical statements. Then you'll sit down and disappear for the rest of the program.

If that doesn't sound very exciting or productive, it's the unfortunate outcome of programs planned with little thought to what a moderator can and should bring to a library program of any type.


Instead, let me describe a role that moderators can play that will add value to any program. Taking the role of moderator seriously means being proactive about working with the speakers to design a well-thought-out program with a singular goal: delivering an outstanding program experience to the audience.

Getting things off to a good start

Instead of thinking of the moderator as a librarian randomly assigned to a panel or program, consider it an important design decision to integrate the moderator into the program as an equal, if not more important, participant.

Several years ago I organized a debate between two teams arguing for and against "good enough" research. It was a huge success primarily because we chose a moderator who was the focal point of the program, commenting wisely after each team made its points, becoming one of the audience in order to compel attendees to line up to make their voices heard, and ultimately whipping up the crowd into a frenzy before they voted on the debate winner.

MASTERING MODERATION



Running a successful program is more than just naming the names; it means being an integral part of the proceedings. A veteran moderator presents advice on how to make sure your session is a great experience for everyone involved.

by Steven J. Bell

Every moderator can decide whether he or she will simply be an awkward appendage to the main event or become an integral part of the proceedings. I argue that the latter option is attendee-centered program design.

Setting the stage

When asked to serve as a moderator in any capacity, and before making a commitment, the first task is to ask questions and determine what the program organizer expects. If the only expectation is to read names and biographies off a sheet, you need to decide if that's all you wish to do. Be courageous and suggest that the moderator should take a more active role in the program. Assuming that the planners and participants agree, you should immediately agree to take responsibility for managing the program. Here are some of the primary responsibilities the moderator should agree to accept:

- Develop a timeline for preparation leading up to the program
- Create a script or timeline that gives structure to the presentation
- Bring presenters together for program planning
- Identify strategies to engage the audience
- Keep the speakers on time and the attendees involved
- Orchestrate the program with flexibility
- Wrap up the proceedings with authority

Designing the program

When attendees experience a great program, it's usually the result of intentional design. Most panelists will embrace a moderator who takes the reins and leads the presentation planning effort. A savvy moderator has a knack for planning the program, but avoids one so tightly scheduled that it offers no room for spontaneity or deviation from the plan. The moderator should set the tone early by establishing a timetable for preparing for the big day, and then taking responsibility for organizing the meetings, preparing agendas, and then leading the meetings. The panelists or presenters are the content experts; they bring the material and generate the discussion. It's the moderator who makes sure all presenters get their moment to shine, but more important creates the setting for those attending to play a major role in any program.

As the conference approaches, the moderator should plan a series of virtual meetings at which the participants will design the program. Think of it as a script that identifies the order of speakers, time allotted for each presentation, how the moderator will participate, and audience involvement. The more activity there is, the more detail should be included in the script. I moderated a program that combined multiple video segments, speaker com-

mentary, and a question-and-answer segment with the audience. With that much activity and quick shifts between each, a script covering what happens when, and who does what for how long, greatly increases the odds of success—and we had over 25 attendees come to the microphones to comment or ask questions in just one hour. The key to success is advance preparation; but the moderator must be the production expert who brings it all together.

Looking for Phil Donahue

Pretty much anyone can read canned speaker introductions, but it takes a librarian with presence to moderate. Skilled moderators know how to create a dynamic between the presenters and the audience. The moderator and presenters, in their planning stages, should determine what level of audience participation they desire. That should be the starting point for all that follows.

The moderator should be physically located in the audience area, equipped with wireless microphone, to prompt questions and comments. Good moderators, much like talk-show hosts, know how to get the audience involved and keep the proceedings on topic, as well as how to deal with disruptions and potential problems, such as an attendee who monopolizes time during a discussion segment.

Poor timing is the downfall of most conference programs. To avoid getting derailed, the moderator needs to ensure that all panelists get their fair share of presentation time. A well-designed timetable should eliminate overcrowding the program with activity. I recall being asked to moderate a program where another member of the program planning committee structured the event. I was told to take 20 minutes to summarize and respond to the other speakers. Not only were there too many speakers on the program, but one went 10 minutes beyond his allotted time. I ended up giving a rushed four-minute response. Lesson learned.

With proper preparation each presenter should know exactly how much time he or she has. In advance, the moderator should set a clear expectation for all to adhere to that agreement, and indicate how each presenter will be signaled when the time is nearly gone. Moderators who sit idly while a single presenter hogs other speakers' time do a disservice to the entire panel and the audience. To further ensure a well-run program the moderator should arrive early to make sure everything is ready to go, that the technology is in place and tested, and that each speaker is ready.

Bringing it all home

Nothing's worse than a conference session that ends on a flat or dull note, so think in advance about ways to bring the session to a finish that strives for a bit more than that

tired, old “Anyone have a question” standby. What if no one does have a question? Is that it? There are other possibilities. If nothing else, the moderator should prepare questions in advance to ask the speakers. Often just one is enough to stimulate the audience to follow with their own questions.

Take your wireless microphone and wade into the audience. Ask attendees what they might do with these new ideas when they get back to their libraries. If you have a friend or two planning to attend, ask them if they’d be willing to be your first audience participant. It’s all part of the preparation.

Don’t let your session fail

While preparing this article I read a blog post by veteran speaker Scott Berkun titled “Why Panel Sessions Suck (and How to Fix Them).” Here are some final tips based on Berkun’s points that offer all would-be moderators advice on how to make sure their session is the great experience everyone involved wants it to be.

- Be an active moderator. Have good questions at the ready in case the audience is slow to speak up. Keep the presenters on time. Challenge the panelists to follow-

ators or other panelists. Work with the speakers to create a conversation with the audience. Encourage the speakers to tell their stories rather than offer facts.

- Be a leader. Bring energy and passion to the program; it’s infectious. Start it off with enthusiastic remarks that set the tone. Know when to shut up; give others the lead when appropriate. Be the person on the team who brings out the best in your teammates. It helps to have the natural ability to think fast on your feet and ad lib for effect, but consider having a humorous or engaging short anecdote at hand to share if needed. And you’re not a late-night TV show host, so no canned monologues or jokes.

The web offers yet more advice on how to be a great moderator, much of it found in the presentation blogs. Explore this territory for what it’s worth if you seek ideas beyond what’s offered here (search “great moderator” or “master moderator”). But expect some surprising or conflicting ideas.

In the end each moderator should decide what works best for each individual program, the speakers, and the audience. But there is little in the way of advice to offer in

Ask attendees what they might do with these new ideas when they get back to their libraries.

up on a statement or comment. If something isn’t going right—with the presenters, technology, or whatever—take personal responsibility for doing something about it. Don’t just sit there.

- Planning makes the difference. Use your gut instincts to change what seems to be going wrong as you and the speakers plan the program. Instead of those stale, canned introductions, find something unique and pithy to say about each one. Decide on a Twitter hashtag and promote it before and during the session.

- Controversy is not a dirty word. It’s all right for the speakers to debate a topic and have opposing viewpoints. Consider asking the speakers to pick one side of an issue or debate and defend their decision. Keep it under control with respect to time and negativity; keep it respectful

- Offer the presenters advance feedback on their visuals. Avoid a program that’s a series of mind-numbing slides. Urge the speakers to use video or more of a debate-style presentation. Mentor less experienced speakers who show the need for support. Make sure introverted panelists are equally involved; be equally aware of panelists with huge egos who may bully moder-

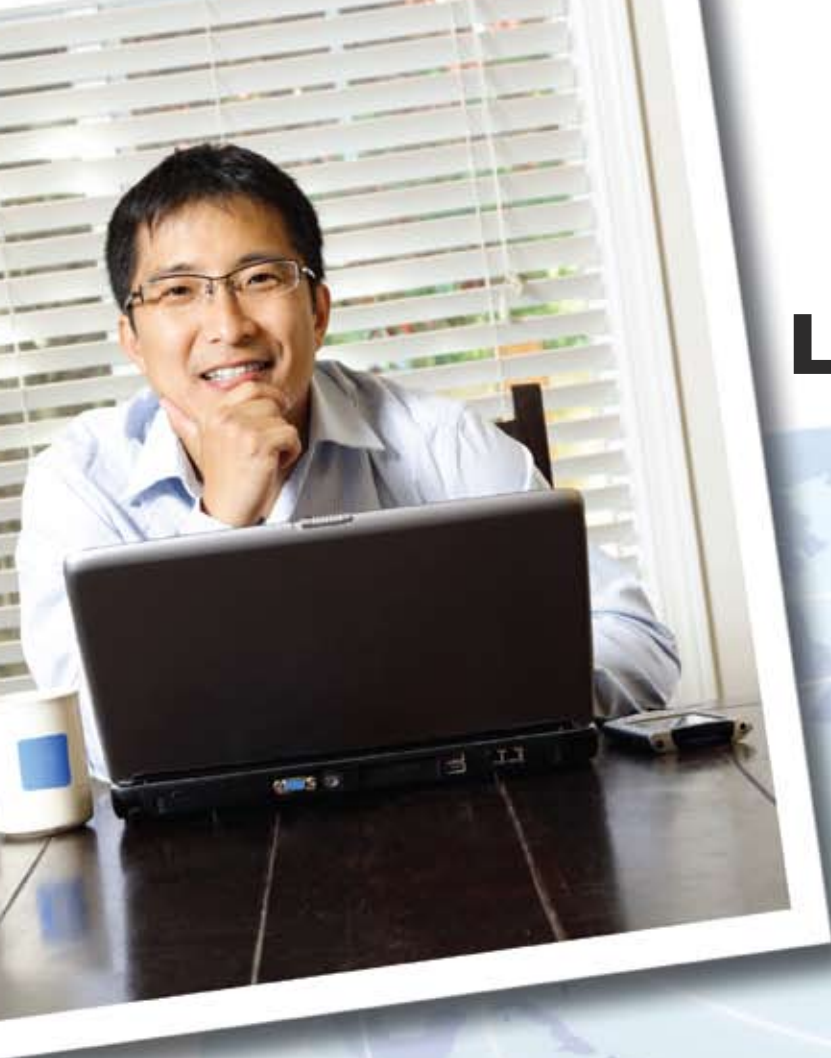
ators or other panelists. Work with the speakers to create a conversation with the audience. Encourage the speakers to tell their stories rather than offer facts.

acquiring those intangible skills—timing, confidence, poise, emotion, passion, dynamism, and tact—that great moderators possess. They are learned through time and experience. Try watching videos of great moderators and presenters, then take every opportunity to practice. Remember, it’s not about perfection; it’s about presence.

A moderator can make or break the program. The complacent ones play no part in planning or running of the program, and that leaves wide open the possibility of a session that is completely dysfunctional and disastrous. Ultimately the best moderators, like the best presenters, are passionate in how they care about the attendees. There is much more to the role of the moderator beyond just naming the presenters’ names, but it all starts with focusing on the audience and doing whatever it takes to make sure they have a great program experience. ■



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The background of the entire image is a photograph of a library shelf. The shelf is made of light-colored wood and is filled with books. The books have various colored spines: yellow, red, orange, blue, green, and brown. Some books are standing upright, while others are lying flat. The lighting is warm and slightly dim, creating a cozy atmosphere. The title 'The Myth of Browsing' is overlaid on the top half of the image in a large, white, serif font. Below the title, the subtitle 'Academic library space in the age of Facebook' and the author's name 'By Donald A. Barclay' are written in a smaller, black, sans-serif font. At the bottom of the image, there is a small, white, rectangular label with the text 'FRE 1981 4th Floor' written on it in a handwritten style.

The Myth of Browsing

Academic library space in the age of Facebook

By Donald A. Barclay

FRE 1981 4th Floor

A headline in the November 12, 2009, issue of *The Chronicle of Higher Education* tells what is becoming a familiar story: "In Face of Professors' 'Fury,' Syracuse U. Library Will Keep Books on Shelves." Pressed by economic realities, hurting for space, and seeing the opportunities offered by existing and emerging information technologies, the director of an academic library announces plans to move some percentage of the library collection—specifically low-use books and bound journals—offsite. The space gained from the move will be used to create areas in which students can study and collaborate. The reaction from faculty and, in some cases, alumni and students? Fury!

Such highly charged resistance to moving books out of the academic library springs from two assumptions. The first of these is clearly stated by James W. Watts, chair of the Syracuse University Religion Department, "The big issue in the letters and among humanists generally is the importance of being able to browse collections and not have them in a remote location."

A second, more subtle, assumption holds that the presence of large numbers of printed books creates something—a vibe, an ambience, a holiness—that engenders scholarly behavior among the student body. This latter notion is reflected in the words of a professor quoted in a September 30, 2005, *Chronicle* article touching on faculty insistence that no library books be stored offsite: "The faculty is united in thinking that this building is supposed to be the research center of one entire wing of intellectual life at the campus, and we can't afford to let it turn into an internet café."

While most scholars (the author of this article in-

cluded) can swap true anecdotes of great scholarly moments that took place in the library stacks, the assumptions that, first, a huge number of browsable books is a necessary component of research and, second, that this voluminous presence is all that prevents an academic library from deteriorating into a Starbucks do not stand up on close examination.

When dealing with an issue that invokes strong emotional reactions, a little historical context is always helpful. Although today's academic library users may feel that browsing is an ancient scholarly right, the practice is in fact no older than the baby-boomer faculty who so often lead the charge to keep books on campus. Prior to the Second World War, the typical academic library was neither designed nor managed to support the browsing of collections. At best, faculty might be allowed to browse, but it was the rare academic library that allowed undergraduates into the stacks. To this day academic-library special collections—real treasure troves for scholars in the letters and humanities—remain entirely closed to browsing.

Like hitting the sale tables

If browsing does not have a long academic history, one could argue that it is still a desirable thing because it leads to serendipitous discoveries. The problem is that such serendipity depends on whatever happens to be on the shelf at the time of browsing. Because the books in highest demand are most likely to be in use and, thus, off the shelf, browsing academic library shelves is the equivalent of hitting the sale tables on day three of a three-day sale. A related dirty little secret of academic libraries is that significant portions of their collections are not browsable because they are, in the jargon of the profession "missing but unaccounted for." In plain English, "lost, stolen, or strayed."

One book, one place

Even if every book in the library catalog is, by some miracle, sitting exactly where it is supposed to be, the fact remains that a single book can sit in only one place in the library regardless of how many subjects it may encompass. Where a book sits is a function of its call number. Take the book *What Are the Animals to Us?: Approaches from Science, Religion, Folklore, Literature, and Art* by David Afandilian. Virtually all U.S. academic libraries shelve this book in the zoology (QL) call numbers. Good luck to the person browsing the call numbers for religion (BL-BX), folklore (GR), literature (P-PZ), or art (N-NX), especially in a very large academic library where tens of thousands of books are shelved in each of these broad call number categories and where various call numbers may be scattered among multiple library buildings that are themselves subdivided by numerous special locations.

Even if an entire collection is housed in a single build-

Books that go off site in the digital age are actually more discoverable than they were sitting on the shelf in the predigital world

ing, the very physicality of browsing hinders success. Just as products positioned on the middle shelves of grocery stores sell better than those on higher or lower shelves, books that come to rest on the middle shelves of library stacks circulate more than books above or below. If, by (bad) luck of the draw, the perfect book for your research happens to land on a top or bottom shelf, chances are you are not likely to find it by browsing, especially if you are short in stature (the top shelf of a standard library stack is seven feet above the floor) or if you are unwilling or physically unable to get low enough to read the spines of the books at shoe-top level. Other physical hindrances to browsing include overcrowded shelves and books that lack spine titles or book jackets.

The ineffectiveness of browsing aside, the argument that large, browsable collections are necessary for scholarly work is countered by the fact that when an academic library book is sent off site the book does not become forever unavailable or undiscoverable. Thanks to existing and emerging online search tools, books that go off site in the digital age are actually more discoverable than they were sitting on the shelf in the predigital world. Using the advanced search tools incorporated into the web sites of major online bookstores, you can not only use keyword searching to overcome the limits of classification, you can also read abstracts and reviews on the spot and, in some cases, sample sections of a book. Because amazon.com and its competitors offer such a rich browsing experience, it is no surprise that so many of today's academic library users routinely start by looking up books via bookstore websites and employ the campus library catalog only for determining how to get access to the physical book or, increasingly, the book's contents in digital form.

Once discovered via an online searching tool, books not sitting in the campus libraries are available in physical format from such sources as locally managed storage facilities, consortial repositories, regional shared repositories, and ordinary interlibrary loan. Increasingly, the contents of books, as opposed to the physical objects themselves, are or will be available online thanks to such emerging resources as Google Books and HathiTrust. When having a paper copy in hand is a must, print-on-demand services will provide inexpensive copies of online books with little or no delay.

If making better use of space means smaller onsite book collections, it does not mean the academic library is doomed to "turn into an internet café." While the presence of books may help to send the message that one has entered a place of scholarship and thoughtfulness rather than a place

to gawk at YouTube until you lose all feeling in your backside, there is no evidence to suggest that the presence of two million mostly unused books sends such a message any better than the presence of 200,000 heavily used books. Or that 200,000 books does the job better than 20,000. The notion that there is a relationship between the proximity of large numbers of books and the generation of scholarly thought is a close cousin to the ancient notion that piles of old rags cause the spontaneous generation of mice.

Even if it seems that the proponents of awe-inspiring onsite library collections are winning all the battles, they will eventually lose the war due to a single, unavoidable fact: huge onsite collections have become an unsustainable luxury. Over the last 30 years, the creation of new printed matter has outpaced the creation of new academic library space in which to house all that paper. And just as the world cannot drill its way out of an energy crisis, colleges and universities cannot build their way out of the academic-library-space crisis. Doing so would require a level of investment in new academic library space that no institution is willing, and very few are able, to assume. The word *fury* would not begin to describe the faculty reaction to any campus construction plan giving the creation of vast amounts of new space to house printed books priority over new space for classrooms, offices, and laboratories.

Reduce without destroying

The challenge for academic librarians is how to reduce the size of onsite collections without either destroying the soul of their libraries or sending their faculty to the barricades. This challenge—and it is a serious one—will require academic librarians to effectively communicate to skeptical faculty and, in many cases, students, and alumni a vision in which the academic library of the future remains a place where people come to think and learn.

Though all such visions certainly include a prime spot for the printed book, there is no patented formula for just what mix of printed books, technology, and space will best meet the needs of faculty, students, and scholarship. Each academic library, each campus, will need to find the right mixture and adjust it as technology and scholarship evolve. The one certainty is that the continued over-my-dead-body insistence that no books be removed from campus libraries is an unsustainable position that, sooner or later, must give way to new ways of managing and using academic libraries. ■



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Maurice York, North Carolina State University

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Advocates to Rally in D.C.

Library Advocacy Day rally; appearances by authors Toni Morrison; Sarah, Duchess of York; and John Grisham highlight conference agenda

ALA's Annual Conference in Washington, D.C., June 24–29, at the Walter E. Washington Convention Center (WWCC) and surrounding hotels offers a full program agenda and an array of guest speakers culminating with members converging on Capitol Hill to express their support for library-friendly funding and policies to the U.S. Congress. The effort is designed to serve as a visual reminder to members of Congress that libraries still matter.

For one year only, **Library Advocacy Day June 29**, hosted by the ALA Washington Office, will replace National Library Legislative Day. Advocates from all 50 states and Washington, D.C., will meet at **11 a.m. at Upper Senate Park on the Capitol grounds** for a rally before meeting with their elected officials and staffs.

Registration is not required but is recommended. Visit ala.org/lad for more information.

Other conference highlights follow. For room locations and additional programming, consult the final conference program.

President's Program

ALA President Camila Alire will host **Eppo Van Nispen tot Sevenaer**, who will tell his inspiring story in a talk, "Libraries Wanted: Dead or Alive," **Sunday, June 27, from 3:30 to 5:30 p.m.**, during the **President's Program**. He will take attendees on an inspirational trip through the



The Capitol dome, the tallest part of the Capitol, is described as its "symbolic and physical heart." It overlooks the the central rotunda and is surrounded by corridors connecting the House and Senate

universe and the future onto a new horizon. An inspirational speaker, Van Nispen's vision on the future of media and libraries is acclaimed by world leaders and visionaries.

After a successful career in broadcasting, where he was among the first to work on interactive formats, Van Nispen decided to dedicate his knowledge of media and how people use media to work on the future for libraries. He started the DOK Library Concept Center in Delft, a small city near Amsterdam in the Netherlands with one of the best technical universities in the world. DOK's mission is to build the world's most modern library. In

2008, DOK was designated by international experts as the worldwide number one library in innovation. In 2009, DOK was appointed the best library of the Netherlands.

Celebrity circle

A line-up of luminaries will speak throughout the conference, including during the popular Auditorium Speakers Series.

Nobel Prize-winning author, editor, and professor **Toni Morrison** is **Opening General Session** speaker, **Saturday, June 26, from 5:30 to 7:30 p.m.** Some of her acclaimed titles include: *The Bluest Eye*, *Song of Solomon*, and *Beloved*, which won the



Astar studded line-up of authors is on tap for Annual, including (top): Opening and Closing Session speakers, respectively, Toni Morrison and Amy Sedaris, and Auditorium Speakers Series guests Salman Rushdie; Ann Kidd Taylor and Sue Monk Kidd; Sarah, Duchess of York; Will Shortz; (bottom) Dennis Lehane; John Grisham; Junot Díaz; and Dave Isay.



Pulitzer Prize for Fiction in 1988. Morrison won the Nobel Prize for Literature in 1993. Her newest children's books are *Peeny Butter Fudge* and *Little Cloud and Lady Wind*.

Closing Session speaker is *New York Times* bestselling author **Amy Sedaris** (*I Like You: Hospitality under the Influence*) **Tuesday, June 29, from 9 to 10 a.m.** She has appeared in several movies and television shows, and, with Paul Dinello and Stephen Colbert, is a coauthor of *Wigfield*. Sedaris also cowrote *Strangers with Candy*, the hit television show on Comedy Central.

Author and legendary librarian action figure model **Nancy Pearl**, conducting an interview with **Mary McDonagh Murphy**, kicks off the **Auditorium Speakers Series Saturday, June 26, from 8 to 9 a.m.** in celebration of the 50th anniversary of the American classic *To Kill a Mockingbird*. Murphy is an Emmy award-winning filmmaker and author of the upcoming book *Scout, Atticus, and Boo: A Celebration of 50 Years of To Kill a Mockingbird*.

Pearl speaks about the pleasures of reading to library and community groups throughout the world and comments on books regularly on NPR's *Morning Edition*.

Sue Monk Kidd and **Ann Kidd Taylor** will speak **Saturday, June 26, from 10:30 to 11:30 a.m.** Kidd grew

up in the tiny town of Sylvester, Georgia, a place that deeply influenced her first novel, *The Secret Life of Bees*. She is also the author of *The Dance of the Dissident Daughter* and *The Mermaid Chair*, a number one *New York Times* bestseller and winner of the 2005 Quill Award for General Fiction. Kidd's newest book is *Traveling with Pomegranates: A Mother-Daughter Story*, coauthored with her daughter Ann Kidd Taylor.

Salman Rushdie will speak **Saturday, June 26, from 1:30 to 2:30 p.m.** Rushdie is the author of 10 novels, including *Grimus*, *Midnight's Children*, *Shame*, and *The Satanic Verses* as well as a collection of short stories, *East, West*.

Rushdie is former president of American PEN. His newest work of fiction, *Luka and the Fire of Life*, is scheduled for publication in November.

On Sunday, June 27, from 8 to 9 a.m., Sarah, Duchess of York, will address attendees. In August, the duchess will launch a new children's book series, *Helping Hands*, that addresses a variety of experiences that children may encounter as they grow up and offers helpful tips for parents and kids. She is the author of many children's books, including the *New York Times* best-selling *Tea for Ruby*,

In 1993, the duchess founded

Children in Crisis to provide education and support for children in the world's poorest and most conflicted countries. She is also coproducer of the film *The Young Victoria*.

American Libraries magazine hosts StoryCorps founder **Dave Isay Sunday, June 27, from 10:30 to 11:30 a.m.** In spirit and in scope, the StoryCorps oral history project models itself after the Works in Progress Administration of the 1930s, which recorded interviews across the country. To date, more than 50,000 people have participated in StoryCorps, many of whom have come as a part of special initiatives to reach underrepresented voices.

Isay is also the author or editor of four books that grew out of his public radio documentary work, including *Listening Is an Act of Love*, a *New York Times* bestseller. His new book is *Mom: A Celebration of Mothers from StoryCorps*.

During Isay's program, the winners of *American Libraries'* "Win a Spot with StoryCorps" essay contest will be introduced. They will be recording interviews with a mentor or colleague during the conference in a soundroom that will be set up especially for them.

The **PLA President's Program**, part of the Auditorium Speakers Series, will feature enigmatologist—*New York Times* puzzle master **Will**

Shortz Sunday, June 27, from 1 to 2:30 p.m.

The only academically accredited puzzle master in the world, Shortz designed his own major program at Indiana University, which in 1974 led to his one-of-a-kind degree in enigmatology, the study of puzzles. He has been puzzle master for NPR's *Weekend Edition Sunday* since the program's start in 1987, crossword editor of the *New York Times*, editor of *Games* magazine for 15 years, and the founder and director of the American Crossword Puzzle Tournament. Shortz is also author or editor of more than 200 puzzle books.

Author **Dennis Lehane** will speak **Monday, June 28, from 8 to 9 a.m.** He is the author of eight novels, including the *New York Times* bestsellers *Gone, Baby, Gone*; *The Given Day*; *Mystic River*; and *Shutter Island*, as well as *Coronado*, a collection of

short stories and a play.

A panel on graphic novels with David Small and Audrey Niffenegger, also part of the Speakers Series, is on tap for **Monday, June 28, from 10:30 to 11:30 a.m.**

Small, a former college art teacher turned novelist, wrote and illustrated a picture book, *Eulalie and the Hopping Head*, which was published in 1981. His drawings have also appeared in *The New Yorker* and the *New York Times*.

Small's books have been translated into several languages, made into animated films and musicals, and have won many top awards, including a 1997 Caldecott Honor and the Christopher Medal for *The Gardener*, written by his wife, Sarah Stewart, and the 2001 Caldecott Medal for *So You Want to Be President?* by Judith St. George.

Niffenegger is the author of the

international bestseller *The Time Traveler's Wife* and *Her Fearful Symmetry*. Her new book, *The Night Bookmobile*, is scheduled to be published in September.

John Grisham, author of 21 novels, will address attendees **Monday, June 28, from 1:30 to 2:30 p.m.**

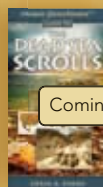
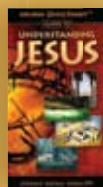
His works include *A Time to Kill*, *The Firm*, and *The Pelican Brief*. He is in the process of writing his first children's book series, aimed at readers ages 8–12. The first book in the series is *Theodore Boone: Kid Lawyer*, which follows the adventures of a 13-year-old amateur attorney who unwittingly becomes involved in a high-profile murder trial.

The final speaker in the series is **Junot Díaz**, **Monday, June 28, from 3 to 4 p.m.**

Díaz exploded into the literary scene in 1996 with *Drown*, a collec-

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ALTAFF will host several authors and speakers at Annual programs including (from left): Sophia Nash, Katharine Giacalone, Randa Jarrar, Mitchell James Kaplan, and Laura Lippman. Songwriter Natalie Merchant (far right) will perform June 28 from 4:30 to 5:30 p.m.

tion of short stories that was one of the first books to illuminate the lives of Dominican-American immigrants.

His first novel, *The Brief Wondrous Life of Oscar Wao*, won the 2008 Pulitzer Prize for Fiction. Díaz's fiction has been published in *The New Yorker* and *The Paris Review*, and four times in the *Best American Short Stories*.

Program special guests

The Association of Library Trustees, Advocates, Friends, and Foundations (ALTAFF) will host “Isn’t it Romantic?” **Saturday, June 26, from 10:30 a.m. to noon**, featuring **Madeline Hunter**; *New York Times* bestselling author **Beth Harbison**; **Sophia Nash**, whose first three novels won eight national awards, including the prestigious RITA Award; **Mary Blayney**, author of both contemporary and regency romances; historical romance author **Elizabeth Hoyt**; and **Kristan Higgins**, author of several award-winning romantic comedies.

Award-winning fiction author **Dan Chaon**, whose most recent title, *Await Your Reply: A Novel*, was a 2010 ALA Notable Books List selection, will speak at the Reference and User Services Association’s (RUSA) **Literary Tastes Breakfast Sunday, June 28, from 8 to 10 a.m.** Other authors scheduled to appear are: **Laney Salisbury** (*Provenance: How a Con Man and a Forger Rewrote the His-*

tory of Modern Art) and **Adriana Tri-giani** (*Very Valentine*).

Breakfast tickets start at \$50 for RUSA members. Visit ala.org/rusa.

ALTAFF will host “**Authors Come in All Colors**” **Sunday, June 27, from 1:30 to 3:30 p.m.** with poet and teacher **R. Dwayne Betts**; **Randa Jarrar**, whose novel *A Map of Home* won a Hopwood Award and an Arab-American Book Award; **Dolen Perkins-Valdez**, professor of creative writing at the University of Puget Sound; *New York Times* bestselling author **Kimberla Lawson Roby**; **Artist Arthur**, winner of the YUnity Guild’s Best New Drama and Romance Author Award; and Pulitzer Prize winner **Isabel Wilkerson**.

“**First Author, First Book**,” hosted by ALTAFF, will be held **Monday, June 28, from 10:30 a.m. to noon**. Featured authors are: **Jean Kwok**, whose work has been published in *Story* magazine and *Prairie Schooner*; **Jay Varner**, who earned an MFA in creative nonfiction from the University of North Carolina, Wilmington; **Eugenia Kim**, an MFA graduate of Bennington College; **Daphne Kalotay**, whose book *Calamity and Other Stories* was shortlisted for the 2005 Story Prize; and Yale graduate **Mitchell James Kaplan**, who has worked as a translator, screenwriter, and script consultant.

ALTAFF’s “**Gala Author Tea**” will take place **Monday, June 28, from 2 to 4 p.m.** with crime fiction writer

Laura Lippman; **Sharyn McCrumb**, whose books have been named notable books of the year by the *New York Times* and *Los Angeles Times*; **Carolyn Parkhurst**, author of the national bestseller *The Dogs of Babel*; **Sophie Hannah**, author of the psychological thrillers *Little Face* and *The Wrong Mother*; and award-winning writer **Heidi W. Durrow**.

Attendees will enjoy tea, coffee, finger sandwiches, and a variety of sweet treats. Booksignings will follow, with some titles given away and others available for purchase at a discount.

Advance tickets are \$35 (\$30 ALTAFF members); onsite, \$45. Visit ala.org/altaff.

“Leave Your Sleep—A Performance and Presentation” featuring acclaimed songwriter and performer **Natalie Merchant** will take place **Monday, June 28, from 4:30 to 5:30 p.m.**

Merchant will share selections from her new 2CD set of songs adapted from works of various classic and contemporary poets. Her first studio on recording since 2003, the album is the culmination of six years of research and collaboration,

Division presidents shine

In addition to the PLA president’s program with Will Shortz that is part of the Auditorium Speakers Series, the following are other programs that are being hosted by division leaders.

American Association of School Librarians—Cassandra Bennett: “Leading the Transformation of Education for the 21st Century”

with Allison Zmuda, faculty member in the Understanding by Design cadre, with Education Connection in Litchfield, Connecticut, staff consultant, and consulting firm owner, **Saturday, June 26, from 10:30 a.m. to noon**

Association of College and Research Libraries (ACRL)/

Association of Specialized and Cooperative Library Agencies / Library Leadership and Management Association Joint Program—Lori A. Goetsch, Brenda K. Bailey-Hainer, and Gina Millsap: “Capitalizing on Crisis: Leading Libraries in the Post-Recession Era” with keynote speakers discussing declining funding, library closings,

service eliminations, and staff layoffs, **Saturday, June 26, from 10:30 a.m. to noon.**

Association of Library Collections and Technical Services—Mary Case: “Got Data? New Roles for Libraries in Shaping 21st Century Research” with Francine Berman, vice president for research, Rensselaer Polytechnic Institute, **Monday, June 28, from 10:30 a.m. to noon.**

Association for Library Service to Children (ALSC) Charlemae Rollins President’s Program—Thom Barthelme, with Patricia Kuhl, codirector of the University of Washington Institute for Learning and Brain Sciences, on her research and findings on infants’ early language and later reading skills, Monday, June 28, from 8 to 10 a.m.

ALTAFF—Rose Mosley: “Going Back to the Playground to Help People Work Together Better” with Katharine Giacalone, manager and president of Giacalone and Associates LLC, **Sunday, June 27, from 4 to 5 p.m.**

Library and Information Technology Association—Michelle L. Frisque: “Four or More: The New Demographic” with Mary Madden, senior research specialist, Pew Internet and American Life Project, **Sunday, June 27, from 4 to 5:30 p.m.**

Reference and User Services Association—Susan Beck: “For the Love of Reference” with a mix of reference librarians, library educators, and information diggers, **Monday, June 28, from 1:30 to 3:30 p.m.**

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BUSINESS/ FINANCIAL MEETINGS

The following is the schedule for the business and financial meetings, including the Executive Board, Council, Membership, Budget Analysis and Review Committee (BARC), and the ALA–Allied Professional Association (ALA–APA):

FRIDAY, JUNE 25

- Executive Board I, 8:30 a.m.–noon
- BARC, noon–4:30 p.m.

SATURDAY, JUNE 26

- Membership Meeting I, 3:30–5 p.m.

SUNDAY, JUNE 27

- Council/Executive Board/ Membership Information Session, 9–10 a.m.
- Council I, 10 a.m.–12:15 p.m.
- ALA–APA Information and Council, 12:15–12:45 p.m.

MONDAY, JUNE 28

- Council II, 9–11:30 a.m.
- Membership Meeting II, 11:30 a.m.–1 p.m.
- Executive Board II, 1:30–4:30 p.m.

TUESDAY, JUNE 29

- Council III, 7–10:30 a.m. (new time to accommodate Library Advocacy Day)
- Executive Board III, 1–4:30 p.m.

Young Adult Library Services Association (YALSA)—Linda W.

Braun: Part of the division's Membership Meeting/Using District Days and other events to advocate for teens and libraries, this year's program will be a virtual program and available online. Learn how to advocate for teens and libraries by being a part of ALA's Library Advocacy Day on the Hill June 29. District Days can be held at libraries nationwide in August during the congressional recess, **Monday, June 29, from 1:30 to 3:30 p.m.**

Hot topics

ALA's governing Council will tackle many issues that affect the Association and librarianship as a whole throughout the conference (see sidebar for schedule), but a variety of other meetings and programs will delve into issues of concern.

ALA Membership Meetings are scheduled for **Saturday, June 26, from 3:30 to 5 p.m., and Monday, June 28, from 11:30 a.m. to 1 p.m.**

The two sessions offer opportunities for all members to address ALA leaders on any topic and to vote on resolutions. Open forums will be held on the topic of "Forming Strong Alliances: Non-library Partnerships."

"**It's All Politics,**" sponsored by ALTAFF, **Saturday, June 26, from 1:30 to 3:30 p.m.,** will include award-winning National Public Radio reporter **Deborah Amos; David Finkel**, a staff writer for the *Washington Post* and leader of the *Post's* national reporting team; **Arthur C. Brooks**, president of the American Enterprise Institute for Public Policy Research; **David Kilcullen**, an expert on counterinsurgency and modern warfare; and **Robert E. Pierre**, reporter and editor at the *Washington Post*.

For ALTAFF's "**Murder in Connecticut vs. Cheshire Public Library**" **Sunday, June 27, from 10:30 a.m. to noon**, Cheshire



Reporter Deborah Amos (shown) is part of the ALTAFF "It's All Politics" program June 26. She will be joined by fellow journalists David Finkel and Robert E. Pierre and others.

(Conn.) Public Library Director Ramona Harten will discuss what a library needs to know when facing a book challenge, and what advocates can do to support their library. A violent murder shocked Cheshire, and a book, written from interviews given by one of the accused killers, was published before the trial. The library bought the book, which was challenged before it even arrived.

The Black Caucus of ALA's (BCA–LA) Dr. John C. Tyson Award Committee will host "**What Do I Need to Know? Strategies for Career Growth and Promotion Sunday, June 28, from 10:30 a.m. to noon.**

The program is designed to impart career strategies to librarians preparing for promotion and leadership. A panel of veteran librarians will discuss their career paths to higher management positions and provide similar strategies for 21st century librarians.

ALA's Committee on the Status of Women in Librarianship (COSWL) will cosponsor a program **Sunday, June 27th, at 1:30 p.m.** to discuss the progress of the National Women's History Museum (NWHM) Project in developing grassroots support and legislative action toward creating a permanent, physical site for a national museum dedicated to the accomplishments of women in America.

Former COSWL Chair Kathleen de la Peña McCook will provide remarks. Featured presenter, NWHM President/CEO Joan Wages, will discuss continuing efforts for congressional passage of legislation paving

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the way for museum construction as well as provide ways people can participate in these efforts.

The program is cosponsored by several ALA units—ACRL's Women's Studies Section, the Social Responsibilities Round Table-Feminist Task Force, and the Library History Round Table—and the Association for Library and Information Science Education.

McCook, distinguished professor at the University of Florida, School of Library and Information Science in Tampa, will also deliver the 2010 **Dr. Jean Coleman Library Outreach Lecture Monday, June 28, from 8 to 10 a.m.**, sponsored by ALA's Office for Literacy and Outreach Services (OLOS).

The lecture, “**Librarians and Human Rights**” will present a historical and cultural analysis of librarians' role in human rights as defined by the 1948 *Universal Declaration of Human Rights*. McCook will highlight the convergence of the goals of library workers and the human rights movement and how librarians can work to achieve a more equitable society in the United States as a compassionate nation among others.

This year's track programs include 12 **Grassroots Programs** on a variety of topics selected by a jury of practitioners chosen from past and present ALA Emerging Leaders. The programs are an initiative to increase opportunities for members to participate in, contribute to, and benefit from their Association. The purpose of this initiative is to broaden opportunities for ALA members to present programs at Annual Conference and to compress the planning schedule to accommodate programs on very current issues.

A sampling of Grassroots Programs include:

■ **“Live Up Your Story Times!” Saturday, June 26, from 4 to 5:30 p.m.** Join authors Kathy MacMillan and Christine Kirker, authors of the ALA Editions bestseller *Storytime*



The Walter E. Washington Convention Center, named after the city's first home-rule mayor, will house the exhibits and some of the Annual programs.

Magic, for a showdown full of fresh ideas, practical tricks, easy flannel boards, finger plays, sign language rhymes, and other activities. Presenters will demonstrate how to keep your audience's attention, transition smoothly between activities, and keep kids and parents coming back for more.

■ **“Recruiting Undergraduates to the Library Profession: A Melton Success Story” Monday, June 28, from 8 to 10 a.m.** By the end of the next decade, nearly 60% of current librarians will reach retirement age. Most library school recruitment programs target students at the graduate school or postgraduate level, but an initiative funded by the Andrew W. Mellon Foundation was designed to attract and introduce undergraduate students to the library profession. Speakers will include: Ray English; Meg Spencer; Monika Rhue; Corey Baker; Daisy Larios; Miranda Rivers; Neely Terrell; and Jennifer Thompson.

Grassroots Programs will be designated in the final program on a special page that will include the date and time of their presentation and also by a logo designating them as a “Grassroots Program.”

Welcome to “The Stacks”

The exhibit area, known as “The Stacks” will open Friday, June 25, a day earlier than in previous years. More than 1,500 exhibitors, featuring favorite authors and illustrators as well as an array of products, await visitors in WWCC Halls A, B, and C **Friday, June 25, through Monday, June 28. Hours are: Friday, June 25, from 5:30 to 7:30 p.m.; Saturday and Sunday, June 26 and 27, from 9 a.m. to 5 p.m.; and Monday, June 28, from 9 a.m. to 4 p.m.**

A ribbon-cutting ceremony and **opening reception** sponsored by the exhibitors, ALA's Exhibits Round Table, and ALA takes place **Friday, June 25, from 5:15 to 7:30 p.m.**, with food, music, and giveaways.

Special exhibit floor events include:

■ **What's Cooking at ALA? Cookbook Stage** with displays of the latest cookbooks and daily appearances by chefs preparing the hottest recipes on the Demonstration Stage and autographing their latest books.

■ **The PopTop Stage—Mystery, Romance and Travel** featuring readings, discussions, and presentations. **AL will present Mobile ILS Showdown Saturday, June 26, from 10 to 11 a.m. on the PopTop Stage.**



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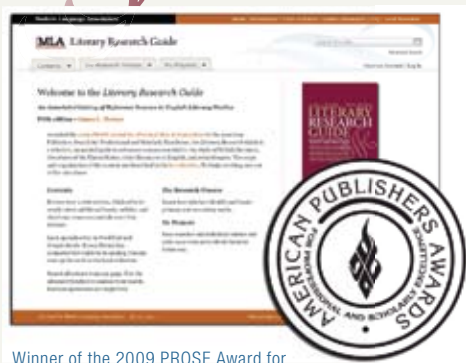
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As expectation for mobile access to library catalogs rises, ILS vendors rise to the occasion to serve patrons with small screens in a big way. The landscape includes mobile apps, mobile browser-friendly OPACs, location-aware mash-ups, and delivery services that have the potential to rival that of Netflix. In this panel discussion, several major ILS vendors come together to show off their current offerings for mobile-based discovery and delivery and talk up their strategies for the future of this ever-changing marketplace.

■ **DVD/Video Pavilion** that will showcase recorded materials for libraries of all types.

■ **Gaming Pavilion** featuring game manufacturers, platform companies, and vendors offering electronic, board, and card games as well as other products and services used for curriculum-based teaching and recreation.

■ **Green Pavilion** showcasing products and services to help libraries "Go Green," including furniture, signage, lighting, architectural or space-planning services, and computer recycling.

■ **"Live @your library" Reading Stage Saturday, Sunday, and Monday, June 26–28 from noon to 4 p.m.,** with readings from new and favorite authors. Learn how to develop author programs for your library and find new recommendations for patrons.

Don't forget souvenirs

Take time to see what's new at the **ALA Store**, located near registration outside the exhibit hall. Hours are: **Friday, June 25, from 10:30 a.m. to 7:30 p.m.; Saturday, June 26, from 8:30 a.m. to 5:30 p.m.; Sunday, June 27, from 8:30 a.m. to 5:30 p.m.; and Monday, June 28, from 8:30 a.m. to 4 p.m.**

ALA Graphics has new and favorite Celebrity READ posters, including **Taraji P. Henson, Queen Rania,**

Hugh Laurie, Jonas Brothers, *Eclipse*, *New Moon*, and *Twilight*. Also available are a wide selection of posters and bookmarks for young readers and teens, featuring such characters as Bone, the Wild Things, and Percy Jackson.

The new 2010 promotional materials for Banned Books Week and Teen Read Week will also be available. Need a gift for someone back home? The Read Renew Return product line, as well as the Born to Read and READ products, will ensure you find a special item. Pick up your conference souvenirs, including the official T-shirt.

ALA Editions has both new and favorite books available, including *The Librarian's Book of Lists* by AL Direct Editor George M. Eberhart; *Designing Space for Children and Teens in Libraries and Public Places* by Sandra Feinberg and James R. Keller; *Public Libraries Going Green* by Kathryn Miller; and *Children's Services* by Betsy Diamant-Cohen.

In the latest installment of ALA TechSource's Library Technology Reports, *Gadgets and Gizmos: Personal Electronics and the Library*, AL blogger and library technology expert Jason Griffey provides a comprehensive guide to the present and future of modern gadgets, and how they can fit into any librarian's plan for a high-tech future. Also at the store: *Intellectual Freedom Manual, Eighth Edition* from OIF; *Risky Business* by Linda W. Braun, Hillias Jack Martin, and Connie Urquhart for YALSA; and *Multicultural Programs for Tweens and Teens* by Linda B. Alexander and Nahyun Kwon for YALSA.

Stop by and pick up a free catalog and enter to win a \$50 gift certificate from ALA Editions.

For the fun of it

A number of events, some of which are ticketed, will be held, including gala division and round table meal events, featuring ALA's youth media

award winners, such as ALSC's Newbery/Caldecott Banquet. Consult the conference program for specific dates and times. All tickets, if available, can be purchased in the Registration Area.

BCALA will celebrate 40 years of advocacy and improvement of library services and resources to the nation's African-American community and recruitment and professional development for African-American librarians **Friday, June 25, from 6:30 to 11 p.m. at the Historical Society of Washington, D.C., 801 K St. NW (across from WWCC).**

There will be a special tribute to E. J. Josey and Effie Lee Morris, presentation of the Trailblazer Award, and musical entertainment.

Tickets are \$50 in advance and can be purchased online at bcala.org. For more information, contact Emily Guss at eguss@uic.edu or Alene Hayes at ahay@loc.gov.

"Many Voices, One Nation" Friday, June 25, from 7:30 to 10 p.m. will feature Benjamin Alire Sáenz and R. Dwayne Betts

Sáenz, an artist, poet, novelist, and children's books author, has received a number of awards, including a Wallace Stegner Fellowship in poetry, a Lannan Poetry Fellowship, and an American Book Award. His titles include *Carry Me Like Water*, *In Perfect Light*, and *He Forgot to Say Goodbye*. Sáenz's latest novel is *Last Night I Sang to the Monster*. Betts is a poet who has been published in many national literary journals and has taught poetry in Washington, D.C., metro area public schools. At the age of 16, Betts, a good student from a lower-middle-class family, car-jacked a man with a friend in Virginia. This act resulted in an eight-year prison sentence in adult population in some of the worst prisons in the state. His book, *A Question of Freedom*, is a coming-of-age story with the unique twist that it takes place in prison.



Comedian, writer, and ALTAFF national spokesperson Paula Poundstone, joined by other comedians and authors, will headline "The Laugh's on Us!" June 27.

A maximum of 300 free tickets to Many Voices, One Nation, will be free to conference attendees through sponsorship by Gale:

The 13th annual Diversity and Outreach Fair, hosted by ALA's OLOS and sponsored by DEMCO, is scheduled for **Saturday, June 26, from 3 to 5 p.m.** The theme is accessible library services, in recognition of the 20th anniversary of the Americans with Disabilities Act.

The fair provides an opportunity for libraries and member groups to share their successful diversity and outreach initiatives. First-, second- and third-place prizes will be awarded for best displays.

Five of the leading bookmobile builders in the United States—All-American Specialty Vehicles, Matthews Specialty Vehicles, Meridian Specialty Vehicles, OBS, Inc., and Farber—will sponsor the fifth-annual **Bookmobile Sunday, June 27, from 10:30 a.m. to 1:30 p.m.**, organized by ALA's OLOS, the OLOS Subcommittee on Bookmobiles, and the Association of Bookmobile and Outreach Services (ABOS).

Bookmobile Sunday will feature a keynote address by **W. Ralph Eubanks**, director of Publishing at the Library of Congress; a luncheon with **Andrew Smith**, author of *Ghost Medicine* and *In the Path of Falling Objects*; and moderated discussions on advocacy, eco-friendly vehicles and fuels, mobile service options, Bookmobiles 101, and marketing. A book signing and parade of bookmobiles, where attendees can board

and explore a comprehensive range of bookmobiles, conclude the event.

Registration, both online and on-site, is \$25 and includes lunch. To register, visit www.ala.org/annual.

Back by popular demand is the **Sixth Annual Book Cart Drill Team World Championships Sunday, June 27, from 4 to 5:30 p.m.**

Join ALA's **Asian/Pacific American Librarians Association Sunday, June 27, from 6:30 to 9:30 p.m.** for a six-course Chinese dinner in honor of its **30th anniversary**. It will be held at **China Garden, 1100 Wilson Blvd., Twin Towers—Mall Level, Rosslyn, Virginia**. Franklin Odo, retired director of the Smithsonian's Asian Pacific American Program, will be the keynote speaker. Tickets are \$35 for APALA members, \$40 for nonmembers, and \$45 at the door, if available. For more information, send an e-mail message to bbasco@mail.ucf.edu.

The **ALA/Proquest Scholarship Bash** will be held **Saturday, June 26, from 7 to 11 p.m.**, at the new Newseum, offering attendees an experience that blends five centuries of news history with up-to-the-second technology and hands-on exhibits. Tickets are \$40 in advance and \$45 onsite. Proceeds go toward ALA scholarships for students seeking master's degrees in library science, including Spectrum!

Comedian, writer, and ALTAFF national spokesperson **Paula Poundstone** will headline "**The Laugh's On Us!**," which will feature top comedians and authors, **Sunday, June 27, from 5:30 to 7:30 p.m.** Wine and cheese will be served, and a booksigning will follow. Some books will be given away free and others will be available at discount. Advance tickets are \$45 (\$40 for ALTAFF division members). Onsite tickets are \$45.

Featured will be performer and poet **Roy Blount Jr.**; comedian and former *Saturday Night Live* star **Jim Breuer**; **Edward Ugel**, blogger for the *Huffington Post* and contributing writer for the *New York Times*; comedy writer **Julie Klausner**; **Kathy Kinney**, who played Mimi on *The Drew Carey Show*; veteran publishing executive **Cindy Ratzlaff**; and **Stephanie Dolgoff**, editor-at-large of *Parenting* and a blogger for *More.com*.

The **Inaugural Banquet for incoming ALA President Roberta Stevens** will take place **Tuesday, June 29, from 7 p.m. to midnight**. Tickets are \$85 and available through Registration.

Immediately preceding the Inaugural Banquet is the **ALA Awards Ceremony, from 5:30 to 7 p.m.** Tickets are not required for the Awards Ceremony.

Virtual Conference

Unable to attend the Annual Conference or missed a session? Participate right from your personal computer during the **ALA Virtual Conference**. A full series of 11 interactive Web sessions will take place **Wednesday, July 7, and Thursday, July 8**, after the 2010 Annual Conference beginning **each day at 11 a.m. (EST)/8 a.m. (PST) and ending at 5 p.m. (EST) 2 p.m. (PST)**. Each day will start with a keynote speaker, include various sessions, plus an optional virtual author lunch. All sessions will be one hour in length, followed by 30 minutes of down time.

Attend sessions individually or with a group. Buy the package at \$300 and get up to 15 IP addresses to share among employees, branches, or departments. The cost is \$69 for individuals. Visit ala.org to register.

All full registrants to the ALA Conference will have access to the sessions after the conference. Contact Mandy Marneris at amarneris@ala.org or 312-280-3220. —P. A. G. ■

COUNSELING AT PLACEMENT CENTER

The ALA JobLIST Placement Center will provide free career counseling sessions Saturday and Sunday, June 26 and 27, with Caitlin Williams, a career development consultant and coach from San Jose, California.

To sign up for a free 20-minute session, send an e-mail message to bcalvin@ala.org; use "AN Career Counseling" in the subject line and indicate date and time preferences. Sessions can also be scheduled during the conference at the scheduling booth in the Placement Center.

An open house will also be held Sunday, June 27, from 9:30 to 11 a.m. with representatives from various libraries and library-related

companies. There is no cost to participate in the open house.

Provided by ALA's Office for Human Resource Development and Recruitment, the Placement Center offers free services to job seekers. Job seekers should register and search for jobs at joblist.ala.org. Registration is not required, but is recommended. Registration will give employers access to your résumé information and allows for direct communication between job seekers and employers.

Employers who want to post positions should post them at joblist.ala.org. Employers who want to use the interviewing facilities or review resumes must have an active ad on JobLIST. Booths are also available.



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Dining in the District

A guide to great restaurants to try at Annual

by Tracy Sumler

The last several years have seen a boom in Washington restaurants. D.C. is attracting both top talent and celebrity chefs. Couple that with some legendary institutions and you can get yourself some good eats.

The city is broken up into four quadrants: Northwest, Northeast, Southwest, and Southeast. Numbered streets and lettered streets often have similar addresses, but they may lead you to a different part of the city if you have the quadrant wrong.

Nearby Eats

The area immediately surrounding the convention center offers some great lunch options, and just a few blocks south you'll find Gallery Place/Chinatown.

Acadiana. This upscale Cajun restaurant serves Louisiana classics such as crab cakes, muffaletta, and



Taco de pescado mexicano at Oyamel.

shrimp and grits. Acadiana also has a large, comfortable bar area with a full menu. Reservations recommended. \$\$\$ L Sun.–Fri., D daily. 901 New York Ave. NW. 202-408-8848. www.acadianarestaurant.com.

Chinatown Express. This diamond in the rough has some of the best noodles and dumplings in town. You'll be able to tell it from the other Chinese restaurants by the chef preparing noodles in the window. The service is brusque, but the dirt-cheap prices cannot be beat. \$ L, D daily. 746 6th St. NW. 202-638-0424.

Clyde's. This D.C. staple has two locations within city limits, serving traditional American fare in addi-

tion to more creative offerings. Reservations recommended. \$\$ B Sat.–Sun., L, D, daily. Clyde's of Gallery Place: 707 7th St. NW. 202-349-3700. Clyde's of Georgetown: 3236 M St. NW. 202-333-9180. www.clydes.com.

Corduroy. A top choice for a fresh, gourmet meal. If the soft-shell crab is on the seasonal menu, don't miss the opportunity to try one of the mid-Atlantic's best-loved dishes. Reservations recommended. \$\$\$\$ D daily. 1122 9th St. NW. 202-589-0699. www.corduroydc.com.

Ella's Wood Fired Pizza. A casual crowd-pleaser with thin-crust pizza and several entrée-sized salads. This

PRICE GUIDE

Prices represent the average cost for a full meal, typically including drink, dinner entrée, and appetizer or dessert.

\$..... \$20 or under
 \$\$..... Around \$30
 \$\$\$..... Around \$40
 \$\$\$\$..... \$50 and above

restaurant may seem busy, but tables turn over quickly. A personal favorite is the margherita pizza with buffalo mozzarella, basil, and tomato sauce. Yum! \$. L, D daily. 901 F St. NW. 202-638-3434. www.ellaspizza.com.

Jaleo, Zaytinya, Café Atlántico, and Oyamel. José Andrés, the chef behind the PBS series *Made in Spain*, offers four restaurants within walking distance of the convention center. The Spanish tapas restaurant, Jaleo, has great happy hour specials from Sunday to Friday. Zaytinya features Mediterranean-style small plates like lamb kebabs, hummus, and stuffed grape leaves. Café Atlántico serves Latin American fare, and is the home of the six-seat, reservation-only Minibar. Oyamel focuses on traditional Mexican food, with such delicacies as grasshopper tacos. **Jaleo:** \$\$\$ L, D daily. 480 7th St.

NW. 202-628-7949. www.jaleo.com. **Zaytinya:** \$\$\$ L, D daily. 701 9th St. NW. 202-638-0800. www.zaytinya.com. **Café Atlántico:** Reservations recommended. \$\$\$ L, D Tue.–Sun. 405 8th St. NW. 202-393-0812. www.cafeatlantico.com. **Oyamel:** \$\$\$ L, D daily. 401 7th St. NW. 202-628-1005. www.oyamel.com.

Matchbox. Beware of extremely long weekend waits at this date-night hot spot. The pizza is baked in an authentic wood-fired oven, and sliders with crispy onion rings are great for sharing. For something fancier, try the prime New York strip or Creole pork tenderloin. \$. L, D daily. 713 H St. NW. 202-289-4441. www.matchboxdc.com.

Nando's Peri-Peri. This Portuguese-African fusion restaurant's specialty is chicken marinated in a

peri-peri pepper sauce and flame-grilled. Another highlight is the chicken breast wrap with sweet chili jam and tangy yogurt sauce. \$. L, D daily. 819 7th St. NW. 202-898-1225. www.nandosperiperi.com.

Poste Moderne Brasserie. A sophisticated option located in the Hotel Monaco. Try the house-made charcuterie and a lavender margari-ta in the secluded courtyard, but the service can be hit-or-miss. No reservations needed at lunch. \$\$\$ B, L, D daily. 555 8th St. NW. 202-783-6060. www.postebrasserie.com.

Proof. If you're an oenophile in the mood to splurge, Proof is a wine-centric restaurant featuring a \$12 "Lunch Crush" special in the bar area. Reservations recommended. \$\$\$ L Mon.–Fri., D daily. 775 G St. NW. 202-737-7663. www.proofdc.com.

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Salmon tartare cones at Poste Moderne Brasserie.

Penn Quarter

Restaurants are also plentiful near the White House in the Penn Quarter, bounded roughly by 7th and 15th Streets NW, Pennsylvania Avenue to the south, and H Street to the north.

Cedar. The pricey comfort food here is worth every penny. Their high-end version of a BLT, made with fatty pork, tomato compote, and basil aioli, is decadent, especially with a side of duck-fat fries. If you go for Sunday brunch, make sure to order the home-

made Bloody Mary with habanero- and jalapeño-infused vodka! \$\$\$, L daily, D Mon.–Sat. 822 E St. NW. 202-637-0012. www.cedardc.com.

Central Michel Richard. This Penn Quarter hot spot serves modern American cuisine with a French flair. Chef Michel Richard takes classics to another level with his grilled mushroom-and-cheese sandwich, mussel chowder, and lobster burger. \$\$\$\$., L Mon.–Fri., D daily. 1001 Pennsylvania Ave. NW.

202-626-0015. www.centralmichel-richard.com.

Co Co. Sala. This upscale lounge is Wonka's chocolate factory for adults, but you can still get a real meal if you'd prefer. Sunday brunch serves up the Hotcake Obsession—citrus ricotta pancakes with white chocolate lemon cream, berry compote, and caramel passion fruit sauce—or French Toast S'mores. \$\$\$, B Sun., L Mon.–Fri., D Mon.–Sat. 929 F St. NW. 202-347-4265. www.cocosala.com.

Mitsitam Native Foods Café. Located within the Smithsonian's National Museum of the American Indian, this is the place to go for lunch on the National Mall. The prices may seem high, but it's worth it. \$. L daily. 4th St. & Independence Ave. SW. 202-633-7038. www.nmai.si.edu.

Rasika. A great place for upscale Indian food and tasty cocktails and mocktails. The gin and tonic is the best I've ever had. \$\$, L Mon.–Fri., D Mon.–Sat. 633 D St. NW. 202-637-1222. www.rasikarestaurant.com.

The Source. Located in the Newseum, The Source is Wolfgang Puck's addition to the Washington dining scene. If you are on a budget, skip the main dining room and eat in the more-affordable lounge. Reservations recommended. \$\$\$\$., L Mon.–Fri. D Mon.–Sat. 575 Pennsylvania Ave. NW. 202-637-6100. www.wolfgangpuck.com.

Teaism. This tea shop's creative bento boxes are quick and tasty. Be prepared for fast-moving lines that reach onto the sidewalk. \$. B, L, D daily. 400 8th St. NW. 202-638-6010. www.teaism.com.

Around Town

Georgetown is a great dining and shopping destination. It cannot be reached via Metro, but it is readily ac-

cessible via the Circulator Bus. Easier-to-reach areas in the district are Dupont Circle, Cleveland Park, Columbia Heights, U Street Corridor, Logan Circle, and Capitol Hill. To the east of Union Station, on H Street NE, lies the up-and-coming Atlas District, which you will need a cab to reach.

Ben's Chili Bowl. Even President Obama has eaten at this D.C. landmark. It's open early—6 a.m.—most days, and through a good bit of the night. But after 11 a.m., table service is reserved for parties of six or more. \$. No credit cards. B Mon.—Sat., L, D daily. 1213 U St. NW. 202-667-0909. www.benschilibowl.com.

Brickskellar and RFD. If you like beer, Brickskellar and Regional Food and Drink are the places to go. Owned by the same “Beer Guy,” Dave Alexander, each restaurant has over 300 beers and a great menu too. RFD has a covered back patio. Brickskellar: \$. L Wed.—Fri., D daily. 1523 22nd St. NW. 202-293-1885. RFD: \$. L, D daily. 810 7th St. NW. 202-289-2030. www.lovethebeer.com.

Busboys and Poets. A restaurant, bar, coffee shop, bookstore, and fair trade market—perfect for the progressive librarian. \$. B, L, D daily. Two locations: 1025 5th St. NW. 202-789-2227; and 2021 14th St. NW. 202-387-7638. www.busboysandpoets.com.

Ching Ching Cha. Like herbal or oolong or green? With over 70 kinds of tea everyone will be pleased. Ching Ching Cha also has a menu with tea snacks, homemade steamed dumplings, prix fixe tea meals, and delicious desserts. \$. L, D daily. 1063 Wisconsin Ave. NW. 202-333-8288. www.chingchingcha.com.

Commissary. The casual Commissary has excellent, reasonably priced food and drink. I have a



CommonWealth, a new Washington, D.C., pub offers British classics such as pork pie and bangers and mash, along with a hefty beer list.

weakness for the chicken salad BLT. When it gets busy, you may have to wait for a table. \$. B, L, D daily. 1443 P St. NW. 202-299-0018. www.commissarydc.com.

CommonWealth. This new pub offers up traditional British classics like pork pies and bangers and mash. The hefty beer list includes American microbrews and premium United Kingdom beers. Enjoy one while playing board games, watching football (European or American), or relaxing with friends on the outdoor patio. \$\$, L, D daily. 1400 Irving St. NW. 202-265-1400. www.commonwealthgastropub.com.

Dino. Rustic Italian food and friendly service can be found at this cozy restaurant. While the restaurant takes reservations, walk-ins are welcome and encouraged. Be sure to check out “What’s up at Dino!” and “Dino Deals” at its website for special events and day of the week specials. \$\$\$, D daily. 3435 Connecticut Ave. NW. 202-686-2966. www.dino-dc.com.

Good Stuff Eatery. Between Capitol South and the Eastern Market station is *Top Chef* contestant Spike Mendelsohn’s first restaurant. Inside, you can find burgers, hand-cut fries, salads, and creatively flavored shakes such as toasted marshmallow. They even make handspun ice cream! \$. L, D Mon.—Sat. 303 Pennsylvania Ave. SE. 202-543-8222. www.goodstuffeatery.com.

Granville Moore’s. Granville Moore’s chef, Teddy Folkman, won a mussel throwdown against Bobby Flay. If you go, get a Moules Moroccan in a curry cream sauce with beer-poached fennel, spicy lamb sausage, and addictive frites with curry mayo. \$. D daily. 1238 H St. NE. 202-399-2546. www.granvillemoores.com.

Hook and Tackle Box. Hook’s seafood menu changes daily to reflect whatever sustainable fish are in season and available. The food is excellent, but reservations are strongly recommended. Want something a bit more casual? The owner has opened

Tackle Box, a casual New England–style fish shack serving up delights such as the Maine lobster roll, fish tacos, and crispy oysters. **Hook:** \$\$\$\$ L Tue.–Sun., D daily. 3241 M St. NW. 202-625-4488. www.hookdc.com. **Tackle Box:** \$ B, L, D daily. 3245 M St. NW. 202-337-8269. www.tackleboxrestaurant.com.

Liberty Tree. The small plates, such as the stuffed peppers, are a good value and delicious. Also try the fried onion straws and a generous serving of olives. Wine and beer are good and reasonably priced. The ambiance is small, homey, and welcoming. \$\$. L, D daily. 1016 H St. NE. 202-396-8733. www.libertytreedc.com.

Palena. Palena offers both a café and dining room with slightly different menus. The burger and hot dogs here

are arguably some of the best in the city, albeit pricey at \$10 apiece with no sides. Order the fry plate as well if your budget allows. \$\$ D Mon.–Sat. 3529 Connecticut Ave. NW. 202-537-9250. www.palenarestaurant.com.

Pizzeria Paradiso. Great thin-crust pizza with unusual seasonal toppings—even pumpkin. It gets busy, so go early. On the lower level of the Georgetown location is Birreria Paradiso, offering more than 100 beers from around the world, many from small, craft-style breweries. The happy hour deals—\$5 appetizers and half-priced drafts—shouldn't be missed. \$ L, D daily. Dupont Circle: 2003 P St. NW. 202-223-1245. Georgetown: 3282 M St. NW. 202-337-1245. www.eatyourpizza.com.

Souk. This teetotalling Moroccan restaurant is one of the best deals in

the city. The bastilla, a phyllo pie stuffed with shredded white meat chicken and ground almonds and topped with cinnamon, sugar, and pomegranate seeds, is to die for. \$ D daily. 1208 H St. NE. 202-658-4224. www.souk-dc.com.

Sticky Fingers Bakery. From black Russian cupcakes to tofu lasagna, everything in this bakery is purely vegan. This is the place to go for big portions of yummy, cruelty-free snacks. \$ B, L daily; D, Fri.–Sat. 1370 Park Rd. NW. 202-299-9700. www.stickyfingersbakery.com.

Ulah Bistro. While it's great for happy hour, the late-night bites and the fact it is open until at least 2 a.m. make Ulah a marvelous choice after a night of partying. \$\$ B Sat.–Sun.; L, D daily. 1214 U St. NW. 202-234-0123. www.ulahbistro.com. ■

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In the late 1990s, ALA's Library Champions program was launched by a select group of corporate and foundation supporters who joined together to form a broad-based group to advocate for libraries and the library profession.

The *Campaign for America's Libraries* and its @ your library® brand—which now supports libraries across the nation by fostering public awareness on the extensive range of services available at their community library—was established from their vision. Today, the Library Champion program continues to build upon their incredible success and encourages the next generation of corporations and foundations to join them in a call to action and powerfully proclaim the importance of the library in American society.

Their investment in ALA's advocacy efforts has developed multiple programs that include: National Library Week, Library Card Sign-Up Month, *En Tu Biblioteca*, and Connect with your kids @ your library. In addition, their support has enabled ALA to create public relation and marketing tool-kits and other turnkey resources that can be used by all types of libraries.

ALA appreciates the Library Champions' generous commitment to increasing the importance of libraries as information, learning, and community centers throughout the nation. To each of you, thank you for supporting ALA and for making the *Campaign for America's Libraries* a success.

New Library Champion members add strength to ALA's initiative for public awareness and advocacy for America's libraries. Please visit www.ala.org to learn more about ALA's Library Champions and their role at ALA and *The Campaign for America's Libraries*.



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American Library Association 2009-2010 Library Champions



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Marty Kahn, CEO
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When Richard Rogers Bowker, Fredrick Leypoldt, and Melvil Dewey founded the ALA, they shared a joint vision: to promote best practices, awareness, and efficiencies in the daily affairs of the devoted librarians of their day and for future generations.

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Pamela Smith,
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FOUNDED: 1991
CONTACT: Sharon K. Hancock at 617.588.4432
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Jon Malinowski, President
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Richard W. Dreiling, CEO
DOLLAR GENERAL



Dollar General's commitment to literacy spans the life of our company and remains strong because of the significant need in our nation. Our co-founder, J.L. Turner, was functionally illiterate when he started the company recognized today as Dollar General. We understand that sometimes various circumstances in life prevent individuals from achieving their educational goals. Whatever the circumstances that initially prevented someone from experiencing educational success, we believe it is never too late to learn. We also believe that learning to read, receiving your GED or learning the English language is an investment that opens new doorways for personal, professional and economic growth for individuals and families.

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FOUNDED: 1939
CONTACT: Dollar General Literacy Foundation at 615.855.5201
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Erik Engstrom, CEO
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Elsevier is proud to be an active advocate of libraries worldwide. Today, librarians and Elsevier are partnering in new ways that support our common goal: making genuine contributions to the global science and health communities.

Librarians play a primary role in the development of our electronic products as well as providing valuable advice and insight through Elsevier's various advisory boards. With our combined efforts together we are able to improve scholarly communication and facilitate the mission of researchers and faculty.

At Elsevier, we recognize and value the diverse contributions of libraries everywhere and look forward to our continued collaboration. We do not underestimate the importance of librarians.

FOUNDED: 1880
CONTACT: Daviess Menefee, Global Director for Institutional Relations at d.menefee@elsevier.com
www.elsevier.com



Matti Shem Tov, CEO
EX LIBRIS GROUP



Ex Libris Group is a leading provider of library automation solutions, offering the only comprehensive product suite for the discovery, management, and distribution of all materials—print, electronic, and digital. Dedicated to developing the market's most inventive and creative solutions, Ex Libris leads the way in defining and designing efficient, user-friendly products that serve the needs of academic, research, and national libraries today, enabling them to transition into the future. By collaborating closely with customers and industry visionaries, Ex Libris addresses the evolving requirements of libraries in the high-tech era.

Founded more than 25 years ago, Ex Libris maintains a fast-growing, impressive customer base, serving thousands of sites in more than 75 countries on six continents. The Ex Libris customer list, which reads like a who's who of the world's top academic institutions, reflects the company's strategic focus on academia, national libraries, and research institutions.

FOUNDED: 1986
CONTACT: 800.762.6300; infousa@exlibrisgroup.com
www.exlibrisgroup.com



Richard G. Ketchum, Chairman
**FINRA INVESTOR
EDUCATION FOUNDATION**



The FINRA Investor Education Foundation is proud to partner with ALA on *Smart investing@your library*®, a grant program addressing the growing need for reliable financial and investor education at the grassroots level. Increasingly, individuals are responsible for navigating complex financial decisions virtually every day. Even knowing where to turn for information can be a challenge. Participating libraries are helping patrons at library facilities, at home via the Web, at the workplace, and at myriad community locations to access unbiased, quality resources and educational opportunities to improve their financial decisions.

The FINRA Foundation supports innovative research and educational projects that give underserved Americans the knowledge, skills and tools necessary for financial success throughout life. To date, the FINRA Foundation has approved more than \$50 million in investor education and protection initiatives through a combination of grants and targeted projects. FINRA, the Financial Industry Regulatory Authority, is the largest non-governmental regulator for all securities firms doing business in the United States. FINRA is dedicated to investor protection and market integrity.

FOUNDED: 2003
CONTACT: George Smaragdis at 202.728.8988
www.finrafoundation.org



Patrick C. Sommers, President
**GALE, PART OF CENGAGE
LEARNING**



Gale is committed to providing *value to libraries* and power to users. With a focus on the user experience and increasing usage, we stand side by side with library partners to promote the library as a vital part of its community. Library advocacy is part of who we are and where we're going.

We are delighted to be an ALA Library Champion. It's all part of our continuing heritage of serving libraries and librarians and supporting the good work of the American Library Association.

FOUNDED: 1954
CONTACT: <http://gale.cengage.com>



Guy Marhewka, CEO
GAYLORD BROS., INC.



Gaylord Bros. has helped librarians meet the needs of their patrons, students and staff for over 100 years. Through the continual development of innovative and quality products, we've endeavored to make the library environment and processes more inviting and user friendly. Gaylord has also focused on providing expert guidance in library layout as well as custom products that meet the specific demands of individual libraries.

Gaylord is proud to participate in the ALA Library Champions program as a means of enhancing the essential role that school, college and neighborhood libraries play in assisting people of all ages in the pursuit of literacy, research and community involvement.

FOUNDED: 1896
CONTACT: Amanda Rose at 315.634.8440
www.gaylord.com



Kristen Kochan, Director
HIGHSMITH



Helping Librarians Reach Every ReaderSM

Since 1956, Highsmith has been providing fresh ideas, services and products to help librarians engage readers of all ages. From furnishings, equipment and supplies that create inviting and effective learning environments to our exclusive Upstart posters, literature and promotions, we have everything you need to encourage a love of reading that stretches beyond the library.

FOUNDED: 1956
CONTACT: Sue Lenz at 608.743.8113
Customer Service at 800.558.2110
www.highsmith.com



Harold Regan, President & CEO
H.W. WILSON COMPANY



H.W. Wilson is proud to support ALA as a Library Champion. We're happy to help broaden the reach and impact of America's libraries, and enhance the services available to library users.

Support for the Library Champions program is just one dimension of H.W. Wilson's 112 years of commitment to libraries worldwide. Our most important mission – providing the highest quality access and the most relevant information for research – remains as vital as ever, and complements our desire to advance other aspects of library service.

Our editorial integrity assists libraries in connecting with more patrons on-site and on the web. The dedication of the librarians on the Wilson staff is highlighted with every WilsonWeb search at new workstations around the country. The Wilson name and subject files – the most consistent, precise, and reliable you'll find anywhere – help make even broadest periodicals collections more accessible and valuable for research.

The connection between America's libraries and library users is the foundation of H.W. Wilson's success, and we look forward to continuing our support of the Library Champions program in strengthening that connection.

FOUNDED: 1898
CONTACT: Frank Daly at 718.588.8400
www.hwwilson.com



Rich Rosy,
Vice President/General Manager
**INGRAM LIBRARY
SERVICES INC.**



Why is Ingram Library Services a Library Champion? It's simple – ILS is dedicated to serving! Our mission is to serve the needs of librarians, library communities and library associations. With access to the largest selection of books and audiovisual selections in the industry; our products and services are designed to simplify your business while enhancing your ability to service your patrons.

Being a Library Champion is more than simply supporting; it's a way to say thank you for all you do in your communities.

FOUNDED: 1970
CONTACT: Valerie MacLeod, Vice President, Sales at 800.937.5300, Ext. 35516
www.ingramlibrary.com



Jerry Kline, CEO & Chairman

INNOVATIVE INTERFACES

Innovative
interfaces

For over 30 years, Innovative Interfaces has dedicated its energies to meeting the needs of libraries and the challenges of library automation. Innovative fulfills this mission with trusted products including Millennium, the market-leading integrated library system, INN-Reach (direct consortial borrowing solution), Electronic Resource Management, and the Encore discovery services platform. Innovative's customer service ranks among the best in the industry and its partner-focused approach and long-term outlook allow it to be a stable, responsive provider to the library community. Today, thousands of libraries of all types in over 40 countries rely on Innovative's products, services, and support. The company is located in Emeryville, California with offices around the world.

FOUNDED: 1978
CONTACT: Gene Shimshock, VP Marketing at
510.655.6200; genes@iii.com
www.iii.com



Janice M. Stebbins,
President & CEO

JANWAY COMPANY USA INC.



JanWay Company is proud to support ALA as a Library Champion. Libraries play a key role in the development of educational and economic opportunities within their communities. We hope our contribution will help to sustain the long-term health of libraries, our country's most valuable information resource.

JanWay Company holds the unique position in the library world of being the largest full-service provider of custom printed promotional and fundraising products. Our specialties include items for promoting reading programs, Library Week, literacy, @your library®, anniversaries, new construction, community outreach, conferences, and internet/online services. Some popular products are canvas, nylon, non-woven and plastic bags, library hour magnets, mouse pads, bookmarks, pencils/pens and "Go Green" items.

As a Library Champion, JanWay is committed to helping libraries in their efforts to promote vital services to the community.

FOUNDED: 1981
CONTACT: Janice M. Stebbins at 800.877.5242 ext. 101
www.janway.com



Laura Salmon, Vice President
Publishing, Academic & Library
Solutions

LEXISNEXIS



The LexisNexis Academic and Library Solutions team serves the information needs of academic, secondary schools, and public libraries. We offer a wide array of printed indexes, microform collections, electronic databases, and digital archives, such as the U.S. Serial Set and Congressional documents as well as Statistical publications – all designed to make vast information sources completely manageable and accessible.

We design products with the goal of simplifying and ensuring successful research for students, faculty, knowledge workers, and librarians. In our quest to create truly useful products, we rely on librarians for their support, candor, and feedback. We hope that librarians realize they can rely on us, too; supporting the ALA Library Champions program is merely one way we hope to demonstrate our unwavering commitment to the profession.

FOUNDED: 1974
CONTACT: Marina Ilshayev at 800.638.8380
www.lexisnexis.com/academic



Annette Harwood Murphy,
President & CEO

THE LIBRARY CORPORATION



For over 34 years, librarians worldwide have turned to The Library Corporation for information management tools and services for their libraries and patrons. The Library Corporation is committed to delivering the most up to date and innovative products to meet librarians' needs. We believe in listening to those we serve and taking the initiative to meet their expectations.

The Library Corporation is proud to support the Library Champions program, which sustains librarians and library advocacy programs. Library Champions recognizes the achievement of individual librarians, while increasing public awareness and promoting advocacy programs – important reasons to stand behind this program.

FOUNDED: 1974
CONTACT: Lisa Prodywus at 800.325.7759
www.TLCDelivers.com



Fred Marks, COO

MARQUIS WHO'S WHO



Marquis Who's Who has been providing libraries and individuals with trusted biographical information since the first edition of Who's Who in America was published in 1899.

The librarian's role of guiding people to authoritative and accessible sources of information is just as important today as it was over 100 years ago. Marquis Who's Who is committed to helping libraries achieve this goal by providing world-class directories and databases that are constantly evolving to appeal to today's researchers.

Marquis Who's Who is proud to support the library community and serve as an ALA Library Champion

FOUNDED: 1899
CONTACT: Michael Noerr at 800.473.7020 ext. 1044
www.marquiswhoswho.com

MARSHALL CAVENDISH



Since 1970 Marshall Cavendish has been a highly regarded publisher of illustrated reference books for school and public libraries. In recent years, we have significantly expanded our publishing program to meet reader demands, and in 2006 launched Marshall Cavendish Digital, which brings our award-winning print titles into digital form, in order to meet the new challenge of information technology.

Marshall Cavendish Reference Books: illustrated encyclopedias covering a wide range of curriculum related topics. Benchmark Books: nonfiction published in series for elementary through high school readers. Marshall Cavendish Children's Books: picture books, nonfiction, and fiction from distinguished authors and artists. Marshall Cavendish Digital: customizable, Web-based digital collection of reference resources.

The Library Champion program offers Marshall Cavendish the opportunity to help ALA in its mission of advocacy for American libraries. As proof of its belief in the inestimable value, now and forever, of libraries, Marshall Cavendish is proud to offer its support to the advocacy efforts of ALA.

FOUNDED: 1970
CONTACT: Walter Harvey at 914.332.8888
www.marshallcavendish.us

Neil Gaiman serves as Honorary Chair of National Library Week 2010

Thanks in part to funding from ALA's Library Champions, a print public service announcement (PSA) featuring Honorary Chair of National Library Week Neil Gaiman, was placed in national magazines.

Gaiman, a bestselling author for readers of all ages and prolific creator of works of prose, comics, poetry, film, journalism and drama, was the winner of the 2009 Newbery Medal for "The Graveyard Book."

Libraries also used the PSAs locally as part of their National Library Week promotions.



INVESTING IN AMERICA'S LIBRARIES



Jonathan Worrall, CEO
MERGENT, INC.



As a proud member of the Library Champion family, Mergent is pleased to offer our strong support of the American Library Association.

Mergent, Inc. has been compiling and distributing public company information since 1900. Mergent's unique history has enabled it to be an innovative leader in easy-to-use, powerful information tools that combine functionality with the latest in technology. Mergent offers business professionals and individual investors a full range of research tools through data feeds, print, and online formats. Mergent's databases contain detailed information on over 15,000 U.S. public companies, 20,000 non-U.S. public companies and 17,500 municipal entities, as well as extensive corporate and municipal bond, UTI, and dividend information.

FOUNDED: 1900
CONTACT: Brian Whelan, Director of Marketing at
800.342.5647
www.mergent.com



Joe Mansueto, Chairman, Founder
& CEO
MORNINGSTAR



It is a pleasure to partner with an organization that looks for better ways to serve people. We at Morningstar are proud to be Library Champions and to support the American Library Association.

Morningstar, Inc. is a leading provider of independent investment research in North America, Europe, Australia, and Asia. Our goal is to offer products that improve the overall investment experience for individual investors, financial advisors, and institutions. Founded more than 25 years ago, we continue to evolve and expand our products. We're committed to delivering world-class investment research and services to people around the globe.

FOUNDED: 1984
CONTACT: 866.215.2509
libraryservices@morningstar.com
www.morningstar.com



Patricia Glass Schuman, President
Neal-Schuman Publishers and
Past-President ALA
**NEAL-SCHUMAN
FOUNDATION**



The Neal-Schuman Foundation, established in 2000 by Neal-Schuman Publishers' founders Patricia Glass Schuman and John Vincent Neal, strives to aid and promote charitable research and education for the improvement of libraries. An active ALA member and past President (1991-92), company president Schuman founded the Library Advocacy Now program and co-founded the Library Champions program.

For over thirty-five years, Neal-Schuman Publishers has served the library and information science community with all of the professional, reference and training materials needed to succeed amidst continuous change and challenges. Librarians the world over rely on the *How-to-Do-It* to learn new ways to deliver top programs and services. Always evolving, Neal-Schuman's 2010 releases include *The Tech Set*, a series of ten practical, cutting-edge field guides to today's hottest technologies for information professionals, and new co-publications with YALSA, LITA, PLA, and *Library Journal*. We are proud to join ALA's Library Champion program in support of library advocacy.

FOUNDED: 2000
CONTACT: Patricia Glass Schuman, President Neal-Schuman Publishers and Past-President American Library Association at 212.925.8650
www.neal-schuman.com



Jay Jordan, President & CEO
**OCLC ONLINE COMPUTER
LIBRARY CENTER**



OCLC strongly supports the Library Champions program and its commitment to library advocacy and the vital efforts of librarians around the world.

Since 1967, OCLC and its member libraries have been working together for the public good. Each day, the OCLC community of librarians in more than 71,000 libraries in 112 countries uses OCLC cooperative services to help people find the information they need. Each day, these Library Champions help to advance research, scholarship and education. We at OCLC are proud to be advocates for libraries and librarians and the ideals they embody.

FOUNDED: 1967
CONTACT: Bob Murphy at 800.848.5878
www.odc.org/home/



William Schickling, President
& CEO
**POLARIS LIBRARY
SYSTEMS**



Today's libraries are looking for better ways to serve their patrons and streamline staff workflow. And that's precisely what we do at Polaris Library Systems. As a forward-thinking library automation company, our goal is to keep you at the leading edge of technology, helping you to maximize resources, reduce costs and improve patron satisfaction.

Our mission at Polaris is to help libraries better serve their communities. The ALA Library Champions program is an opportunity for us to support libraries in their ongoing efforts to maintain positions of strength and relevancy within their communities.

FOUNDED: 1975
CONTACT: William Schickling at 800.272.3414 ext. 4580
William.Schickling@polarislibrary.com
www.polarislibrary.com



Marty Kahn, CEO
PROQUEST



At ProQuest, "Library Champion" is a title we strive to earn everyday. To us, being a Library Champion means investing in library education, honoring great educators and supporting schools with free resources. It means sharing with libraries our marketing expertise and our research. It means understanding the core tenets of librarianship, standing shoulder to shoulder with libraries in support of intellectual freedom.

Our business is partnership with libraries and it's built on a foundation of respect for the role of the library to illuminate, educate and excite its community, no matter its composition. We happily give back to an industry that has done so much for us. We're honored and humbled to be called Library Champions.

FOUNDED: 1938
CONTACT: Tina Taylor at 734.761.4700 ext. 2540
www.proquest.com

Step Up to the Plate @your library swings into action for a fifth season



With help from Library Champions, the fifth year of the Step Up to the Plate @your library program launched. Season five of Step Up to the Plate teams up two American classics – libraries and baseball – to promote information literacy by encouraging fans of all ages to test their knowledge of baseball trivia.

Step Up to the Plate features a baseball trivia contest. People of all ages are encouraged to visit their library and answer a series of questions inspired by our national pastime. The questions, developed by the library staff at the National Baseball Hall of Fame and Museum, are based on exhibits at the museum in Cooperstown, N.Y.

One lucky winner will receive a trip for two to the Baseball Hall of Fame to attend the World Series Gala in October.

Librarians are encouraged to register for free tools to help promote the program locally at www.ala.org/baseball. Tools include program logos in both English and Spanish and a toolkit that includes sample press materials and programming ideas. Thousands of school and public librarians register for the program each year.



Steve Laird, President
REFERENCEGROUP



ReferenceGroup is proud to be a Library Champion. ReferenceUSA offers online research tools containing the most accurate and up-to-date business and residential data available worldwide. Librarians and library patrons use ReferenceUSA's detailed information to search for jobs, conduct market research, find and study businesses and much more. Enjoy instant access to a comprehensive database of 20 million businesses world-wide, 135 million U.S. households and 205 million U.S. residents and 12 million Canadian households. Our newest modules include detailed information on Consumer Lifestyles, U.K. Businesses, New Homeowners, New Movers and New Businesses. ReferenceUSA makes research fast, accurate and easy!

FOUNDED: 1992
CONTACT: Steve Laird at 866.361.4996
reference@infousa.com



Blaise R. Simqu, President & CEO
SAGE



Librarians stand at the forefront of the information revolution. SAGE stands beside them. For more than 40 years, SAGE has consulted and conferred with librarians to help meet the ever-changing needs of library patrons. Through our Library Advisory Group at the ALA Annual Conference, SAGE representatives and librarians exchange ideas, discuss initiatives, and plan strategies for the future that will enhance the library experience for the millions who depend on these vital institutions. SAGE shares with librarians a passion for information that shapes and betters the world and value the critical role that libraries play in promoting literacy, learning and culture. SAGE was founded on the idea that engaged scholarship lies at the heart of a healthy society. Today SAGE is a global, growing group of companies, including the most recent addition to the SAGE family, CQ Press. SAGE is privileged to further this vision as a Library Champion.

FOUNDED: 1965
CONTACT: Tom Taylor, VP of Marketing and Sales at 805.410.7599
www.sagepublications.com



Richard Robinson, Chairman,
President, & CEO
SCHOLASTIC INC.



Scholastic is proud to once again join the ALA in championing the important role school libraries play in providing all children access to books, research, and technology.

As a long-time supporter of ALA, we believe in the importance of libraries as a valuable resource for improving student achievement. Through Scholastic Library Publishing, we continue to respond to the needs of libraries by developing print and technology products and services through the well-regarded Grolier, Children's Press, Franklin Watts, and *Grolier Online* imprints. We are proud to provide libraries with the resources they need to prepare our children for the future.

FOUNDED: 1920
CONTACT: 800.621.1115
www.scholastic.com/librarypublishing



Edwin Buckhalter, Chairman
SEVERN HOUSE PUBLISHERS LTD.



If the future of world civilization lies with education, then it is unacceptable that any country should fail to educate its children (and in some cases adults) to read and write and to introduce them to the pleasures of gaining knowledge and experience through reading.

Libraries reinforce teaching and open wide horizons to all, irrespective of their background. At a time of budget cuts and economic difficulties it is critical for the ALA to maintain its support for The Campaign for America's (and the World's) Libraries.

I am only too delighted that Severn House's contribution demonstrates our ongoing willingness to support library advocacy via the Champion program, which in turn helps produce a balanced society – and its future leaders in the community.

FOUNDED: 1974
CONTACT: Jill Lesser at 212.888.4042
www.severnhouse.com



Gary M. Rautenstrauch, CEO
SIRSIDYNIX



SirsiDynix helps libraries succeed. Using SirsiDynix means you have the leader in strategic technology solutions on your team, with deep functionality and experience working for you.

SirsiDynix offers a comprehensive suite of solutions for superior library management and user experience. These solutions help libraries improve internal productivity and enhance a library's capabilities to better meet the needs of people and communities, making libraries more relevant than ever. SirsiDynix also assists libraries through software-as-a-service, personal consulting, and other professional services.

SirsiDynix serves more than 20,000 library outlets and 300 million people through its 4,000+ library and consortia partners in the Americas, Europe, Africa, the Middle East and Asia-Pacific.

For more information, please visit
www.sirsidynix.com.

FOUNDED: 1979
CONTACT: David Malkmus at 800.917.4774
www.sirsidynix.com



Derk Haank, CEO
SPRINGER



Libraries are important partners for Springer, one of the most renowned scientific publishing houses in the world. Without you, the scientific community would not have access to our content and our publications would remain a well-kept secret. When I started college, the library's role as a "hall of knowledge" and its pride in the collection of human understanding and research was what fascinated me most.

Today, as a publisher, I am especially proud to be part of a company that publishes more than 5,500 new book titles and 1,900 journals every year. We first launched our Springer eBook Collection at ALA 2006 in New Orleans and celebrated by donating eBook collections worth US \$1 million to the seven universities most drastically affected by Hurricane Katrina. When we launched the product, we had 10,000 titles to offer. Now, less than three years later, there are almost 30,000 – making us the largest eBook publisher in the world.

Currently, we are in the middle of a pilot project, MyCopy, with twenty institutions which allows the registered patrons of university libraries to order a softcover copy of over 10,000 individual eBooks at a competitive price. If the pilot is successful and there is sufficient demand, we will greatly expand this offering.

SpringerLink, our electronic platform, which we are redesigning, allows instant overview of all material available on a particular subject, whether a journal or a book. Our online journal archiving activities now allow access to all of our journals back to Volume 1, Issue 1. Usage of SpringerLink is enjoying unprecedented growth in usage.

For more information and demonstrations, please visit us at our booth here in Washington, DC.

FOUNDED: 1842
CONTACT: George Scotti, Channel Marketing Director
george.scotti@springer.com
www.springer.com/librarians

STANDARD & POOR'S



Standard & Poor's is thrilled to support library advocacy through the Library Champions programs. We hope to ensure that children and adults throughout the country continue to benefit from the wonderful services and programs that libraries have to offer.

Standard & Poor's NetAdvantage is the single source solution for Academic Libraries, Public Libraries, and Corporate Libraries and Information Centers. NetAdvantage puts you in touch with the information you need by offering fast and easy access to our most popular publications: Industry Surveys, Stock Reports (PDF, HTML, and Interactive), Mutual Fund Reports, The Outlook, The Register of Corporations, Directors and Executives, Security Dealers of North America, Credit Week, and data from our Stock Guide, Bond Guide, Earnings Guide, and Dividend Record databases. Plus, Global Industry Surveys, and Global Reports including Annual Reports, Interims and Corporate and Social Responsibility (CSR) Reports. Available exclusively for the Academic Library Market, we offer Compustat Excel Analytics and International Fundamental Reports.

To learn more about NetAdvantage please call: 1-800-523-4534 for fast and friendly product support.

FOUNDED: 1860
CONTACT: Enza Messina, Marketing Manager at 212.438.4036
www.netadvantage.standardandpoors.com



Jose Luis Andrade, President
SWETS



Serving the library and information industry for more than 105 years, Swets recognizes the central role libraries play in supplying access to relevant, timely information, vital to the continuous success of its patrons. In addition to traditional print resources, the expanding and complex demands of accessing and managing electronic content makes librarians' and serials professionals' roles more important than ever. Partnering for the acquisition, access and management of scholarly, business and professional information, Swets provides libraries with innovative services and support required to successfully meet the growing needs of customers.

FOUNDED: 1901
CONTACT: Elyse Profera, Swets NA Marketing Communications at 800.645.6595 ext. 2126
www.swets.com

American Library Association 2009-2010 Library Champions



INVESTING IN AMERICA'S LIBRARIES



Mike Boswood, President & CEO -
Healthcare and Science

THOMSON REUTERS



THOMSON REUTERS

Thomson Reuters is the world's leading source of intelligent information for businesses and professionals. We combine industry expertise with innovative technology to deliver critical information to leading decision makers in the financial, legal, tax and accounting, scientific, healthcare and media markets, powered by the world's most trusted news organization. With headquarters in New York and major operations in London and Eagan, Minnesota, Thomson Reuters employs more than 50,000 people in 93 countries. For more information, go to thomsonreuters.com.

FOUNDED: 1948

CONTACT: Sue Besaw at 215.823.1840
www.thomsonreuters.com



Patrick Gaston, President

VERIZON FOUNDATION



The Verizon Foundation is dedicated to the advancement of K-12 education. As a leading broadband company, our future depends on educated workers and consumers. We know that in America and around the world educational achievement drives economic prosperity and social change. Thinkfinity.org is our signature program for K-12 education – a free web site that offers users more than 55,000 resources in all K-12 academic subjects. Thinkfinity.org's resources are provided in partnership with 11 of the nation's leading educational and literacy organizations, which include the National Center for Family Literacy, ProLiteracy Worldwide, the International Reading Association and the National Council of Teachers of English. Thinkfinity's lesson plans, educational games and videos provide teachers, students and parents with an exciting and engaging way to advance learning. Thinkfinity supports librarians, media specialists and teachers with free, standards based materials that engage students and make learning fun. Visit www.thinkfinity.org

FOUNDED: 2000

CONTACT: www.verizon.com/foundation



Greg Leeds, President & CEO

**WIZARDS OF THE COAST
BOOKS FOR YOUNG
READERS**



BOOKS FOR
YOUNG READERS

Wizards of the Coast Books for Young Readers is dedicated to offering books that will turn reluctant readers into lifelong readers. We publish fantasy series fiction for young readers based on the fantastical worlds of the genre defining roleplaying game, DUNGEONS & DRAGONS. From the lavishly illustrated and *New York Times* best-selling *A Practical Guide to Dragons* and *Practical Guide to Monsters*, to the unique adventures of dragons in the *Dragon Codex* series to the how-to guide for monster hunters of all ages, *How to Trap a Zombie*, *Track a Vampire*, and *Other Hands-On Activities for Monster Hunters*, our books have turned many young readers on to a lifetime of fantasy reading. For the past six years, we have supported libraries by offering free teaching and discussion guides, classroom activities and programming ideas. We are proud to extend our support by becoming a sponsor of ALA.

FOUNDED: 2004

CONTACT: Shelly Mazzanoble at 425.204.2693
www.wizards.com



Don Keller, CFO, V.P. & Acting
President

WORLD BOOK, INC.



World Book sets the standard in publishing accurate, current, and reliable reference and learning materials for children and adults. The company is committed to creating educational products that meet the highest standards of editorial excellence in print and online.

For nearly a half-century, World Book has continuously recognized and supported the work of the American Library Association and its affiliate organizations as advocates for their members and the constituents they serve.

We at World Book are honored to champion the ALA librarians, and teachers in their efforts to facilitate learning and broad, equal access to the highest quality educational information.

FOUNDED: 1917

CONTACT: Chris Senger at 312.729.5800
www.worldbookonline.com



American
Library
Association

Library Champions

Investing in America's Libraries

Library Champions make it possible to increase awareness and advocate the value of libraries and librarians across the country and around the world. To learn how you can become a Library Champion and help ALA speak up and speak out for libraries, please contact the ALA Development Office, at 800.545.2433 ext.5050 or via email at development@ala.org.

50 East Huron Street • Chicago, IL 60611
Phone: 312.280.5050 • Fax: 312.280.5015

Frontline Advocacy Is Everybody's Job

ALA President Camila Alire's presidential initiative offers a systematic approach to staff participation

by Patty Wong and
Julie Todaro

What makes this initiative different from previous advocacy initiatives is that it engages and empowers frontline library staff to work on advocacy at a different level than how library administrators, trustees, friends, and grassroots users operate," says Alire. "The traditional focus has been on how to interact with elected officials and decision-makers. Frontline advocacy is about everyone else—those not in top-level positions who deal with decision-makers—learning to articulate the message to people both inside and outside the library."

Frontline advocacy has long been a part of Alire's approach to success. The concept made its first appearance on a national level through the "Power of Personal Persuasion," an initiative launched during Alire's tenure as president of ALA's Association of College and Research Libraries in 2005–06, so it comes as no surprise that Alire adopted frontline advocacy as part of her presidential initiative.

Community central

Frontline advocacy focuses on advocating at points of service and engagement and encourages staff and administrators in all types of libraries to work together to tell our stories



ALA President Camila Alire explains on video the urgency of frontline advocacy, which involves learning to articulate the message both inside and outside the library.

about the value of libraries and the value of library staff as part of a larger theme "Libraries: The Heart of ALL Communities," which focuses both on advocacy and literacy.

"It's important to emphasize that it's not just about the patron interaction," says Marci Merola, director of ALA's Office for Library Advocacy (OLA), "it's also about everyone within a library employee's circle of influence.

"The timing of this initiative is perfect," she continues. "With so many threats to libraries around the country, we're seeing time and time again that it's citizen involvement that's saving the day. Frontline advocates are the

conduits to those citizens.

"It's ironic that for every person who is reticent about getting involved in frontline advocacy, I'm finding that there is someone else who says 'I do this every day... I just didn't know that we had a name for it—I didn't know it was called frontline advocacy.'"

"But what's been missing up until now, and what Alire's initiative provides, is a systematic, formalized approach to frontline advocacy. It's not rocket science: I think that inherently, everyone wants to feel good about their job. And everyone who works in a library knows they're doing something towards the greater good. But can they quantify it? Can they tell their neighbors exactly how their job is helping the economy or boosting test scores in the community? If you can empower those people with the right messages—talking points, statistics and the relevance about what their library



ala.org/frontlineadvocacy

does—what they do—they're not going to stop talking about it."

ALA's Office for Library Advocacy has played a key role in developing the initiative, as did the Office for Literacy and Outreach Services. ALA's Office for Diversity and Governance Office have been part of a steering committee strategically working on Alire's initiative since her election to the post in April 2009. In addition, two member working groups were formed representing libraries of all types, including one to create and design planners and one to review content. Much broader than Alire's "Power of Personal Persuasion," frontline advocacy focuses on content specific to all types of libraries; content delivered in a variety of teaching and learning activities; and the widest target audience for involvement: all library frontline employees, at all levels of employment within organizations, including management and administration.

Online content

As libraries begin to or continue to integrate frontline advocacy into their staffs' daily routines, the reality is that the initiative becomes the core of communication between employee and patron (or friends, neighbors, relatives) no matter the type or size of library. The most successful frontline advocacy plan motivates employees to work together to represent the library and articulate library needs in positive language that emphasizes the value of libraries and library employees.

Working together in libraries to plan a frontline initiative includes the design and implementation of guidelines for frontline employees as well as guidelines for managers and, specifically, identification of library issues and needs; scripts of language/exchanges and interactions; articulation of the relationship between frontline advocacy and customer service; identification of frontline advocacy roles and responsibilities in



Frontline advocacy begins with a smile—like the one on the face of Katie Conway at Baraboo Public Library in Wisconsin—delivered at points of engagement.

all employee job descriptions; guidelines concerning communication among employees; and assessments to determine what activities, scripts and patron/user exchanges proved to be the most successful.

Amid the myriad of resources there is much new content designed to articulate how frontline advocacy is different from every other kind. This content includes definitions of the new way of looking at advocacy, scripts of specific approaches for frontline employees to use in public service, point-of-use interactions at public service reference and circulation desks as well as at community events and activities. The initiative includes answers to excuses of "we can't do this!" as well as ways to make everyone successful at this important 21st-century advocacy.

Toolkit at ala.org

The initiative toolkit on ALA's website in the Advocacy University section, ala.org/frontlineadvocacy, is a large toolkit with general content along with four smaller toolkits specific to type of library—public, academic, school, and special. Toolkit resources can be used as part of a

whole or as stand-alone items. They include:

- A self-directed tutorial that can be used by frontline employees in all types of libraries.
- A train-the-trainer workshop with representatives from across the United States designed to focus on repurposing content in online formats as well as identify individuals who can spread out across the country to present the frontline advocacy content to the greatest number of people possible.
- Four smaller toolkits with content designed to be used either self-directed online or as in-person training materials.
- A series of streaming videos of ALA President Alire introducing the content and motivating employees to embrace this job responsibility and expand interactions.
- PowerPoint presentations—some general, some specific to a number of target audiences, events, and lengths of events.
- A webinar with content and a panel of speakers delivered originally at the national level and then archived and made available for ei-

ther individuals or groups to repurpose for any appropriate setting.

"If I had to pick my favorite part of the initiative," says Alire, "I think I would have to return to the genesis of the frontline advocacy idea and my first discussions with staff over the need for them/us to step up to changing our frontline interactions with our patrons or audiences."

She refers to the resistance that she first heard when asking her employees to advocate for libraries in the course of their daily job responsibilities. Responses such as "It's not my job to advocate," or "I don't think I can do this, I'm too shy," or "My director wouldn't want me to do this" became a recurring theme—and a hurdle that was necessary to overcome. "I found that as employees articulated their feelings over the new roles, their 'excuses' for why they couldn't make the shift were very real and needed to be addressed

before the project was deemed successful," says Alire. "I really wanted to emphasize the need for people to take frontline advocacy to their own personal comfort level."

"During those first discussions with staff about changing frontline interactions with our patrons or audiences, we began to bounce ideas off one another. Thus, the Six Excuses piece became a reality—in fact, we started out with five! And realized we needed to expand it to six with special emphasis on addressing the discomfort associated with public speaking."

Ways to make a difference

One initiative document, *52 Ways to Make a Difference: Advocacy throughout the Year*, serves as a master list of content that includes weekly themes, suggestions for building out weekly ideas and activities as well as training

and development recommendations and links to a myriad of web articles and toolkits. This wealth of resources seeks to cover every aspect of designing the 52 weeks of frontline advocacy with content on marketing and public relations, customer service scripts and training information, other advocacy content, activities to specific populations, diversity and special needs patrons, best practices from other libraries and associations, literacy, and budget process recommendations.

52 Ways is the culmination of all of the wonderful ideas from initiative participants as well as a central location for all of the specific and related content posted on ALA's website and in other online Association environments. Although the first *52 Ways* was designed for public libraries, the feedback was so positive that we revised it as a working document for all types and sizes of libraries. The strength of the document is that the activities work together and build on each other, but activities also work alone or in small groups. Libraries could just as easily pick 12 of the 52 activities (one each month) or four of the 52 activities (one major activity for each quarter)."

The bottom line for all of us who understand the incredible return on investment that libraries offer to their communities—whether those communities are public, school, academic, or corporate—is that now more than ever we must learn to articulate the message both inside and outside the library at every point of engagement with our advocates and those who can become them. ■

PROVEN SUCCESS

Several libraries are integrating frontline advocacy in the workplace. San Antonio Library Director Ramiro Salazar plans to implement frontline advocacy throughout his organization. "The San Antonio Public Library recognizes the value of creating an organizational culture which embraces frontline advocacy," he says "In response to a recent training session presented by ALA President Camila Alire, the San Antonio Public Library has taken steps to create a staff driven Frontline Advocacy Team. The goal of this team is to work with library administration to develop an action plan to put in place strategies leading to the integration of frontline advocacy as part of the day-to-day operations of the Library."

Librarian Jackie Griffin at Ventura County Library System has already appointed a staff task force to establish a frontline model to strengthen community communication and bolster support for a potential future ballot initiative. "It was so wonderful to have Patty Wong come and share Camila's staff advocacy program with us. It was a great springboard to engage VCL staff in a frontline advocacy program. We are working on a collaborative process that is easy and fun for all staff; to make sharing the value of our libraries a natural part of our daily lives."

Marquette University Dean of Libraries Janice Welburn created a day long Advocacy Forum featuring frontline advocacy and combined forces with University of Wisconsin-Milwaukee and Milwaukee Public Library leadership.

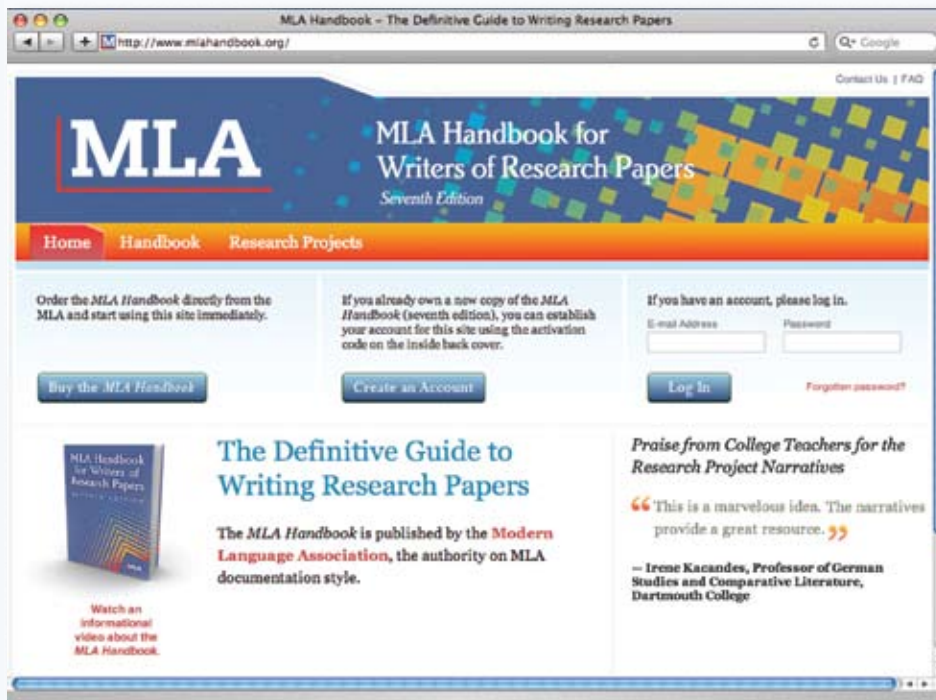


JULIE TODARO
(left) is dean of library services at Austin Community College in Texas, and

PATTY WONG
is county librarian for the Yolo County Library in California.

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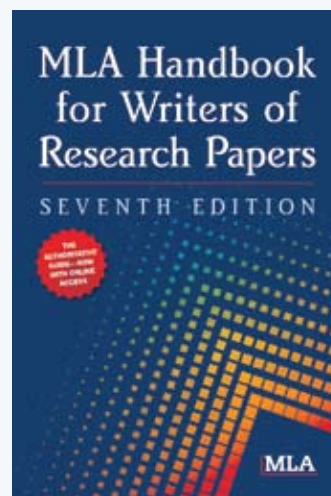
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Currents

■ In April **William R. Baldridge** was appointed commissioner of the Grand Rapids (Mich.) Public Library by the Board of Library Commissioners.

■ May 14 **Treacy Blair** retired as children's librarian at Boaz (Ala.) Public Library.

■ April 29 **Barbara Buss** retired as webmaster from Fairfield (Conn.) Public Library.

■ June 1 **Beverly Cain** was appointed Ohio state librarian.

■ **Martha Catt** retired May 14 as director of Hussey-Mayfield Public Library in Zionsville, Indiana.

■ August 1 **Barbara I. Dewey** will become Penn

State's dean of university libraries and scholarly communications in University Park.

■ In June **Lynette Dickow** will retire as librarian of Duniway Elementary School in Portland, Oregon.

■ In February 2011 **Howard Dodson Jr.** will retire as director of the New York Public Library's Schomburg Center for Research in Black Culture.

■ May 3 **Mark Fink** was appointed community librarian at Cupertino (Calif.) Library.

■ May 3 **Jay Gaidmore** became university archivist of the University of North Carolina at Chapel Hill.



Howard Dodson Jr.



Jane Howell



Isabel Silver



Cherie Spencer

■ April 15 **Jeffrey W. Galant** joined the faculty of Valdosta State University at Odum (Ga.) Library as instructor of library science and reference librarian.

■ In March **Nora Goldsmith** was appointed administrator for public services for Glendale (Calif.) Public Library.

■ In June **Gerald Gordon** will retire as collection development librarian and associate professor at Radford (Va.) University's McConnell Library.

■ In May **Dave Hayes** retired as university librarian at McConnell Library at Radford (Va.) University.

■ In August **Sandra Hirsh** will become director of the School of Library and Information Science at San Jose (Calif.) State University.

■ May 15 **James Hoogstra** retired as branch manager at Detroit Public Library.

■ June 30 **Jane Howell** will retire as director of library services from Montana State University Billings Library.

■ May 1 **Rachel Jorgensen** was appointed information literacy librarian at the University of the

District of Columbia.

■ April 12 **Tom Lamb** became cataloging and metadata librarian at Carleton College in Northfield, Minnesota.

■ April 30 **Rosanne Macek** became director of library services at Mountain View (Calif.) Library.

■ In June **David Mao** was appointed the first deputy law librarian of Congress in Washington, D.C.

■ In March **Lora Martin-olich** was appointed supervisor for adult services of Glendale (Calif.) Public Library.

■ On April 3 **Gary McConne** retired as associate director, information systems at the National Agricultural Library in Beltsville, Maryland.

■ May 28 **Jennifer Morris** retired as executive director of the Pioneer Library System in Canandaigua, New York.

■ March 23 **Melanie Moss** became director of the Waverly (N. Y.) Free Library.

■ July 1 **Walter Murphy** will retire as executive director of the Flint River Regional Library in Griffin, Georgia.

■ May 14 **Kay Noguchi** retired as supervising

CITED

■ The National Genealogical Society honored **Randy Riley**, special collections supervisor of the Library of Michigan in Lansing, with the P. William Filby Award for his contributions to the study of genealogy and local history. The award, which carries a \$1000 prize from award sponsor ProQuest, was presented April 30 in Salt Lake City.

■ The Georgia Humanities Council honored **Mary Ellen Brooks**, director emerita of the University of Georgia's Hargrett Rare Book and Manuscript Library in Athens, Georgia, with a Governor's Award in the Humanities May 11. The award recognizes a person or organization who has made a significant impact through their work in the humanities.

librarian at San Rafael (Calif.) Public Library.

■ In April **Christine Porter** was appointed head librarian at Middletown (Pa.) Public Library.

■ **Theresa Robinett** became supervisor for children's services at Glendale (Calif.) Public Library in March.

■ June 30 **Marcia Schneider** will retire as chief of communications and adult services at San Francisco (Calif.) Public Library.

■ March 16 **Richard Schwegel** was named director of the Performing Arts Library at Roosevelt University in Chicago.

■ May 5 **Ronald Shaw** became director of Chemung County Library District in Elmira, New York.

■ In March **Isabel Dale Silver** was appointed director, academic and scholarly outreach, at George A. Smathers Libraries at the University of Florida, Gainesville.

■ January 25 **Cherie Spencer** was appointed associate director of Hancock County Public Library in Greenfield, Indiana.

■ In August **Thomas F. Staley** will retire as director of the Harry Ransom Humanities Research Center at the University of Texas, Austin.

■ In February **Joe Toth** became director of library services at Ocean County College in Toms River, New Jersey.

OBITUARIES

■ **Dan Clemmer**, 71, died April 5. He was a retired director of the State Department library in Washington, D. C.

■ **Anna R. Cocks**, 91, died February 1. Among her many achievements, Cocks was an editor of *COPNIP List*, a publication directed to pharmaceutical librarians; librarian at Penn State University, and librarian at Miles (Bayer) for 23 years.

■ **Traianos Gagos**, 49, passed away April 26 due to a fall down the stairs at his home. He was a professor of papyrology and Greek in the department of classical studies and archivist for the papyrus collection of the Hatcher Library at the University of Michigan in Ann Arbor. As a librarian, Gagos made the collection more useful to scholars while making translations available along with the texts, so that nonspecialists could see them and learn from them.

■ **James Galbraith**, 67, died on March 31. He served as chief librarian in St. John's, Newfoundland, and Moose Jaw, Saskatchewan, Canada. Galbraith spent his last years in Nova Scotia.

■ **Sylvia Ann McDowell**, 75, passed away March 11 due to pancreatic cancer. She worked as a librarian at the Massachusetts Institute of Technology in Cambridge; Middlesex Community College in Bedford, Massachusetts; Boston University, and Harvard University's Schlesinger Library in Cambridge. McDowell was one of the

founders of the Boston Women's Heritage Trail and served many years as president and vice president.

■ **Bob Porter**, 90, passed away due to complications from a battle with Parkinson's Disease April 23. He was former chief librarian for 25 years at Peterborough Public Library in Ontario, Canada.

■ **Richard Savage**, 59, died after being hit by a train April 16. He was a librarian at Cambridge University in the United Kingdom.

■ **Marion Schulman**, 89, passed away May 2. She was a longtime librarian at the University of Southern California in Los Angeles ending her career there in October 2009 as a general bibliographer.

■ **James Howard Thompson**, 75, died April 13. He was library director at the University of North Carolina Libraries in Greensboro from 1970 to 1988.



James Howard Thompson

■ **Rose Zertuche Treviño**, 58, died April 30.

Among her many contributions and accomplishments, Treviño was the first Mexican American to receive the Siddie Jo Johnson Award for significant contributions to children's librarianship. She spent her last seven years as the youth services coordinator for the Houston Public Library and retired in October 2009.

■ September 30 **Darro Willey** will retire as director of the DeKalb County (Ga.) Public Library.

■ March 1 **Nat Wilson** was named digital archi-

vist and library technology coordinator at Carleton College in Northfield, Minnesota.

■ June 8 **John York** will retire as librarian at Gla-

cier High School in Kalispell, Montana.

■ May 21 **Barbara Youngblood** retired as director of Norwood (Colo.) Public Library. ■

My Artful Diversion

A picture is still worth a thousand words

by Jennifer Burek Pierce

One rainy day in May, I gathered my umbrella and ventured into the Massachusetts countryside. My destination was not the charming farms nor the region's myriad historic towns; instead, I went to the Eric Carle Museum of Picture Book Art, which resides on quiet West Bay Road in Amherst.

The museum itself was quiet, too, the afternoon I arrived. It is a large space, clearly designed to accommodate many young energetic children and their guardians. At the same time that the museum is spacious, it also adapts itself to even its smallest visitors. There are brightly colored rubber footstools at every drinking fountain, and tiny chairs as well as ones designed to hold adults. One barely post-toddler boy quickly demonstrated that even the rough-hewn stone floor was selected with the proclivities of children in mind, as he was able to run through the main hall without the least danger of sliding.

There was more to do than trod the slip-proof hallways though, and the first place I went was the art studio, which held at least a half-dozen activity tables. Lots of windows let in natural lighting. One corner contained a toddler-oriented table and toys, and another held a small draw-

ing resource center, full of books and magazines.

An assistant explained to me that though it was possible to draw or play in the space, the studio's featured activities corresponded to the exhibits. She offered to let me do art, even though I'd brought no children along. This spring and summer, one gallery contains Antonio Frasconi's woodcut prints. In the art studio, then, visitors can learn to make prints, too.

Little chairs, big ideas

Librarians looking to engage younger readers might see ideas to borrow at this museum. In addition to the pint-sized furnishings and content, there were clever handouts that ac-

companied the exhibitions. I picked up a flier, expecting to see the usual background about an artist's life, technique, and style. Instead, there were short lists of themes that children could look for in the artwork on the walls, squares

where they could try drawing images modeled on ones in the exhibition, and a challenge to find quirky objects, like a "building hiding in a box." Another handout had an A-Z checklist, beginning with Ape and ending with Zebra, to guide exploration of the museum's varied canvases and photographs.

As one might expect in a museum

dedicated to picture-book art, there is a little library. When I was there, a young woman conducted a storytime for a handful of little girls gathered at her feet. At the end of the session, some parents continued reading with their children, while one little girl clad in a robin's-egg-blue dress perused the books on her own. I scanned the new bookshelves—a collection contributed by a major publisher—and found many good titles.

Everyone's favorite caterpillar—well, aside from the 19th-century, hookah-smoking one known to readers of *Alice's Adventures in Wonderland*—was much in evidence. The star of *The Very Hungry Caterpillar* could be found on signs, rugs, books, and furniture. A great favorite place for the children exploring the museum was a tall, wooden caterpillar whose arch concealed tot-sized seats. Parents had to persuade their young readers to set books aside and leave this protected little place.

The part of the museum I found it hard to tear myself away from, though, was the museum bookstore. One magazine has touted this shop as an unequaled place for purchasing kids' books. Although the museum's library collection doesn't circulate, an assortment of new books from its store came home with me, to while away another rainy day. ■

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.



A great favorite place for exploring children was a tall, wooden caterpillar whose arch concealed tot-sized seats.

Seeing with Social Eyes

How a motivated staff transformed a little used college library into a center for campus activity.

by Brian Mathews

Library fines got you down? Help build our Facebook page to 500 people & I'll waive fines of two students." This message streamed across the Luria Library's Twitter feed. In less than 140 characters, it perfectly portrays the playful and forgiving nature of its library director, and demonstrates the rising value of social capital, which just might outweigh the penalty for a few overdue books.

Kenley Neufeld has led the Luria Library at Santa Barbara (Calif.) City College for the past three years. During this time usage has doubled and the library has grown from being what he calls "little used and simply dismissed," into "a center for student activity on campus." This shift included the expansion of technology services, the installation of a café, and the development of more flexible workspace. However, the transformation hasn't simply been physical but also includes new attitudes. "Taking down signs that prohibited talking and eating has been critical to our success," Neufeld says. "We want to provide an environment that is conducive for social learning." Additionally, he has worked with his staff to present a more open and inviting demeanor when interacting with patrons.

Faculty is key

This library's openness is strongly influenced by Neufeld's mindfulness. "It is really important to remain in a calm state; when chaos happens you have to stay balanced and not get

drawn in emotionally." Neufeld strives to be neutral and helps guide conversations, but not dominate them. "As a leader I can't get too attached to a particular outcome. I have to be open to all possibilities." This creates an environment that not only encourages experimentation but nurtures it as well.

This is evident in Luria Library's approach to technology. Despite having offered text-message reference for years, librarians found that there

is an increasing demand for assistance via chat. The staff switched back and forth between several chat clients before finally settling on Library H3lp. Neufeld is philosophical about failure. "It's OK if things don't work out as planned. We can grow together by learning what works and what doesn't," he says.

While there is a lot of activity inside the library, Neufeld spends a fair amount of his time away from the building. By serving on campus committees, he has become the face of the library to many faculty and administrators. He believes that the best way to build interest is through direct conversation and that promotion of the library trickles down from instructors into the classroom.

"We've slowly tried to build a culture of coming to the library," Neufeld says. Students and faculty were not in the habit of using the library before, but now they visit regularly. This is

clearly the case as gate counts have risen from a quarter-million patrons each year to over half a million.

What's next? Although the dramatic growth rate in foot traffic has leveled off, Luria Library remains very busy. "It can actually be a bit chaotic. Maybe we've been too successful," Neufeld notes. Looking ahead, the next step is

improving existing services, he observes. "We've built a consistent audience, but now we need to focus on understanding their needs and

ways that we can better serve them." Neufeld intends to adapt Char Booth's *Informing Innovation* metric, spend more time talking with patrons, and explore Santa Barbara City College's annual campuswide assessment that addresses student learning outcomes.

Reflecting on the future of the profession, Neufeld envisions an opportunity for librarians to "take a leading role in the upcoming electronic social media environment where information is ubiquitous and free" by embracing the "responsibility of helping people become savvy consumers of information." This is probably why he is willing to exchange some overdue fines for Facebook friends, because the success of his library is about building a platform of influence one patron at a time. ■

BRIAN MATHEWS, at brianmathews.com, is a librarian at the University of California, Santa Barbara. This column spotlights leadership strategies that produce inspirational libraries.



Taking down signs that prohibit talking and eating has been critical to the library's success.

Librarian's Library

Historical Thesaurus

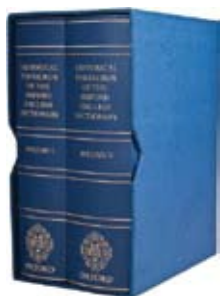
by Mary Ellen Quinn

The *Oxford English Dictionary* has been called the world's greatest dictionary, and it has been joined by what might be called the world's greatest thesaurus, *Historical Thesaurus of the Oxford*



More than 40 years in the making, *Historical Thesaurus* covers nearly a million

words and expressions from Old English to the present day



English Dictionary. This is no ordinary synonym-finder. More than 40 years in the making, it covers nearly a million words and expressions from Old English to the present day

and organizes them under a hierarchical system of semantic categories and sub-categories. Using the thesaurus, it's possible to take a word and trace the range of meanings it has had since Old English days. This thesaurus can be a challenge to navigate, but it will be welcomed by scholars and language lovers. An online version will be released when the redesigned *Oxford English Dictionary Online* is launched later this year.

INDEXED. 3,952P. \$395 FROM OXFORD UNIVERSITY PRESS (978-0199208999)

Reference Renaissance

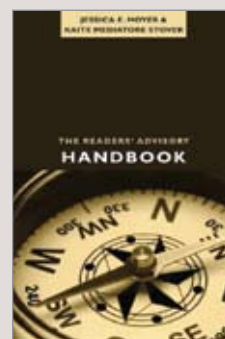
Although some may question the notion of a reference renaissance (did reference ever really die?), few would deny that "reference has been transformed from an area that focused on resources and artifacts to one that explores a human process of questioning, contextualizing, and learning." So notes the introduction to *Reference Renaissance: Current and*

Future Trends, edited by Marie L. Radford and R. David Lankes and based on a conference that took place in 2005. The volume collects more than 20 chapters, updated from the original conference presentations, that cover innovative service models, search engines and virtual tools, marketing, training, and more. Where is this all leading? According to Lankes, in his confer-

NEW FROM ALA

Readers' Advisory mavens Jessica E. Moyer and Kaite Mediatore Stover tapped the expertise of some fellow enthusiasts, and *The Reader's Advisory Handbook* is the result. Sarah Statz Cords offers advice on adding nonfiction to the readers' advisory equation, David Wright covers adult storytime, and Heather Booth discusses expanding readers' advisory service to young adults. These are just a few examples of chapters designed not only to introduce the basics but also to broaden our ideas about readers' advisory by offering some creative new approaches.

INDEXED. 232P. PBK. \$55 (9780838910429)



Though based on the title one might expect this book to provide guidance on collection development in the sciences, *Building Science 101: A Primer for Librarians* is in fact about physical library structures. In it, Lynn M. Piotrowicz and Scott Osgood provide an introduction to heating and cooling, windows, walls, acoustics, and similar topics. The aim isn't to support new construction projects, but to arm librarians with information that will help them manage and upgrade existing facilities.

INDEXED. 123P. PBK. \$40 (9780838910412)



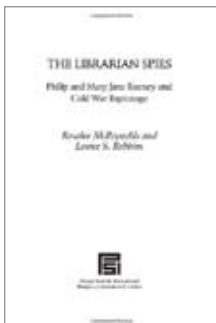
ence keynote address, “we, as librarians, must create the tools and communities for open scholarship and open information so

that knowledge can be abundant in our communities, and we must do this whatever the consequences are for libraries and librarians.”

INDEXED. 312P. PBK. \$75 FROM NEAL-SCHUMAN (9781555706807)

Librarian Spies

Espionage and library science seem an odd mix, but it’s certain, according to Rosalee McReynolds and Louise S. Robbins, that Philip and Mary Jane Keeney, who were called to testify before the House Committee on Un-American Activities in 1950, were spies. As related in *The Librarian Spies: Philip and Mary Jane Keeney and Cold War Espionage*, Mary Jane



was involved with the American Communist Party years before she and Philip met; Philip’s leftist leanings were re-inforced

partly as a result of their marriage, and partly as a result of his bumpy career. It was in 1942, when Philip was at the Library of Congress, that they were recruited to work on behalf of the Soviet Union. Ironically, any information they might have provided to the Soviet Union had little value.

INDEXED. 183P. \$44.95 FROM PRAEGER SECURITY INTERNATIONAL (9780275994488) ■

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

ROUSING READS

HIDDEN TREASURES

When I listen in on one of our *Booklist* webinars, it’s hard for me to concentrate on what’s being said—not because there isn’t always something interesting to hear but because, as a *Booklister*, I’m mainly just hoping that nothing goes wrong (sound problems, panelists dropping the baton as they pass controls to one another, etc.). What I’m really worried about, though, is bad Karma. I was one of those junior-high kids who liked to make fun of “A-V nerds,” especially when the film broke in mid-screening. Whenever we do a webinar, I fear that my callous treatment of those hard-working A-V types (who are probably Microsoft millionaires today) will come back to haunt both me and *Booklist*.

So far that hasn’t happened, and in fact, when I listened to our recent webinar on “Crime Fiction: Past and Present,” I almost forgot to worry about karmic disturbances, so involved was I in the presentation. The “present” part of the program—in which three publishers, Macmillan, Severn House, and Poisoned Pen, presented upcoming titles—was plenty interesting for a mystery buff like me (can’t wait to get my hands on Louise Penny’s new Armand Gamache novel), but what really had me salivating was the section on “Crime Fiction Past,” presented by the inimitable David Wright, readers’ advisor par excellence, from Seattle Public Library.

David and I seem to have remarkably similar taste in many things (crime fiction and beer being only two), so when he set out to take me and my fellow “webinarians” on a virtual tour of the hidden treasures lurking on the crime-fiction shelves in his library, I knew I was in for something special. A few of the authors David discussed—Ross Macdonald, John D. MacDonald, Dorothy Hughes (whose creepy *In a Lonely Place* is so much darker and richer than the Humphrey Bogart movie that was made from it)—have long been favorites of mine, but there were many others whom I didn’t know and hadn’t read. How, for example, have I managed to miss *That Awful Mess on the Via Merulana*, by Carlo Emilio Gadda? I’ve read a lot of Italian fiction, yet here is a book considered by Italo Calvino and Alberto Moravia to be the “great modern Italian novel.” It’s about two crimes that take place in one Roman apartment building during the Fascist era. David mentioned the richness of the language and the complexity of the plot. Apparently, it’s one of those mysteries where the truth is not only elusive but sometimes makes things worse: “It’s Chinatown, Jake.” My Amazon order has already been placed.

It’s funny how one hidden treasure leads you to another. When I placing that Amazon order, I noticed that my shopping cart had Miles Davis’ *Sketches of Spain* in the “to buy later” category. I’d put it there because the lead character in Jean-Claude Izzo’s Marseilles trilogy is a big Davis fan (the third novel in the trilogy, *Solea*, is named after a tune on the album). That reminded me that I still haven’t read the last novel from the late and very great Izzo, *A Sun for the Dying*, which was reviewed in *Booklist* by David Wright.



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

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▲ Ex Libris Primo helps meet user expectations for quick, easy, and effective searching and retrieval. Primo helps libraries reclaim their position as a preferred source for information discovery. Primo enables users to search a wide range of information resources (such as books, journal articles, and digital objects) at the same time as searching their local, institutional materials, and presents a single, relevance-ranked results list. Primo enables libraries to retain their independence, to remain faithful to the unique mission of their institution, yet at the same time, to benefit from the power of a collective, shared central repository.



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www.hwwilson.com

H.W. Wilson's new ReadSpeaker tool converts the databases' HTML full-text articles into audio files for

immediate listening or downloading to iPods and other portable devices. ReadSpeaker makes WilsonWeb's full-text content accessible to users who have low vision, blindness, or a physical handicap that makes it difficult to read a standard printed page, or to readers with dyslexia and other learning challenges. ReadSpeaker may also be useful to users who struggle with English or those challenged by low literacy.

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www.gaylord.com

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✓ Access Innovations announces a new series of enhancements to its Data Harmony suite of content enrichment tools specifically targeted to publishers and enterprises using MarkLogic Server. By creating subject metadata based on a taxonomy or controlled vocabulary, the Data Harmony tools add value to content in various ways. For example, improving the search experience for site visitors with better precision and recall, cross-marketing to subscribers of one journal to subscribe or buy other journals from the collection, providing users with easy-to-use current awareness tools that alert them to new content in their specific areas of interest, and much more.



www.mangolanguages.com

Mango Languages is offering a new interactive online version of the popular Little Pim language learning series to libraries

across the United States and Canada.

Little Pim is an award-winning program

designed specifically to introduce foreign languages to young children. The series is available in 10 languages: Spanish, French, Mandarin Chinese, Italian, Japanese, Hebrew, English/ESL, German, Russian and Arabic. The program stars a lovable animated panda and features native speakers, excellent pacing, varied activities, and great concept groupings to make the language learning process fun and easy.



CASE STUDY

AUTOMATING ARCHIVES

The Utah State Archives facility in Salt Lake City is one of the first fully automated archival collection in the United States. It houses Utah's oldest and most valuable documents, photos, pictographs, and the Utah State Constitution.

The archivists needed a storage solution that offered a secure and consistently controlled environment. To achieve that, HK Systems installed an automated system that utilizes archival-approved shelving and the company's Equipment Management Software to manage the system.

Called the Automated Library System (ALS), the HK solution has been successfully installed in academic libraries, United States government facilities, state archives, and numerous private industry locations. Utah

State Archives staff agree that the ALS is a cost-effective and space-saving alternative to common document shelving technologies. The ALS allows rapid access to the

archival collection, and it operates in a controlled environment, which contributes to the longevity of the collection.

The ALS design used less than 25% of the square footage typically required for conventional archival shelving solutions, which saved the Utah State Archives money as well as approximately 20,400 square feet of space. The computerized ALS also provides an automated self-auditing process. ALS addresses the

need for space efficient, secure, and automated archiving.

HK Systems is a supplier of automated solutions for document and record retrieval that has been installing systems utilizing this technology for the past 40 years.



The Automated Library System at the Utah State Archives.

www.hksystems.com

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Complete duties, qualifications, and application details may be found at: www.voorhees.edu. Deadline for applications will be 7/31/10. To obtain further information: Contact Constance Colter-Brabham (Human Resources), cbrabham@voorhees.edu, (803)780-1181 or fax (803) 780-1187.

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

GEORGIA COLLEGE & STATE UNIVERSITY LIBRARY invites applications for the position of **Instruction and Reference Librarian**. This position coordinates the Library's instruction efforts, provides library instruction in classroom and electronic settings, oversees the library's Federal Depository Library Program, serves as the library's liaison to assigned academic departments, performs collection development duties in assigned disciplines, and provides reference services to diverse user groups. How to apply: **Please visit www.gcsujobs.com for application instructions and a list of job duties and responsibilities.** GCSU is a unit of the University System of Georgia and is an AA/EEO institution.

COTUIT LIBRARY ASSOCIATION LIBRARY DIRECTOR. Full-time director to: manage all operations for village library on Cape Cod serving 3800 patrons, with a current collection of 51,000, budget of \$300,000, and staff of 4.7 FTE; develop collection management and appropriate use of technology for library services; partner with Board in envisioning and developing the community library of the 21st century, including planning and policy making, building community relationships, and fund raising. BA/BS and relevant experience required, MLIS or MLS and professional library and administrative experience desired. **Send letter of application, resume, and list of three professional references in electronic form by June 30 to: Cotuit Library Director Search Committee, cotuitlibrarydirectorsearch@comcast.net.**

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PUBLIC SERVICES LIBRARIAN. Louisiana Research Collection. Howard-Tilton Memorial Library. **Tulane University.** Howard-Tilton Memorial Library invites applications and nominations for the position of Public Services Librarian for the Louisiana Research Collection (LaRC). The library seeks to build its professional staff by recruiting talented, energetic librarians interested in shaping the future of Tulane University and New Orleans. The LaRC Public Services Librarian will combine a strong service-orientation with an interest in collection development, outreach, and reference to ensure that LaRC maintains and builds upon the high level of patron service for which it is renowned. Position Description: The Public Services Librarian will help coordinate all aspects of LaRC reference services, including reading room management, outreach, and instruction; serve as a member of the LaRC collection development team with special responsibilities for print and ephemera; develop reference expertise in Louisiana studies including the arts, humanities, and sciences; supervise stacks maintenance; serve as a liaison to Technical Services and Web Services; and other duties as assigned. Supervises student workers as needed. Includes some weekend duty. Reports to the Head of the Louisiana Research Collection. Qualifications: Requirements: ALA-accredited MLS/MLIS or equivalent; or, an advanced degree with comparable professional-level work experience in a state-focused Special Collections library;

ability to work independently and as part of a team; attention to detail; excellent verbal, written, and organizational skills; ability to work collegially and constructively with others. Preferred: ALA-accredited MLS/MLIS or equivalent with a specialty in special collections or archives; work experience in a state-focused Special Collections library; experience using the cataloging and collection development modules of an integrated library system, especially Ex Libris Voyager; experience with collection development, especially in rare books or special collections setting; an understanding of archival arrangement and description; working experience in an ARL library; familiarity with CONTENTdm, Archon, DACS, EAD, and HTML; record of contributions to the library or archival profession; scholarly or creative contributions to any aspect of Louisiana arts, humanities, or sciences; reading knowledge of French or Spanish. Salary and Benefits: Minimum salary is \$40,000 plus excellent benefits package including insurance, retirement, 22 days paid vacation, sick leave, and tuition waiver. This is a 12-month professional position. Environment: Tulane University is an AAU/Carnegie Research Institution and ranked by U.S. News and World Report among the top fifty national universities in the United States. The university is located in beautiful uptown New Orleans where it borders the St. Charles Avenue streetcar line and Audubon Park. Howard-Tilton Memorial Library is the university's main

library with an ARL research collection of more than four million titles. The Louisiana Research Collection is a major research center for the study of New Orleans and the state of Louisiana. Combining an important research library with a major research archives, LaRC is renowned for its Civil War holdings (including the papers of Jefferson Davis and Stonewall Jackson), Mississippi River holdings, Jewish archival collections, Carnival Collection, its excellent Louisiana library (encompassing possibly the finest nineteenth-century Louisiana library extant), and extensive ephemera, image, and map collections. It was an early adopter of the web and is currently implementing CONTENTdm and Archon. Our website is being completely revised. For news and events about the Louisiana Research Collection, please visit our blog at <http://manuscript.tulane.blogspot.com/> **To Apply: Review of applications will begin immediately and will continue until a suitable candidate is selected. To ensure full consideration, applicants must supply a letter of application, resume or curriculum vitae, and names with full contact information of at least three professional references via email to Andrea Bacino (abacino@tulane.edu) or mail to: Tulane University, Howard-Tilton Memorial Library, Attn: Andrea Bacino, 7001 Freret St. 2nd floor, New Orleans LA 70118.** Tulane University is an AA/EO Employer. Women and minorities are encouraged to apply.



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Winning the Budget Wars

Let a smile be your secret weapon

by Will Manley

Library publications and blogs are filled with two types of articles these days: horror stories and fantasies.

First, the horror stories. These are the news reports of budget cuts, most of which *are* in fact quite horrible. Academic Library X is getting its budget cut by 30%; School District Y is firing all of its credentialed librarians; and Public Library Z is closing seven of its 10 branch libraries. There's a budget war out there, and we're not winning.

That's where the fantasies come in. Any number of experts indulge us in fairy tales about how we can start winning the budget wars. Take your pick:

- We need to do a better job of raising public awareness of the value of libraries.
- We need to do a better job of using Twitter and Facebook to tell everyone how important we are.
- We need to deploy technological resources in more cost-effective ways.
- We need to develop new and creative streams of revenue.
- We need to think outside the box. We need to change paradigms.

All are fantasies.

Publicly financed libraries in schools, cities, and universities are basically supported through some combination of sales tax, property tax, and state income tax. Welcome to the triple whammy of declining retail sales, diminishing real estate values, and rising unemployment. You can't get blood out of a rock. I know this sounds defeatist and pessimistic and it's not politically correct, but it is what it is. Wishing will not make it so.

So, what *can* we do?

- 1) Don't trash elected officials. Believe it or not, the vast majority of politicians love libraries. Why? Simple. They love libraries because voters do.
- 2) When the cuts begin and your city, school district, or university starts holding public hearings so that the budget-cutting process will be "transparent," make sure you get your supporters out in droves to speak on behalf of the library even if you know it won't do any good. Otherwise, the politicians may think that the library has no supporters. Make the cuts as difficult as possible for elected officials; don't give them a free ride.



Commiserate with your elected officials. This will go a long way.

3) Think strategically. Commiserate with your elected officials about the terrible dilemma they're in instead of blowing all your political capital by attacking them. Rather, ask them to restore library cuts when good economic times return. Tell them you feel their pain. This will go a long way. You know why? The politicians *are* in pain. They love to expand services; not cut them. They hate this even more than you do.

4) Finally, don't voice the same old complaint that we hear every time the economy tanks. "Our libraries are busiest when times are tough, because that's when people are down and out and need a library the most." This is very bad public relations. It makes the library seem like a charitable institution for poor people, and like it or not poor people carry zero political clout.

Instead, embrace the increased business. Keep meticulous statistics that you can unsheathe as a weapon in future budget wars. Also, get your elected officials into the library at your busiest times so they can see folks lined up for a computer. Better yet, show off the children's room during story hours, special events, and summer reading. Mayor and council members, we're all about the children! ■

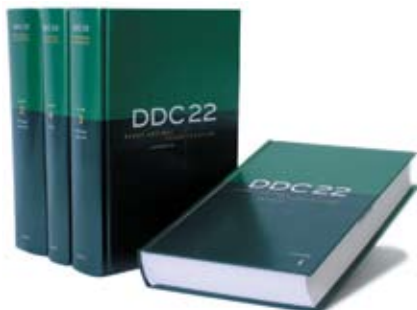


WILL MANLEY has furnished provocative commentary on librarianship for over 30 years and nine books on the lighter side of library science. Write him at wmanley7@att.net.

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