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FALL 2010

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION



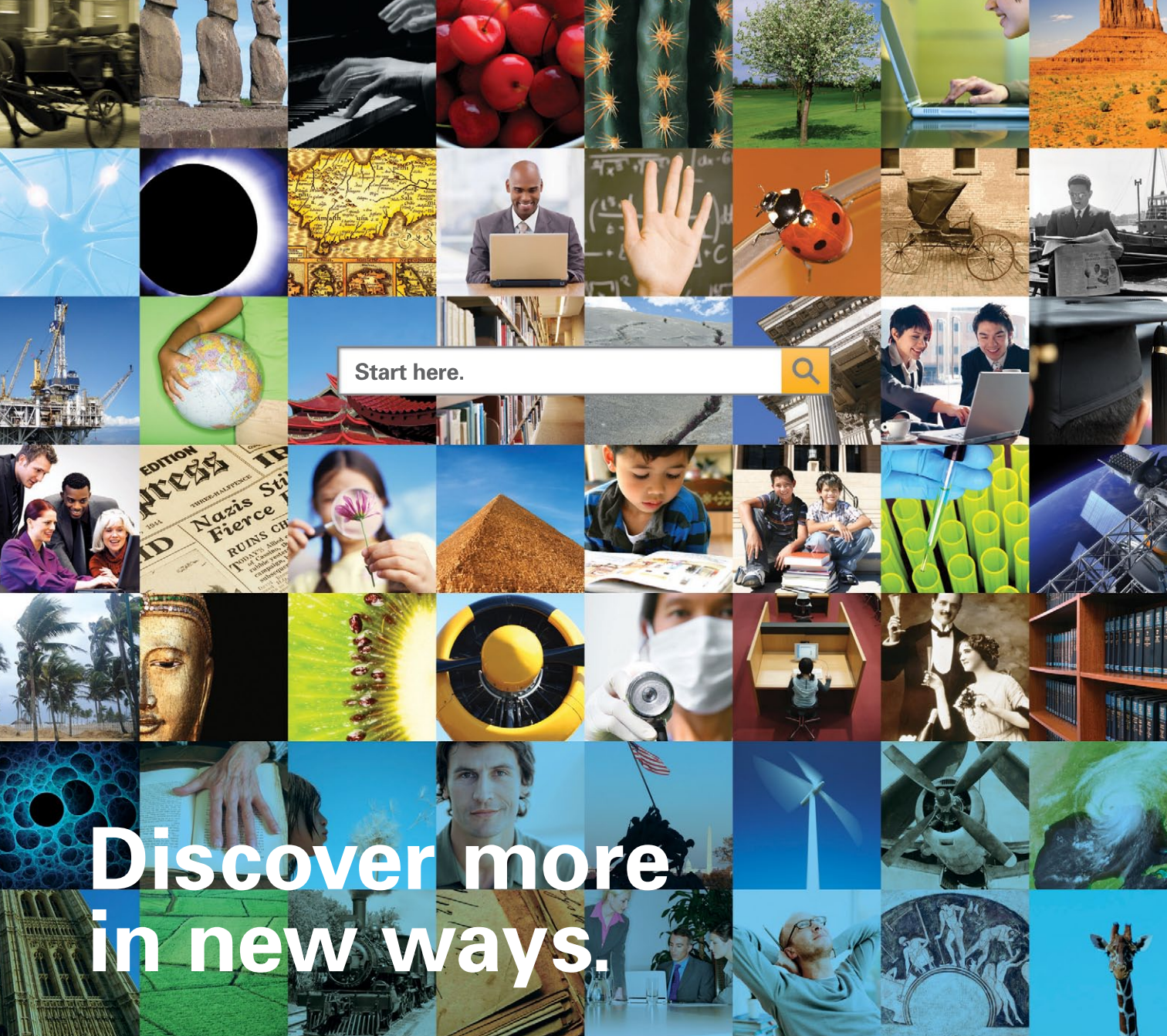
International LIBRARIANSHIP

IFLA 2010 Wrap-Up
Two Decades of IFLA in Photos
Celebrating Ethiopia Reads

PLUS:

NEWS FROM THE AMERICAN LIBRARY ASSOCIATION

- Connecting and Learning Online
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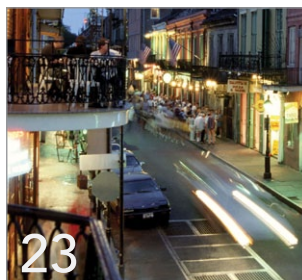


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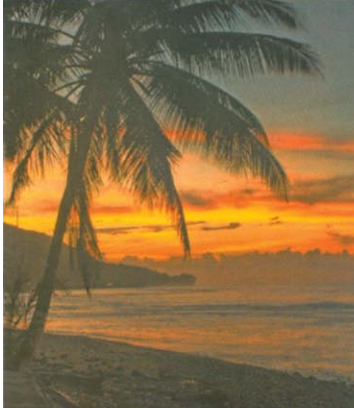
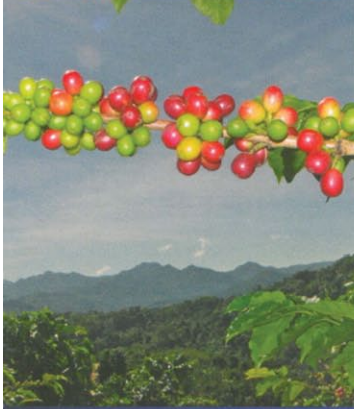
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*Libraries Beyond Libraries:
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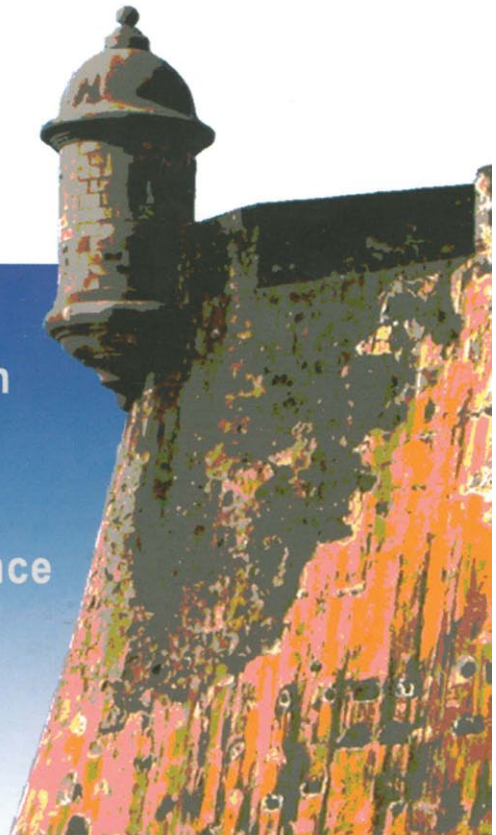
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International Librarianship

by Keith Michael Fiels

It's a special pleasure for me to present this international digital supplement to *American Libraries*, the magazine of the American Library Association, including a report on the 76th IFLA General Conference and Assembly in beautiful Gothenburg, Sweden.

ALA has been a part of the International Federation of Library Associations and Institutions since 1929. We are proud of our contributions to what has become the single most influential international library organization in the world. ALA contributes to IFLA in numerous ways, one of the most effective of which has been to reciprocate by making international participation in ALA easier and more rewarding.

I urge you to visit
www.ala.org often
and explore the
wealth of offerings.

In this special issue, we highlight the myriad ways ALA products and services are available around the world through the internet. All the contents of *American Libraries* are available free online at americanlibraries-magazine.org, and you can sign up for ALA's popular and free e-newsletter, *American*

Libraries Direct, a weekly aggregation of the best in library news and views from across the U.S.A. and around the world.

Also in this issue we present a preview of the 2011 ALA Annual Conference, which will be held in the uniquely American city of New Orleans, with its cultural blend of Creole, Cajun, African, Haitian, French and Spanish influences. Many special offerings will be on tap for international attendees, as they will at the 2011 conference of ALA's Association of College and Research Libraries in Philadelphia.

Michael Dowling, director of the ALA International Relations Office, presents an update on the Campaign for the World's Libraries and on ALA fundraising efforts following the disastrous earthquakes earlier this year in Haiti and Chile. Troy Linker, publisher of ALA Digital Reference, reports on the launch of the long-awaited RDA: Resource Description and Access. And Leonard Kniffel, *American Libraries* editor and publisher, takes a pictorial look back at two decades of IFLA conferences. Also check out "Global Reach," a roundup of news from around the world.

Most importantly, we want to make you aware of the many products and services ALA and its 11 divisions offer, including online continuing education courses, webinars, books, the Sister Library Initiative, and job listings. I urge you to visit www.ala.org often and explore the offerings.

Thanks also to H. W. Wilson for supporting this issue; visit hwwilson.com/databases/artsuite.htm and investigate the Art Suite database. ALA Publishing is supporting this IFLA conference through the release of RDA and the publication of *ALA TechSource* (alatechsource.org/subscribeonly199), *Guide to Reference*, *Booklist* magazine (booklistonline.com), and ALA Editions titles (alastore.ala.org).

If you attended IFLA in Gothenburg, I hope you had a wonderful conference and that you'll start planning now for another uniquely American experience when IFLA meets next year in Puerto Rico. See you there! ■

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Global Outreach

The American Library Association is international

by Roberta Stevens, 2010–11 ALA President

Dear Colleagues:
On behalf of the membership and staff of the American Library Association, I am pleased to present this year's edition of the international

digital supplement to *American Libraries* magazine, ALA's flagship publication.

ALA is dedicated to providing leadership for "the development, promotion, and improvement of library and infor-

mation services and the profession of librarianship in order to enhance learning and ensure access to information for all." Although we are the "American" Library Association, in fact, our mission is international in its scope and global in its reach.

ALA is 63,000 members strong, with 2,000 located outside the United States in more than 110 countries across the world. In addition to its many popular publications and programs at conferences, ALA now offers an ever-increasing number of e-learning courses and webinars. Whether you live in Asia, Africa, Europe, Australia, or the Americas, you can be up-to-date with the most advanced trends that affect libraries.

Even as president-elect, I was able to meet with librarians in Italy, South Africa, China, Mexico, Bul-

garia and Canada. I witnessed firsthand that by working together, we play vital roles in guiding the growth of our users' skills in information and technological literacy, the very skills required for success in the global marketplace. Librarians are leaders in the 21st century.

We face the same economic, social, and educational challenges in the United States as you do in your country. Now more than ever, ALA's toolkits and resources for advocacy, fundraising, outreach, the effective use of technology, and evaluating library services are important. This issue of *American Libraries* describes the wide range of information and opportunities for a worldwide community of librarians. They include:

- online continuing education courses,
- e-products and books,
- the new *Resource Description and Access (RDA) Toolkit*, and
- information about the Campaign for the World's Libraries and the Sister Library Initiative.

I hope that you will find the supplement a useful introduction to what ALA provides and that you will take advantage of what we offer to benefit you and your library. *American Libraries* content is available free to you online at www.americanlibrariesmagazine.org. ■

ALA President **ROBERTA STEVENS** is on leave as outreach projects and partnerships officer at the Library of Congress in Washington, D.C. Visit robertastevens.com. E-mail: rstevens@ala.org.

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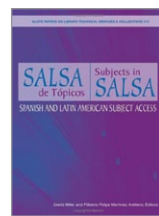
▲ **Ethiopia Reads** Thanks to the vision and perseverance of Yohannes Gebregeorgis, founder of Ethiopia Reads, a new library worthy of any developed country opened August 20 in Mekele, the first of its kind in this small and grindingly poor city. American Libraries Editor and Publisher Leonard Kniffel traveled to Ethiopia to get the story. His web-only photoessay shows Janet Lee (above right) explaining how the library came to be, while Ethiopia Reads founder Yohannes Gebregeorgis and newly trained staffers look on.

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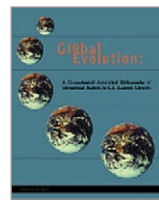
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A fully bilingual publication in English and Spanish, this title will help technical services librarians expand their ability to serve Spanish-speaking library users and will enlighten readers on the challenges involved in serving multi- or cross-cultural populations. Available at the ALA Store.

>>> Books



Global Evolution: Chronological Annotated Bibliography of International Students in US Academic Libraries

Concomitant to ongoing research and observation in the United States, academic librarians in other countries have become increasingly concerned about the rise of international student use in their libraries and the best way to help these students understand and utilize broader concepts of academic research and information gathering and evaluation. This chronological, annotated bibliography shows the evolution of the issues concerning undergraduate and graduate international students. Available at the ALA Store.

NEWSMAKER: JESÚS LAU

Atireless crusader for international cooperation and exchange, Jesús Lau is currently serving on the Governing Board of the International Federation of Library Associations and Institutions. At IFLA's August conference in Gothenburg, Sweden, he talked with *American Libraries* about the value of his international activities, especially his ongoing involvement with the American Library Association. Lau is president of the Mexican Library Association and of the USBI Library at the Universidad Veracruzana in Veracruz and an advocate for the role of librarians in fostering better relations between his country and the United States. He received his library science degree from the University of Denver in Colorado and his doctorate from the University of Sheffield in England. Lau recently announced his candidacy for the presidency of IFLA.



the Mexican Library Association, and I have followed some of the U.S. conference-organization projects and tried to apply them to my own smaller environment. So I have learned how to run a conference by attending conferences. My own staff has benefited from my travel because I have been able to get library changes, to get grants, to be able to publish.

Given some of the immigration issues between the United States and Mexico, what do you think American and Mexican librarians can do to foster good relations between our two countries?

I think what we could do is to build communication bridges. It has been quite interesting to invite, for example, the ALA president-elects to come down to Mexico. When they come, they get a real picture of what Mexico is, at least in library terms. And I normally make a good friendship with them. I know I have a link with them; some of them have been long-standing collaborations. So I think that what we need to do is to learn what others do and why they do it, and we could break those barriers. It is not easy.

That sounds like an invitation.

You are cordially invited to come to our Annual Conference. It is in the first week of May. We have Cinco de Mayo in Mexico. This is going to be my last conference, so it would be a great honor to have you. This is an open invitation to everyone! ■

American Libraries: What have you learned from your involvement with IFLA?

JESÚS LAU: Coming to IFLA is like coming to an international workshop in different subjects and in different cultures and in different languages. You meet people of different backgrounds that work in public libraries or school libraries or university libraries. You learn that things can be done in more than one way. I would say that coming to these conferences means getting out of your own home or your own village and seeing what others have to eat!

Why is it important for somebody from Mexico to get out of Mexico, to get out of the village? You learn different perspectives. When you don't travel, you think that the things you do may be the right ones, but when you do, you learn that things could have a different slant. For me, going abroad is like engaging in a benchmarking process, because every time

I come to this conference, I see the layout of the convention center and I compare it to my own environment.

You have been a member of the American Library Association for a long time. How does that benefit you in your own setting back in Mexico? ALA, for me, has been the first door to go to the outside world. I remember meeting someone who was an ALA member during my student years, and this person described what our Association did at conferences. I had never been to a conference. ALA has also been a way to meet some of the best librarians in the U.S. I have met, I would say, most of the ALA presidents, for example, just to mention a group of members, and most of them are people from whom there are lots of things to learn.

How have libraries or your colleagues in Mexico benefited from your activities? I'm the current president of

Youth Library Is a First for Ethiopia's Tigray Region

The need in Ethiopia is great but the vision and perseverance of Yohannes Gebregeorgis is greater, which helps explain why a new library worthy of any developed country opened August 20 in Mekele, the first of its kind in this small and grindingly poor city. The Segenat Children and Youth Library in the region of Tigray is located in a sturdy, freestanding building donated by the municipal authorities. It's fully loaded with some 10,000 books and a computer room with 10 workstations; two e-book readers and 8,000 more books are on the way. A companion donkeymobile regularly transports some 2,000 addi-

tional books to more distant parts of Tigray, powered by two beasts of burden named Sege and Nat.

Part of what makes the establishment of this modern library astonishing is the difficulty Gebregeorgis overcame to make it a reality. To stock and staff the library for the first year, he raised some \$45,000 under the aegis of Ethiopia Reads, an organization he founded in 1998 that has established more than three dozen libraries in schools all over the country. The Mekele library is the most ambitious project yet, but Gebregeorgis noted that red tape in a country like Ethiopia—where the average annual income has the purchasing power of about \$700 U.S.—makes seemingly easy tasks difficult, even

when you have buy-in from public officials. To prove his point, the library had no electricity on opening day: Mekele suffers from frequent power outages.

Among the dignitaries who attended the opening was Joseph Nsengimana, ambassador to Ethiopia from Rwanda. "Your presence with us is a testament to the friendship between the peoples of Rwanda and Ethiopia," Gebregeorgis said at the opening ceremony. Rwanda and Ethiopia have a long-lasting sisterly relationship, he said, adding, "We hope to establish a cultural exchange program that involves Rwandese and Ethiopian children from Tigray," a relationship that Gebregeorgis has been cultivating for some time.

"When children read at an early age, their world view drastically changes and their educational experience is highly enhanced," Gebregeorgis told the 400+ guests who attended the ribbon-cutting. "Children who read are capable of becoming leaders in any endeavor they choose." The library stocks books suitable for ages 0 to 18.

Part of the struggle in establishing libraries in Ethiopia is, as Gebregeorgis puts it, "the need to develop a culture of reading," particularly in Tigray, an area with its own unique culture and language but no tradition of books and libraries. To that end, he invited local teachers and writers to a panel discussion the day before the opening; the discussion ended on a note of cooperation and support, with many in the audience emphatic



Janet Lee (right) explains how the Segenat Children and Youth Library came to be, while Ethiopia Reads founder Yohannes Gebregeorgis (center), newly trained staff, and dignitaries look on.

Photo: Leonard Kniffel



From left, young Mekele readers celebrate the library opening with a reading of *Tirhas Celebrates Ashenda*, while another new library patron holds his very own copy. At right, a fully loaded donkeymobile is ready to take books and reading to more remote parts of Ethiopia's Tigray region.

about the need to preserve and write in Tigrinya.

Janet Lee, on sabbatical from Regis University Library in Denver, spent two months in Mekele readying the Segenat Library to open and plans to spend another three continuing to train staff to take over the operation. Her fundraising efforts and contributions include the 8,000 books soon to be added to the collection and the recruitment of other volunteers from the United States who trained the local staff prior to the opening.

"She personally has donated her own money," Gebregeorgis said, adding that the indefatigable librarian is responsible for several computers, the e-book readers, and assorted software. Attending the opening were volunteer trainers Maria Briones of the Sharjah Higher Colleges of Technology in Dubai, Erin Meyer of the University of Denver, and Athena Michael, former children's librarian now with Wiley Publishing. Several Peace Corps workers serving in Mekele also volunteered to help with everything from housekeeping to fundraising.

"Tell friends and family about the wonders of this library. The future of our children is at stake. As our children succeed, so succeeds Tigray and all of Ethiopia."

—Yohannes Gebregeorgis

"We need your continued support in making this a sustainable project," Gebregeorgis told the assembly. "Please send your children here. Tell friends and family about the wonders of this library. Become worthy ambassadors for the Segenat

Children and Youth Library. The future of our children is at stake. As our children succeed, so succeeds Tigray and all of Ethiopia."

A returned Peace Corps volunteer who was assigned to Ethiopia 35 years ago during the time of Emperor Haile Selassie, Lee ex-

plained, "It was an experience that I will never forget and one that I have thought about each and every day of my life since I left Ethiopia." She has worked with Gebregeorgis for two and a half years after discovering they had "much in common: a love for Ethiopia, a love for children, and a belief that reading and literacy are the keys to development, good health, and lifelong learning."

Lee said Gebregeorgis, who was named a CNN Hero in 2008, is "a brilliant man and a visionary. I believe in him and in this vision and I promised him that I would do what-

ever I could to help him realize his dreams." A native of Ethiopia, he received his library science degree in the United States and spent several years working at San Francisco Public Library before returning to his homeland in 2002 to build libraries.

Gebregeorgis is also the author of the trilingual (Tigrinya, English, and Amharic, the common language of Ethiopia) children's book *Tirhas Celebrates Ashenda*, thousands of copies of which are being distributed free to the children of Tigray. The book celebrates the local culture and the girls festival of Ashenda, which began the day of the library opening. Two new young library lovers read the book aloud to close the opening ceremonies. For many of the children who visit the library, it will be the first book they have ever owned.

Ethiopia Reads board chair Jane Kurtz, a children's author living in Lawrence, Kansas, told *American Libraries* after the opening, "I've been fundraising for Yohannes's library nurturing and publishing efforts in Ethiopia for 10 years now, and I know it was his dream from the beginning to have a large, superbly well-operated public library for children. I know how tough the journey has been, and I'm thrilled to see that dream become a reality."

—Leonard Kniffel

Sweden Hosts 76th IFLA Congress in Gothenburg

A high-energy conference breaks new technology ground for the international federation

by Leonard Kniffel

For American delegates, the annual conference of the International Federation of Library Associations and Institutions (IFLA) traditionally begins with a pep talk, officially known as “Caucus: U.S.A.” One of roughly a dozen such national or regional gatherings, the August 10 meeting was an opportunity for old friends to reunite and for first-time delegates to get the lay of the land—in this case Gothenburg, Sweden—from seasoned IFLA-goers who are serving on the Governing Board, Professional Committee, or on committees in the federation’s five divisions: Library Types, Library Collections, Library Services, Support of the Profession, and Regions.

Among the speakers were Donna Scheeder, Judith Field, and Steve Witt, all members of the Governing Board. Scheeder urged delegates to visit the IFLA website and check out the board’s new strategic plan. She also mentioned the board’s work in providing assistance to earthquake-stricken libraries in Haiti. Witt and

The Gothenburg conference marked a sea change in the federation’s use of technology.



A typical street scene in Gothenburg, where the convention center was conveniently located within walking or biking distance from conference hotels, with easy access to public transportation.

Field, along with Winston Tabb, are members of the Professional Committee, and Witt talked about a topic of perpetual interest: how the IFLA conference cities are chosen. He noted that the PC has been evaluating conferences and looking for new models, including this year’s move to five conference threads to help attendees find programs geared to their professional interests. Tabb talked about the

work of the Committee on Copyright and other Legal Matters, noting the committee’s work with WIPO (World Intellectual Property Organization) that focused on drafting a new “instrument” for a global copyright strategy “based on real library needs.” Loida García-Febo, secretary to the Committee on Access to Information and Freedom of Expression, reminded the dozen or so first-time U.S. delegates to attend the Newcomers Session available for their orientation, and she urged everyone to attend the 2011 IFLA conference in Puerto Rico.

Agneta Olsson, chair of the Swedish National Organizing Committee, stopped by to extend warm greetings to the Americans and emphasized the conference theme: "Open Access to Knowledge: Promoting Sustainable Progress." Maija Berendtson, representing the organizing committee for the 2012 IFLA conference scheduled for Helsinki, Finland, updated the caucus on the committee's plans. Because Gothenburg stepped in to host the 2010 conference at the eleventh hour when the originally scheduled hosts in Australia had to bail out, the conference will be in Scandinavia twice in three years, but Berendtson urged the American group not to think that because they had experienced Gothenburg they could skip Helsinki. She pointed east, noting Finland's proximity to and cultural connections with Russia, and to the Baltic nations Estonia and Latvia.

The Gothenburg conference marked a sea change in the federation's use of technology and social networking, which could be seen on the IFLA website, where photos and stories from the conference were posted daily on the "Follow the Conference as It Happens!" pages. *American Libraries* coverage was tagged in.

The session was emceed by Carla Funk of the Medical Library Associ-

ation, which hosted a reception after the caucus along with the American Library Association, Association for Library and Information Science Education, Association of Research Libraries, Chief Officers of State Library Agencies, Special Libraries Association, and Urban Libraries Council.

Jan Eliasson, keynoter

It began with the guitar stylings of Thomas Andersson, crested with a keynote address by Jan Eliasson, former president of the 60th session of the United Nations General Assembly, and ended with a get-up-and-dance happening to the music of Sweden's most famous pop singers Abba. In between, the August 11 opening ceremony of the 76th General Conference and Assembly of the International Federation of Library Associations and Institutions also featured warm welcomes from the leaders and organizers who made the conference happen.

Agneta Olsson welcomed some 3,300 delegates from 128 countries to "safe, friendly, and green" Gothenburg and turned the podium over to IFLA President Ellen Tise, of South Africa, who noted that Sweden, on its fourth IFLA, now has the distinction of having hosted more IFLA conferences than any other country.

Tise noted with gratitude that the Swedish organizers picked up on her presidential theme, "Libraries Driving Access to Knowledge," in establishing the conference theme.

The wonderful thing about "used knowledge," Tise quipped, is that unlike other commod-



Jan Eliasson delivers a stirring keynote address.

ities "its value doesn't diminish with use."

Gothenburg native son Jan Eliasson talked about his childhood in Sweden and what his minimally educated parents gave him: "a respect for knowledge." He noted that "knowledge is perhaps the strongest engine for development." There is no peace without development, he said, and no development without peace, but without respect for human rights there will be neither.

Eliasson also observed that the rapid pace of change in his lifetime has created an enormous gap between rich and poor. "There are more computers in New York than in all of Africa," he said. Harkening back to his time at the United Nations, he said that access to knowledge opens the door to creativity and expressed his respect for librarians by saying, "The quest for knowledge is what you stand for in your daily work."

Referring to a mandate in the U.N. charter that calls for the organization to ameliorate society's ills, Eliasson tied the work of librarians to "caring for The Word," which is essential for us all "to become good human beings."

Following the opening session, the Committee on Copyright and other Legal Matters presented a two-hour forum for discussion of issues facing publishers and librarians alike in the digital age, with ille-



IFLA President Ellen Tise (center) looks on as Ismail Serageldin and Jennefer Nicholson shake hands over an agreement to make Egypt's Bibliotheca Alexandrina the IFLA Language Center for Arabic, the seventh official language of the federation.



IFLA local organizers created this popular IFLA Night Spot, conveniently attached to the Gothenburg Public Library. Steps away from the convention center, the Night Spot provided a venue for conference-goers to chat, network, review the day, and wet their whistles.

gal copying and pirating being a plague to both. Moderated by Winston Tabb of the U.S., the discussions concluded with comments from attendees from Spain, Egypt, Russia, and other parts of the world agreeing that publishers and librarians ought to be less at odds over fair use and more partners in the protection of the rights of copyright holders to profit from their work.

\$1 million to Greece

Day three of the IFLA World Library and Information Congress was a day of awards, honors, and the announcement of new partnerships.

IFLA Secretary General Jennefer Nicholson and Ismail Serageldin of the Bibliotheca Alexandrina in Egypt signed an agreement at the conference officially making the library IFLA's Arabic Language Center. Serageldin noted that bringing Arabic into the IFLA family of languages helps fulfill the great mission of the federation—that of bringing nations together in the advancement of knowledge.

The Bill and Melinda Gates Foundation announced the winner of its annual \$1 million Access to Learning

Award as the Veria Central Public Library in Greece “for its creative use of information and technology services to meet the economic, educational, and cultural needs of more than 180,000 people.” In Gothenburg to accept the award, Veria Library Director Ioannis Trohopoulos said, “I am astonished, I am humbled, I am grateful.” He told *American Libraries* after the ceremony that it is the citizens of Veria who deserve the award, that they are the ones who have cause for celebration, adding that what the award makes him most proud of is his staff. Making the announcement, Deborah Jacobs, director of the foundation's Global Libraries Program in the U.S., compared the achievements of the relatively small Veria library to the American children's classic *The Little Engine That Could*. They thought they could and they did, she said.

IFLA President Ellen Tise announced that Cameroon, Lebanon, and Peru have been chosen to work with IFLA on the new “Building Strong Library Associations” program, and Jacobs announced that the Gates Foundation would support three other participants—Botswana, Lithuania, and Ukraine. Strong associations are essential to developing nations, said Tise, and Jacobs added that the project is aimed at strengthening the library associations' access to online resources, including case studies and training materials.

OCLC President and CEO Jay Jordan himself announced the winners of the coveted Jay Jordan IFLA/OCLC Early Career Development fellowships: six librarians from Botswana, Nepal, Philippines, Malawi, China, and Serbia.

Other awards presented included: the De Gruyter Saur/IFLA Research Paper Award, the eighth IFLA International Marketing Award from Emerald Group Publishing, the IFLA LIS Student Paper Award sponsored by ekz.bibliotheksservice, and the Shawky Salem Conference Grant.

IFLA Senior Policy Advisor Stuart Hamilton announced the release of



Deborah Jacobs of the Bill and Melinda Gates Foundation with Ioannis Trohopoulos, director of the public library in Veria, Greece, winner of the \$1-million Access to Learning Award.

the new electronic IFLA World Report (formerly the print *IFLA/FAIFE World Report*), a free database containing 122 country reports on censorship. Work on this electronic version of the report was done at the University of Pretoria in South Africa, and “there is nothing else like it in the world,” said Hamilton.

The destruction in Haiti

On January 12, 2010, a devastating earthquake turned an ordinary day into a day of horror and destruction for Haiti. On the fourth day of the six-day IFLA General Conference and Assembly, August 13, two Haitian librarians came forward to tell their stories and communicate face-to-face with various international

Two Haitian librarians came forward to tell their stories and communicate face-to-face with various international organizations and individuals who want to help with the recovery.

organizations and individuals who want to help with the recovery.

Françoise Beaulieu-Thybulle, director of the National Library of Haiti, and Elizabeth Pierre-Louis, program director for FOKAL

(French acronym for Foundation for Knowledge and Freedom), spoke poignantly of that dreadful day, and

showed a shocking video of the National Library during the quake taken from security cameras inside and outside the library.

The American Library Association has raised and distributed over \$20,000 for Haiti relief, but obviously much more is needed. You can donate through ALA on the web at www.ala.org, “Haiti Library Relief.”

Other highlights of the conference day included a rousing plenary session with motivational speaker

Hans Rosling, whose analysis of the global distribution of wealth led to the prediction of a bright future for libraries. Three to four billion more people will become library users by 2015, he projected. His advice for librarians who want to come out on top in a Google search in-

involved an onscreen search for the three topics people look for most—sex, money, health—with his own website showing up at the top of the search results.

The Bill and Melinda Gates Foundation sponsored a forum for representatives from various countries to show off projects underway with foundation funding. The projects all involve internet access to a wide range of approaches, with Latvia demonstrating “Father’s Third Son,” an advocacy effort rooted in folklore; Poland working with the national telecommunications company to increase access in rural areas; Botswana partnering with the national government; Lithuania supporting libraries at the rate of one for every 800 Lithuanians; and Chile’s BiblioRedes delivering services tailored to their users.

Deborah Jacobs pointed out that the Access to Learning Award is just 2.4% of the annual grant payout from the program. Frequently asked how to apply for Gates grants, Jacobs told the group that the Access Award is the only one with a formal application process; the others participate by invitation and she is happy to talk with librarians about potential support from the foundation.



Françoise Beaulieu-Thybulle (left), director of the National Library of Haiti, and Elizabeth Pierre-Louis, program director for FOKAL, delivered a moving account of the earthquake devastation in their country.

This year marked the 20th anniversary of the Women, Information, and Libraries Special Interest Group, which was formed in Sweden at the IFLA conference in Stockholm. To celebrate, the SIG presented a “Global Women’s Fair” at Gothenburg University Library to share best practices “in support of women users and women library and information workers.”

All about language

During one of the IFLA sessions in Gothenburg, I took a seat in what turned out to be a lousy place for the acoustics. Major programs during this year’s World Library and Information Congress were largely in English, which is a second language to most Swedes; but listening to speakers of other languages communicate in English is like listening to a stunning variety of dialects, each with its own quirky set of accents and grammatical gymnastics. At this particular program, I realized I was missing roughly every second word, so I moved to a better spot—where I only missed about every fifth word.

The program on Haiti was conducted largely in French. I love listening to French, but without



IFLA translators deliver sessions in seven languages from their isolation booths.

headphones I understand only about 25% of what is being said. Afterwards, I went up to Françoise Beau-lieu-Thybulle and asked her in halting French if she could spare a few minutes to talk with me and if she could speak English. She replied affirmatively in elegant, perfect English.

American librarians who speak other languages in addition to English do exceptionally well at IFLA because librarians from non-English speaking countries are so astonished and grateful when an American is fluent in another language. But Americans who speak only English also do well because it is the dominant language. For everybody else, there are the translators, who can be seen at every program, earphones strapped to their heads, seated alone in one of the booths located at the back of the room, their mouths contorting into a microphone as they struggle to put together the sounds that delegates hear on their headsets, the sounds of another language being translated instantly into their own.

One of the tricks to really appreciating an IFLA conference is to recognize what a daunting task it is to sustain six days of communication with every major piece of it done in seven languages at once. Often you will see moderators pass-

ing little messages to speakers; in almost every case, it's a plea from the translation team to PLEASE SLOW DOWN!

IFLA translators also produce editions of the conference daily, *IFLA Express*, in all the IFLA languages—English, French, Russian, German,

Chinese, Spanish, and Arabic. Ultimately, this international conference and the work of librarians around the world is about language, or as keynote speaker Jan Eliasson said earlier in the conference, it's about The Word—how we use words and how we hear them.

In the exhibit hall, with more than 80 companies, universities, and nonprofits showcasing their offerings, the din was spectacular, especially during the opening reception. But when it came to doing business, English dominated again, as exhibit personnel from the countries most represented—U.K., United States, Germany, Sweden, Denmark, Switzerland, and the Netherlands—used the language they have in common. It was impossible to find exhibitors who didn't speak English, even those from France, Spain, and as far from Sweden as Thailand, Korea, Saudi Arabia, and Israel.

The Axiell Library Group, supplier of IT systems and services to the

European market, sponsored the popular IFLA Night Spot at the Gothenburg Public Library, where delegates were invited to network over food and drink at the end of each day. Axiell was promoting a new smartphone app called My Library, which allows an end user “to go to the virtual library, wherever he is—24/7.”

Axiell was also one of the organizations that raised 100,000 euros to bring some 40 colleagues from developing countries to the conference—15 from Africa, 17 from Asia and Oceania, and 10 from Latin America and the Caribbean. The other sponsors were the Swedish Library Association, Walter de Gruyter Stiftung of Germany, NBD/Biblion and FOBID of the Netherlands, Shawky Salem of Egypt, Henning Mankell of Sweden, and the Stichting IFLA Foundation.

Other offerings on the exhibit floor had a distinctly international flair:

■ Nonprofit ARTstor announced that it is developing Shared Shelf, “a web-based image management software service that will provide support for cataloging, editing, storing, and sharing images.”

■ Nonprofit OCLC was touting its Web-scale Management Services to “early

adopters” in a special “IFLA Edition” of its *What's New at OCLC* newsletter.

■ Gale Cengage Learning hyped Gale Digital Collections and offered an iPad to one lucky winner who asked for a demonstration of any Gale online resource.

One of the tricks to really appreciating an IFLA conference is to recognize what a daunting task it is to sustain six days of communication with every major piece of it done in seven languages at once.

■ ProQuest unveiled “upcoming technologies,” including Extended Search, “which will enable libraries to connect other non-ProQuest content to its all-new platform.”

■ HK Systems displayed a design for a new automated library system being installed at the University of Chicago library and said a merger may be coming for the company.

■ Atiz offered “a better way to scan” with BookDrive.

■ SirsiDynix called PocketCirc “a librarian’s dream tool” that allows remote checkout with this handheld device.

■ And not to be outdone, Innovative Visionary Systems asked, “Are you sure your book is clean?” with the suggestion that the Book Shower sterilizer could be just what you need if you have ever “seen twisted pages of saliva when going over the pages.” Yes, it’s all about language.

But the real IFLA action is in division, section, and committee meetings; for that reason, the August 14 General Assembly was short and sweet. The assembly made a swift hour’s work out of a series of reports and resolutions that concern the inner workings of the federation.

Making IFLA tick

Presiding over the assembly, President Tise delivered a short assessment of her first presidential year, saying that one of the most important things she did was visit earthquake-stricken libraries in Haiti in June, when she saw firsthand the enormous need for aid. Visits to India and China confirmed her belief that there is enormous membership potential for IFLA in those two countries. Tise has been promoting an ever-more user-centered approach to library service, and the word on the street is that this emphasis has

spilled over to IFLA customer service.

Some of that shift no doubt has to do with the leadership of IFLA Secretary General Jennefer Nicholson, whose management of IFLA headquarters in The Hague, Netherlands, has seen the launch of a new website, new advo-

cacy initiatives, new and better uses of information technology, and a growing partnership with the Bill and Melinda Gates Foundation. Tise pointed out that despite the economic slump that has afflicted much of the globe, IFLA membership retention for the last fiscal year was an impressive 90%. IFLA Treasurer Barbara Schleihagen of Germany presented a rather positive assessment of IFLA finances, calling them “stable” and pointing to \$83,505 in income over expenses for FY2009.

American Library Association President Roberta Stevens, citing the problems the U.S. economic recession has created for ALA, re-wrote an IFLA Governing Board resolution on membership fees, fixing the increase at 2% for 2011 and replacing language that called for the board to increase fees up to 2% “in a year when the average retail price increase is below 1%.” The amended resolution passed and still leaves the board empowered “to increase the membership fees in all categories by the percentage of the official retail price inflation, as re-



American Library Association representatives to IFLA include (from left) President-elect Molly Raphael, Executive Director Keith Michael Fiels, Treasurer James Neal, and President Roberta Stevens, who presented a successful dues-related resolution to the General Assembly.

corded by the Netherlands government, since the time of the last increase.” The General Assembly will continue to approve the IFLA membership rates for all categories at intervals of no more than two years.

An interesting resolution introduced by French delegates from Agence Bibliographique de l’Enseignement Supérieur asked the federation to scrutinize requests for exhibition space at IFLA congresses more carefully and reject organizations “whose values are contrary to those defended by libraries.” With cheers from some parts of the audience, the resolution went to the Governing Board.

Another resolution called for IFLA to sign the Berlin Declaration on Open Access to Knowledge in the Sciences and Humanities. The resolution also asked the Governing Board to commission the President’s Working Group for Open Access to produce a white paper on open access that “clarifies IFLA’s position and strategy for action concerning open access and other areas of information.” ■



Watch IFLA video at americanlibrariesmagazine.org.

Were You in MOSCOW in '91?



MOSCOW, 1991:

Defenders of the Russian parliament resist the coup d'état with barricades erected to prevent a military takeover of the building. The IFLA conference was taking place at the same time, just two blocks away.

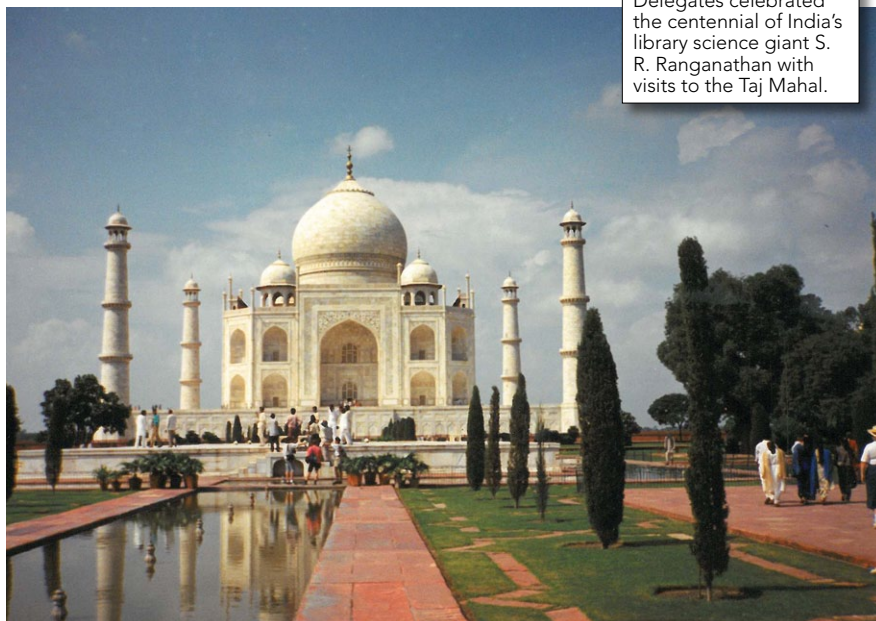
A look back at two decades of IFLA world congresses

For many years after the 1991 annual conference of the International Federation of Library Associations and Institutions in Moscow, longtime IFLA-goers who witnessed the coup d'état that broke out there in the middle of the meeting would greet one another with memories of that historic event.

By Leonard Kniffel

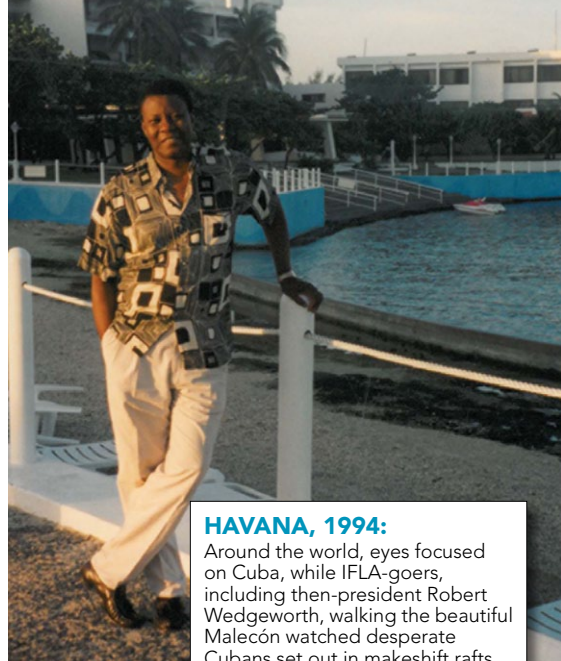
The coup marked the beginning of the end for Communism in the Soviet Union. Many had not only witnessed the coup but had been caught up in it, helping Russian librarians distribute information, knocking down statues of Soviet heroes, and talking with soldiers atop the tanks and barricades surrounding the Russian parliament.

While most IFLA conferences could not deliver anything as spectacular as a coup d'état, there are dramatic moments to remember from many—visits from royalty, political intrigue, and splendid cultural venues. Do you remember the locations and the events depicted in these photos?



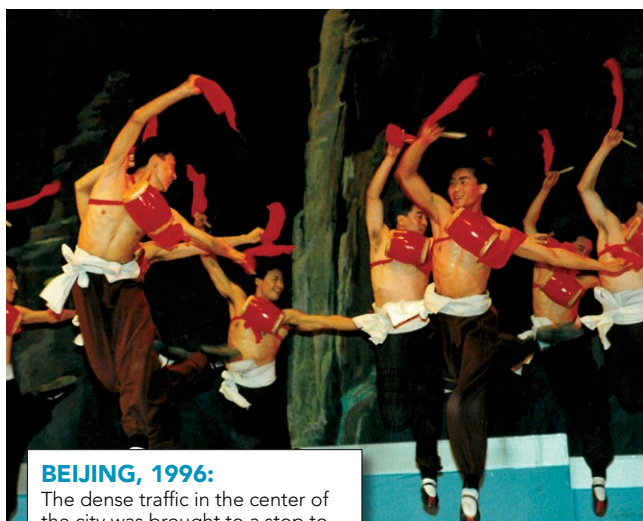
NEW DELHI, 1992:

Delegates celebrated the centennial of India's library science giant S. R. Ranganathan with visits to the Taj Mahal.



HAVANA, 1994:

Around the world, eyes focused on Cuba, while IFLA-goers, including then-president Robert Wedgeworth, walking the beautiful Malecón watched desperate Cubans set out in makeshift rafts to cross 90 dangerous miles of the Atlantic to reach Florida.



BEIJING, 1996:

The dense traffic in the center of the city was brought to a stop to permit 70 buses loaded with IFLA delegates to pass, on their way to performances like this one, hosted by China's Ministry of Culture.



MILAN, 2009:

IFLA-goers view sketches by Leonardo da Vinci in the spectacular shopping center Galleria Vittorio Emanuele II.



SEOUL, 2006:

Korean Library Association President Han Sang-wan gets prepped for local media, which covered the conference with gusto.

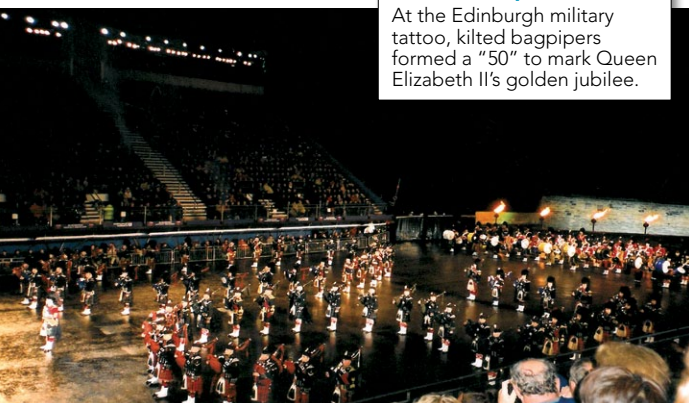


DURBAN, 2007:

Renowned South African storyteller Gcina Mhlophe emcees the opening session.

GLASGOW, 2002:

At the Edinburgh military tattoo, kilted bagpipers formed a "50" to mark Queen Elizabeth II's golden jubilee.



PARIS, 1989:

The Pyramid at the Louvre remains arguably the most spectacular venue ever to host an all-conference reception.

BUENOS AIRES, 2004:

Delegates waited for the opening session outside the historic Colón Theater, where street dancers could be spotted doing the tango.



STOCKHOLM, 1990:

Sweden's King Carl XVI Gustaf, royal patron of the conference, arrives for the opening session.



AMSTERDAM, 1998:

Rembrandt's famous painting *Night Watch* was brought to life on the opening session stage.



BERLIN, 2003:

One of the worst heat waves on record couldn't keep the IFLA board members away from a reception at the Berliner Rathaus, or town hall.



BARCELONA, 1993:

The architecturally rich Poble Espanyol hosted 3,500 delegates in an open square built for the 1929 International Exposition.





COPENHAGEN, 1997:

Danish librarians brought 141 colleagues from economically underdeveloped nations to their country through DANIDA, a government granting agency.



OSLO, 2005:

Members of IFLA's Management and Marketing Section stopped for a photo on their way through the mountains from Bergen.

JERUSALEM, 2000:

Delegates visit Masada, the ancient Jewish stronghold, while the politically divided nature of the host city resulted in divided political camps, ending in a boycott of the conference by Islamic countries.



QUÉBEC, 2008:

Native American dancers perform at the opening session in Canada.



ISTANBUL, 1995:

The splendid Çiragan Palace was the site of a glamorous reception looking out on the Bosphorus, while free expression rose to the top of the professional agenda.



BANGKOK, 1999:

Thai Princess Maha Chakri Sirindhorn presses "the royal button on the royal pillow" to officially open the conference.

BOSTON, 2001:

Publisher Klaus Saur of Germany and then-IFLA President Christine Deschamps of France climb the stairs of the Old State House.



ALA Connect

Bringing members together through social networking

by Jenny Levine

The American Library Association has made membership more interactive and useful through ALA Connect, the Association's new professional networking space where you can meet, interact, discuss, and work collaboratively in real-time, or at your own pace, with other members from around the library world.

At connect.ala.org, ALA Connect is your access to the entire ALA membership, plus groups related to libraries, your work, and your interests.

ALA Connect offers opportunities for online chats, discussions, sharing documents, posting images, polling and voting, and much more.

Over 500 self-created communities have already been set up in ALA Connect for you to interact with.

Here are some examples of communities you could join:

- Graphic Novels in Libraries
 - Green Libraries
 - Librarians Who Love Cats (and dogs and and pets)
 - Instructional Design
 - Mentoring
 - Open Source Systems
- Don't see an interest group for

your topic? Create one!

ALA Connect helps you find librarians around the world who share your professional interests or passions and your special interests.

ALA's 1,600 committees also use ALA Connect to carry on their business and discussions, making it easy for those across oceans to work collaboratively.

ALA Connect has an intuitive interface—if you have ever used any social networks or library 2.0 tools, it will be familiar. The nicest part of connect.ala.org is that your account is already set up as a feature of your membership.

And once you join a community or group, you can subscribe to messages and updates so they will automatically be sent to your regular e-mail address.

It's certainly worth exploring. You may just find connections to other people, ideas, and resources that are unexpected.

Join MentorConnect!

MentorConnect is an informal mentoring network implemented within ALA Connect that allows all ALA members, including international ones, to participate, and it only re-

quires that you actively choose to join the network in order to begin serving as a mentor or seeking a mentor.

While ALA Connect is a superb professional networking resource for members of the American Library Association, it can be equally valuable for professionals who are not yet members. Students, consultants, and other professionals with an interest in librarianship will find the resources in ALA Connect extremely valuable for connecting with ALA Members. Get acquainted with Connect by watching the video at you'll find at connect.ala.org/node/83337. It's one in a series of introductory screencasts created by the 2009 ALA Emerging Leaders Group I.

To get more involved

Check out the Opportunities Exchange (<http://connect.ala.org/op-pex>), where you can search for assistantships, calls for proposals, job exchanges, volunteer opportunities, and more. Want to let others know about your great grant opportunity or internship? Just fill out the form to add it to the OppEx—any ALA member can add any opportunity, including an international one. ■



IRRT Free Links Project

<http://sites.google.com/site/irrtfreelinks/home>



Annual Conference

Join ALA in the Big Easy next year!

The city of New Orleans is world-renowned for its music, good food, and exciting atmosphere. Also known as the Big Easy, the city's unique cultural mix of Creole, Cajun, African, Haitian, as well as French and Spanish influences, is not to be missed—especially when it is host to an American Library Association Annual Conference.

ALA's Annual Conference is also unique, offering information professionals the opportunity to learn about current issues, trends, and technologies with 20,000 colleagues from around the world!

Mix in the largest library exhibition in the world, with over 1,000 vendors with the latest innovations, services, and products. It's an unparalleled opportunity to enhance your knowledge, connect with other library professionals, and share

your ideas. The conference offers over 300 programs covering topics across the spectrum of librarianship—great speakers, author readings and signings, a cooking pavilion, and much more.

Especially for International Attendees

ALA welcomes its international members and others around the globe with special services such as:

- Orientation
- Mentors
- International Visitor's Lounge
- International Reception

ALA also encourages international attendees to participate fully in the conference as presenters. Here are some of the opportunities for you to present at ALA:

■ International Papers Session:

Submit a paper proposal on how your library or country is addressing the preselected topic.



■ International Poster Sessions:

An opportunity to promote the activities of your library, showcase innovative programming, and share ideas with your colleagues worldwide.

■ Networking Uncommons:

An informal, open, wired space throughout the conference to share projects and activities.

So join us in an original American city for a great personal and professional experience!

For more information or to request an invitation letter: International Relations Office, American Library Association, 50 E. Huron Street, Chicago, Illinois 60611-2795 USA, telephone: +1 312 280 3201, fax: +1 312 280 4392, e-mail: intl@ala.org. ■



Join the Campaign for the World's Libraries

Send the library message around the globe

by Delin Guerra

Since its official launch in 2001, the American Library Association (ALA) and the International Federation of Library Associations and Institutions (IFLA) have worked together to promote and highlight the Campaign for the World's Libraries. The campaign is designed to showcase the unique and vital roles played by public, school, academic, and specialized libraries worldwide and to speak loudly and clearly about the value of libraries and librarians in the 21st century.

The Campaign for the World's Libraries is based on the Campaign for America's Libraries, a multi-year public education campaign sponsored by ALA and libraries across the United States. The U.S. campaign uses a trademarked brand—@your library—to unify the communications activities of libraries across the country. As a result of worldwide interest, the logo has been translated into IFLA's seven official languages (Arabic, Chinese, English, French, German, Russian and Spanish), as well as over twenty other languages.

Over thirty countries have joined the Campaign for the World's Libraries, and other library associations within each country have joined the campaign. For example, seven Canadian associations have officially signed on, and in Argentina, over 80 libraries are part of this



campaign. The Campaign for the World's Libraries Guide has been translated into Chinese, Spanish, French, and Romanian. To download a copy visit: www.ifla.org/.

There are three core messages to the Campaign for the World's Libraries:

- libraries are changing and dynamic places;
- libraries are places of opportunity; and
- libraries bridge the world.

Through the consistent delivery of these key messages, the campaign aims:

- to raise awareness about the variety of programs and services

offered;

- to increase use of libraries at schools, at colleges and universities, in government, at work, and in daily community life;

- to increase funding for libraries;

- to involve librarians as stakeholders on public policy issues such as intellectual freedom, equity of access and the "digital divide";

- to encourage librarianship as a profession.

Through outreach efforts, the campaign targets:

- the general public—parents, children, students, senior citizens and business people;

- educators, school groups and administrators;
- government leaders, policy-makers and opinion leaders;
- librarians and those who are considering the library profession;
- media;
- strategic partners, including funding agencies.

Argentina and South Africa, as examples, are using these messages to demonstrate their versatility and usefulness:

Argentina

The National Association of Graduate Libraries of the Republic of Argentina (ABGRA) and over ninety libraries through out the country use the @yourlibrary campaign logo to celebrate the importance of the country's holidays.

For example, the Campaign for the World's Libraries is used to cel-

ebtrate Children's Day. Its goal is to celebrate the "joy of childhood and the importance of books and reading in their lives."

In 2009, ABGRA launched a two-year campaign titled "Members promoting literacy @your library" ("Socios promoviendo la lectura en tu biblioteca") to encourage, strengthen, and develop strategies to promote reading. The participation of librarians, teachers, families, and entire community will be the basis for carrying out this goal.

South Africa

The Library and Information Association of South Africa (LIASA) used the @your library brand to promote its Library Week. Inspired by the World Cup, LIASA's Library Week theme was "Score @ your library". Three posters were created to help promote South Africa Library Week.

In addition to the posters, LIASA created bookmarks, reusable bags and balloons featuring using the slogan.

Since joining the Campaign for the World's Libraries in 2007, South Africa has promoted South Africa Library Week with themes like "From local, to global @ your library" (2008), and the dual campaigns "Race for knowledge @ your library" and "The race for knowledge continues...@ your library" (2009).

For more information about the campaign or to download available resources, please visit: www.ala.org/@yourlibrary. If your library association is interested in joining the campaign, please contact the International Relations Office at intl@ala.org.

@your library®

To see more products for teens, visit www.alastore.ala.org

POSTERS \$16

BOOKMARKS 100/pack \$8.50

Celebrity READ® Posters only from

ALA Store purchases fund advocacy, awareness, and accreditation programs for library professionals worldwide.

ala graphics

Efforts in Haiti and Chile

ALA raises funds to rebuild stricken libraries

By Michael Dowling

ALA quickly responded after the disastrous earthquakes earlier this year in Haiti and Chile, by setting up relief efforts to raise funds and connect with libraries in need.

These efforts follow on ALA's past initiatives to help support tsunami-devastated libraries in Indonesia and Sri Lanka, as well as libraries on the Gulf Coast of the United States after Hurricane Katrina.

In addition to raising money, ALA is working to encourage libraries in the United States and elsewhere to "adopt" libraries in Haiti and Chile to assist through resources and expertise.



The quake-damaged Petit Goave Public Library in Haiti had to be demolished.

Haiti



The devastating January 6th earthquake killed over 200,000 in Port-au-Prince, Haiti, leaving 1.5 million homeless, and destroying countless cultural institutions, including libraries.

ALA is raising funds to rebuild three libraries in Haiti destroyed during the earthquake. They are the Petit Goave Public Library, the Centre Culturel Pyepoudre Community Library, and the Bibliothèque haïtienne des Pères du Saint-Esprit, which was founded in

1873 and holds resources documenting the history of Haiti, French colonization, slavery, and emancipation.

ALA has raised and distributed over \$20,000 so far in donations from librarians, libraries, companies, and others. Utilizing new technologies, individuals in the United States can now donate via text through their mobile phone.

In addition, ALA is promoting assistance through "adoption" of libraries in Haiti.

For more information on ALA's Haiti Library Relief effort, visit www.ala.org/haiti.

Chile

The February 27th earthquake and 150 aftershocks, 240 miles southwest of the capitol of Santiago, extended over six regions, impacting

over two million people and killing nearly 300 individuals. Over 30% of the 277 public libraries in the regions suffered damage, and a number were totally destroyed.

ALA is coordinating with Dirección de Bibliotecas, Archivos y Museos (DIBAM), to assist three libraries in regions hard hit by the temblors.

ALA is again encouraging "adoption" of libraries in Chile. For more information on ALA's Chile Library Relief effort, visit www.ala.org/chile. ■



Choice Reviews Online TODAY'S TOP REVIEW

Choice Reviews Online is now available on your iPhone or iPod Touch!

To download and rate the Choice Reviews Online Review of the Day for your iPhone or iPod Touch follow these 5 easy steps:

1. Go to the App Store and search for "Choice Reviews Online"
2. Once the Choice App appears in the search results, click through to the description
3. Download the App
4. Once downloaded, scroll down and click (or touch) the ratings box
5. After putting in your password, give the Choice App 5 stars (or the number you think is deserved), and write a review if you are so compelled.

For more information about Choice Reviews Online visit www.cro2info.org.
To sign up for a free 60-day trial to Choice Reviews Online visit ww.cro2.org.

acrl 2011

Philadelphia, March 30 – April 2, 2011
www.acrl.org/acrl/nationalconference



ACRL 2011: Registration Open!

ACRL 2011 is the premier event for academic libraries, drawing librarians, support staff, and vendors from across the country and around the world. Register by **February 4, 2011**, and **save more than 20 percent**. Group rates, reduced airfares, hotel discounts, and scholarships are also available.

ACRL 2011 will feature award-winning filmmaker, artist, Internet pioneer, and activist **Tiffany Shlain**; activist, academic, and much-in-demand speaker, **Raj Patel**; and author, speaker, and co-host of the immensely popular TLC show *What Not to Wear*, **Clinton Kelly**, as well as **more than 300 peer-reviewed sessions**. Submit your proposal and help make ACRL 2011 in Philadelphia a truly revolutionary experience!



Tiffany Shlain



Raj Patel



Clinton Kelly

Connect online at www.acrl.org/acrl/nationalconference | www.facebook.com/acrl2011 | Twitter: #acrl2011

ONLINE LEARNING Clearinghouse

The American Library Association offers a wide range of Web-based learning experiences for an international audience. For more information on any of the programs listed visit the ALA Online Learning web page (<http://www.ala.org/ala/onlinelearning/index.cfm>) or any of the websites listed.



Here's a sampling of what's being offered in the coming year from the ALA Divisions and ALA Editions.



American Association of School Librarians

Offered in 2010-2011

Online courses:

- e-Academy – AASL offers a variety of 4-week courses scheduled throughout the year.

Webinars :

- Learning4Life (L4L) – This implementation plan was created to support states, school systems, and individual schools preparing to implement the *Standards for the 21st-Century Learner* and *Empowering Learners: Guidelines for School Library Media Programs*. In 2009 and 2010, AASL hosted a series of L4L webinars during School Library Month (April) that are now archived for viewing.

Live event:

- Fall Forum 2010 (November 5-6, 2010 in Portland, Oregon) – This year's theme is "In Focus: The Essentials for 21st-Century Learning". Using the *Standards for the 21st-Century Learner* and *Empowering Learners: Guidelines for School Library Media Program Development*, attendees will connect school library programs to current educational concepts now at the core of curriculum, and leave with new insight to encourage, elevate and evaluate information literacy in their programs.

Courses will be offered throughout the year. Visit the AASL Web site for more information and schedules: <http://www.ala.org/aasl>. Click Conference and Continuing Education.



Association of College and Research Libraries

Coming Fall 2010

Stretch your professional development budget by registering now for these affordable distance learning courses and events! For more information on each course, including a link to online registration and registration fees, please visit <http://www.acrl.org/ala/mgrps/divs/acrl/events/elearning/index.cfm>.

Online Courses:

- Designing Usable and Accessible Web Pages: Needs Analysis, Design Planning, XHTML and CSS Standards, Accessibility Validation, and Usability Testing
 - Copyright and the Library Part 1
 - Creating Usable and Accessible Web Pages: XHTML and CSS Review, Navigation, Interactivity, CMS and other Options
 - Successful Budgeting in Academic Libraries
 - Learning Objects: Creating Instruction To Go
 - Copyright and the Library Part 2
- Webcasts this fall
- The Not-So-Distant Librarian: Online Library Instruction to Engage Students and Faculty
 - So You Want to Create an Interactive Information Literacy Tutorial?
 - From idea to Publication Series: Analysis and Writing
 - Atlas Project
 - New Models for Credit-Bearing Information Literacy Courses
 - From Idea to Publication Series: Submitting for Publication
 - Online Forms: Interaction and Feedback without the "Paperwork"



ALCTS

Association for Library
Collections & Technical Services

Fall 2010

Online Courses:

- Fundamentals of Acquisitions
- Fundamentals of Electronic Resource Acquisitions
- Fundamentals of Collection Development and Management
- Fundamentals of Preservation

Look for these later in the year

Online Courses:

- Fundamentals of Classification
- Fundamentals of Cataloging
- Fundamentals of Collection Assessment

ALCTS also offers a series of webinars from RDA to Institutional Repositories to preservation. Group rates are available.

The ALCTS E-Forum is a moderated discussion on “hot topics” and practical matters. Join us for the next discussion.

Courses, webinars and E-forums are offered continually throughout the year. Visit the ALCTS website for more information and schedules. www.ala.org/alcts. Click Conference and Events

Apply for the ALCTS Online Course Grant for Library Professionals from Developing Countries. Application is available on the ALCTS web site.



Association for Library
Services to Children

Fall 2010

ALSC Institute (www.ala.org/alscinstitute):

■ September 23-25, 2010, Emory Conference Center Hotel, Atlanta, GA: Join ALSC down south this September for our biennial Institute! This two and a half day intensive learning opportunity with a youth services focus and is designed for front-line youth library staff, children's literature experts, education and library school faculty members, and other interested adults.

Webinar:

- Mock Newbery Caldecott Webinar: Late Fall 2010

Other:

- ALSC Student Sessions: monthly from August through May.

Please check the ALSC Web site (www.ala.org/alsc) for a complete listing of all online learning events for 2010 and more information on each course.



Association of Library Trustees,
Advocates, Friends and Foundations

Coming Fall 2010

Online course:

■ Trustee Academy is a series of courses to help Trustees become exceptionally proficient in their roles on behalf of their libraries, including topics such as Trustee Basics, Holding Effective Board Meetings, Working Well with Your Director, Understanding the Library's Budget, Advocating for Your Library, and Setting Policies and Upholding Standards. For more information and a schedule, visit www.ala.org/altaff.

Course outline and pricing will be available in September. Courses will begin in October. Don't miss this important opportunity to become the very best library Trustee you can be! For more information, visit www.ala.org/altaff and click on “Trustees.”

ONLINE LEARNING Clearinghouse



Library Leadership and Management Association

Coming in 2010

Webinars for middle managers:

- “Leadership vs Management”
- “Strategic Planning for Managers”
- “Management 101: Designing Outcomes for your Organization”

Webinars for experienced leaders and managers:

- “The Executive-Decision Maker’s Secret Weapon – How You Can Make Better Choices with the Use of Graphic Models”
- “Learn the Supervisor’s Balancing Act – How You Can Bring Out the Best in Your Top People Without Micromanagement”
- “Make Your Library Dreams Come True – How You Can Use Project Management Techniques to Write a Strategic Plan”

Recordings of LLAMA webinars are now available for purchase online. Each 60-90 minute webinar recording is provided online and includes links to handouts. Recordings remain available for 3 months after purchase.

These and other webinars on leadership and management are offered throughout the year. Visit the LLAMA website for more information www.ala.org/llama



Public Library Association

Coming 2010-2011

A variety of courses tackling the hottest issues for public librarians and their staff are being developed. Visit the PLA website for more information: www.pla.org. Click Continuing Education.

Reference and User Services Association

Fall 2010

Online Courses:

- Genealogy 101
- Reference Interview
- Readers’ Advisory 101



Courses are offered continually throughout the year. Visit the RUSA website for more information and schedules: www.ala.org/rusa. Click on Professional Development



Young Adult Library Services Association

Coming Fall 2010: October 4 – November 1

Online courses offered on teen services:

- Growing, Managing and Defending the Young Adult Budget
- Tapping Youth Participation to Strengthen Library Services

Coming Winter 2011

Online Courses:

- Boys and Books: Encouraging Early Teen and Tween Boys to Read

Coming Summer 2011

Online Courses:

- Navigating the Divide between Teens and Tweens

To learn more about each course, visit www.ala.org/yalsa/onlinecourses.

Webinars:

- YALSA offers a one-hour webinar on the third Thursday of each month at 2 p.m. Eastern time. Topics include reaching reluctant readers, overviews of classic YA books and YA nonfiction, getting involved in YALSA, and more. For details and a list of upcoming subjects, visit www.ala.org/yalsa/webinars.

ALA Editions

2010-2011

Online Courses:

■ ALA Editions offers on-demand eCourses available 24/7 at the ALA Store. These courses cover everything from basic computer skills to management and personal productivity strategies. Details can be found at www.alastore.ala.org

Webinars:

■ ALA TechSource offers webinars and workshops focused on technology in the library throughout the year hosted by leading practitioners and experts in library technology. These online events are meant to both stimulate discussion and give attendees an opportunity to observe and work with the technology in a hands-on way. Details can be found at alatechsource.org/blog.

■ Guide to Reference offers periodic webinars detailing this remarkable reference resource guide. Special webinars for LIS instructors help them teach this selective guide to the best reference sources, to which ALA provides free, ongoing access to LIS faculty and

Staff development is just a click away with
eCourses from ALA Editions!



www.alastore.ala.org

students for their teaching and coursework. Details can be found at <http://www.guidetoreference.org>

■ *Booklist Online* hosts monthly webinars focused on work type and genres hosted by librarian experts, subject specialists, and *Booklist* columnists and editors, and featuring representatives from leading publishers. Details can be found at www.booklistonline.com

■ *American Libraries* magazine is offering a series of “New Skills” webinars that began with Denise M. Davis, director of ALA’s Office for Research and Statistics and John Carlo Bertot, of the Center for Library and Information Innovation at the University of Maryland, giving practical advice on how to utilize the latest technology statistics in funding advocacy. Webinars are archived at americanlibrariesmagazine.org.

ALA JobLIST

ALA JobLIST – Employment in the United States and Beyond

Everyone knows that ALA JobLIST (joblist.ala.org) is a key source for finding library and information science positions in the United States. But employers tell us that it’s also a terrific place to promote jobs in other parts of the world. After all, part of the beauty of the World Wide Web is its world-wide reach!

A recent check of the job postings on ALA JobLIST shows that nearly 5% come from outside the U.S., including such wide-ranging locations as Scotland, Hong Kong, Qatar, Saudi Arabia, Egypt, and, of course, Canada. Institutions in nearly 40 countries have advertised positions on ALA JobLIST.

So who is advertising these positions, and why are they choosing ALA JobLIST? Many of the openings are in regions with newly established higher education institutions that are building their academic libraries facilities, collections, and staffs from the ground up. Other advertisers just want to be certain that they reach the most engaged and experienced members of the library profession, wherever they might be.

With its international reach and traffic reaching nearly 100,000 visits per month, ALA JobLIST attracts visitors from more than 100 countries and territories every single month.

With ALA JobLIST, international employers attract the attention of adventurous leaders in the profession seeking new challenges, as well as multi-lingual job seekers sensitive to the unique needs of institutions serving multiple cultures.

ALA JobLIST makes it easy for employers around the world to submit ads 24 hours a day, and accepts major credit cards, as well as payments by international wire transfer for approved institutions. If you have questions or suggestions on how ALA JobLIST can best help you match a great job with the best candidates, e-mail joblist@ala.org.

ALA JobLIST (joblist.ala.org) is a joint project of American Libraries magazine, C&RL News magazine, and ALA’s Office for Human Resource Development and Recruitment (HRDR).

RDA Launched

Resource Description and Access—a new, unified standard

by Troy Linker

RDA: Resource Description and Access—a thoroughly international project—has recently launched in English and is available worldwide for trials. RDA is the long-awaited new unified standard designed for the digital world and an expanding universe of users needing to share metadata.

RDA's content has been developed in a collaborative process led by the international Joint Steering Committee (JSC), while the project is overseen by the Committee of Principals representing the American Library Association, Canadian Library Association, Chartered Institute of Library and Information Professionals (CILIP, U.K.), Library of Congress, Library and Archives Canada, British Library, and National Library of Australia.

Internationally adaptable

RDA has been developed with the understanding that it needs to be adaptable at the international level, so other countries can translate it and adjust the instructions to local needs. Its focus is on information needed rather than how to display that information.

Among the benefits of RDA are:

- a structure based on the conceptual models of FRBR (functional requirements for bibliographic data) and FRAD (functional requirements for authority data) to help catalog users find, identify, select, and obtain the information they need more easily;



- support for the clustering of bibliographic records to show relationships between works and their creators—an important new feature that makes users more aware of a work's different editions, translations, or physical formats;

- a flexible framework for content description of digital resources that also serves the needs of libraries organizing traditional resources;

- a better fit with emerging database technologies, enabling institutions to introduce efficiencies in data capture and storage retrieval;

- support for the integration of library cataloging records with those produced by other metadata communities, making it possible for library records to be used in new ways;

- an evolution of the cataloging principles from AACR2, with rules carried over or adapted to the RDA model.

As an online, web-based tool, RDA will improve efficiency for cataloging unfamiliar formats, since all

the rules needed for what is being cataloged can more easily be retrieved. The rules can be customized to fit specific application profiles or particular tasks and to catalog specific types of materials; it will allow users to add their own notes online; and over time, it will enable integration with vendor products, improving catalogers' workflow.

One-stop implementation

The RDA Toolkit offers a one-stop resource for implementing RDA, with ongoing improvements and additions, and offers the most effective way to interact with the new standard. As users try the RDA Toolkit, they will notice ongoing improvements and additions. RDA Toolkit highlights to try include:

- RDA instructions that are searchable and browseable;
- user-created workflows and mappings: tools to customize the RDA instruction set to support organizational training and processes;
- two views of RDA content—by table of contents and by element set;

■ full text of AACR2 with links to RDA instructions.

Various tools in the RDA Toolkit will help evaluate and implement RDA, make cataloging decisions based on principles, increase efficiency, facilitate collaboration, and help position the community for the future by making bibliographic data accessible on the web.

Free open access

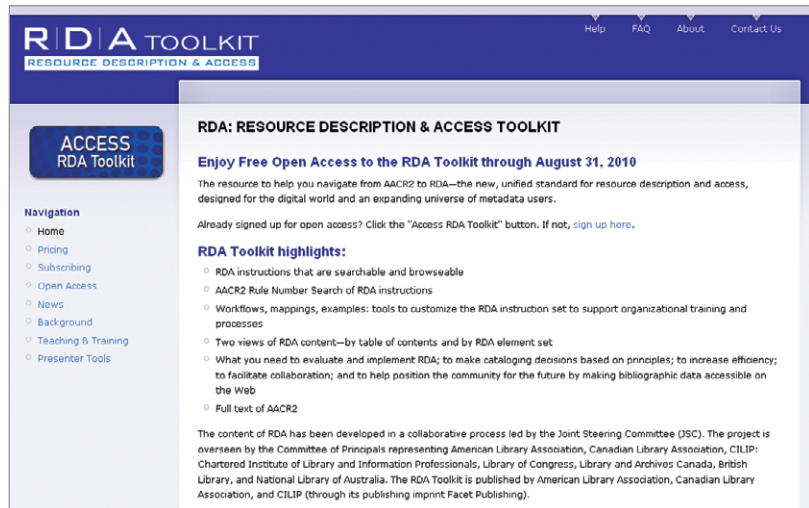
The three copublishers (American Library Association, Canadian Library Association, and CILIP—through its publishing imprint Facet Publishing) were pleased to launch the RDA Toolkit in June with a free open-access period through August 31, 2010. At press time, more than 2,000 institutions and individual users around the world had signed up for the free open-access period.

Most users signed up for institutional access, so they and their colleagues can:

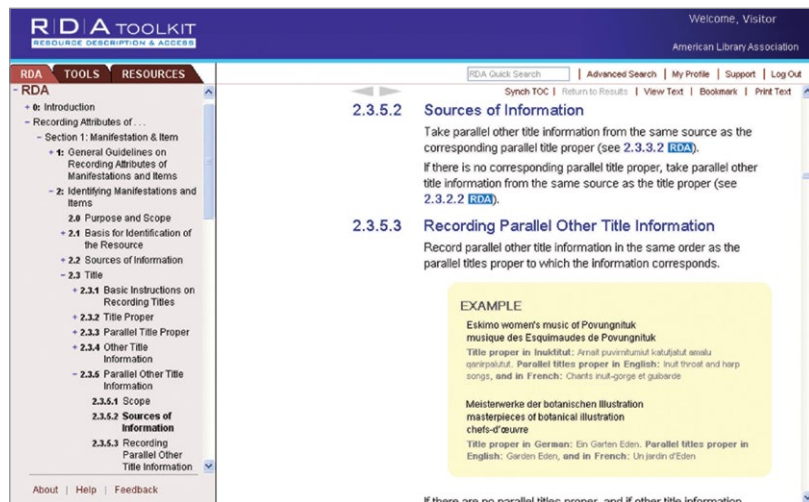
- have an unlimited number of concurrent users during the open-access period;
- test the sharing of user-created workflows and mappings within the institution;
- take advantage of IP authentication or a referring URL to avoid institutional login (institutional users only log in to access their personal profiles);
- participate more smoothly in the institution's decisions regarding RDA implementation.

Solo-user access to the toolkit is designed for smaller sites where there will only ever be one user (login/password authentication only).

Two full-text print versions, including an index, are planned for late fall 2010—*RDA: Resource Description and Access Instructions* and *RDA: Element Set View*. These components will extend access, including for training and classroom use if necessary. In addition to these print items



RDA Toolkit homepage.



From the RDA instructions.

in English, the copublishers are currently working with various partners to develop and distribute translations of these print versions to supplement forthcoming electronic translations of the RDA Toolkit.

Double-user offer

The informational website at www.rdatoolkit.org offers ongoing updates on the product and how to purchase it (including the print components) from anywhere in the world; subscription information for consortia and centralized purchasing groups; training and

classroom access; signing up for the open-access period; webinar archives; an RDA training calendar; presenter/trainer materials; pricing in the major currencies; and more.

A double-user offer is in place for those anywhere in the world who subscribe at any site license level to the RDA Toolkit before August 31, 2011, to help institutions during the evaluation and initial implementation of RDA, when their users are likely to need more frequent concurrent access. ■

—Troy Linker, publisher
ALA Digital Reference
American Library Association

The new cataloging standard, now available online!

R | D | A TOOLKIT

RESOURCE DESCRIPTION & ACCESS

The resource to help you transition from AACR2 to RDA—
the new, unified standard for resource description and access,
designed for the digital world and an expanding universe of metadata users.

Sign up at www.rdatoolkit.org/openaccess for free open access for your entire institution through August 31, 2010.

Sign up at www.rdatoolkit.org/rdalist to receive information about free trials, special introductory offers, webinars, product updates, and more.

Bookmark the informational website www.rdatoolkit.org where you can also access webinar archives, an RDA training calendar, presenter/trainer materials, information on global pricing, and related resources.

Coming soon! Full-text print versions RDA: Resource Description and Access Instructions including an index and RDA: Element Set View.

Special Double-User Introductory Offer through August 31, 2011

Subscribe from anywhere in the world at any site license level to the RDA Toolkit before August 31, 2011 and get double the purchased number of concurrent users of the RDA Toolkit at no additional charge. (For example, buy a 2-user site license and get a 4-user license for the same price.)

Details at www.rdatoolkit.org/pricing.

www.rdatoolkit.org

See the World, Join ALA

Membership in the American Library Association is vital

by John Chrastka

Personal membership in the American Library Association is available at discounted rates for librarians and library workers practicing outside of the United States.

International members (US\$78) receive full rights and benefits of ALA Membership including eligibility to serve on committees, run for office, and join any division or round table. ALA will also extend official letters of invitation to our international members upon request.

Be part of a community

Personal members of ALA are a community of individual librarians, library workers, faculty, trustees, and friends focused on promoting library services in school, academic, and public settings; expanding the visibility and reach of the library profession; and ensuring that libraries of all types are funded, staffed, and equipped for the future.

Joining ALA as a personal member brings you in close contact with other members interested in similar areas of library service and adds your voice to the thousands of current members in support of library issues at local, state, federal, and international levels.

All members receive equal access to ALA resources and benefits, and all personal members have the same eligibility to vote in ALA elections, hold office, and serve on committees. Direct benefits of personal membership include:

- a subscription to *American Libraries* magazine and *American Libraries Direct*, the weekly e-newsletter;
- discounts on registration rates for Annual Conference, the Mid-winter Meeting, divisional national conferences and symposia, and publications; and
- access to several members-only discount programs, including medical, life, long-term care, auto, and home insurance, plus discounts on services like car rentals.

Your membership also supports the International Relations Office (IRO) and its mission to increase ALA's presence in the global library community, to implement ALA policies concerning international librarianship, to promote greater understanding of international librarianship and international library issues within ALA, and to manage international library activities on behalf of ALA.

To accomplish its mission, the IRO coordinates ALA activities in support of official ALA delegations to international events such as book fairs and congresses; promotes international library exchanges and partnerships; responds to international inquiries concerning library issues and activities in the United States; serves as a point of contact for ALA's routine communication with international organizations to which ALA belongs, including IFLA; and provides support for the ALA International Relations Committee (IRC) and the International Relations Round Table (IRRT).

While many divisions and round tables will be interesting to you, IRRT will be particularly relevant. IRRT creates connections between librarians in the United States and elsewhere, providing you with access to peers around the world who are interested in similar areas of librarianship as well as issues affecting library service delivery in various communities. IRRT is staffed by our International Relations Office and is the center of activity for International members around the Association. IRRT membership is free upon request to ALA members residing outside of the United States.

Institutions can join too

Your library has a unique opportunity through organizational membership in ALA to have your concerns about legislation, funding, library use, and advocacy heard at an international level. Organizational members know that ALA focuses on issues that are important to libraries and library workers. Joining ALA is a benefit to your organization and a voice for the future of libraries.

Eligible organizations include not-for-profit libraries and not-for-profit schools conducting programs of library education as well as other not-for-profit organizations including library associations, affiliated organizations, and foreign organizations.

Get started as a member today by joining ALA online at www.ala.org/ala/membership. ■

GLOBAL REACH

**CANADA ①**

To welcome visitors to the Winter Olympics in Vancouver February 12–28, the Richmond Public Library in British Columbia re-branded itself as an International Living Room, where sports fans could catch up on world events, interact with a science exhibit on Olympic athletes and coaches, watch the games in TV lounges, or relax in a cinema room that showcased Canadian films and cartoons.—*Richmond Public Library, Feb. 3.*

ITALY ②

Google has inked a deal with the government to digitize up to 1 million books from the national libraries in Florence and Rome. The books were all published before 1868, which means that copyright laws do not apply. The libraries will also be able to share the digital copies with Europeana to gain a wider audience.—*Christian Science Monitor, Mar. 11.*

NORWAY ③

Love letters penned over 100 years ago by author Knut Hamsun were opened January 4 at the National Library in Oslo. Hamsun experts ascertained that the letters were sent to Julie (Lulli) Amanda Lous, with whom the author had a stormy relationship in 1891–1892. The package was handed to the National Library by Lous's nephew in 1960.—*Aftenposten (Oslo), Jan. 4.*

FRANCE ④

The Bibliothèque Nationale has acquired the original, uncensored diaries of Venetian adventurer and author Giacomo Casanova (1725–98). In what could be the most expensive manuscript sale ever, a mystery donor purchased the 3,700 pages on behalf of the library for a price allegedly in excess of 5 million euros (\$6.8 million U.S.).—*The Guardian (U.K.), Feb. 18.*

GERMANY ⑤

The German Digital Library wants to make millions of books, films, images, and audio recordings accessible online. More than 30,000 libraries, museums, and archives are expected to contribute their digitized cultural artifacts. The goal is to integrate the collection with Europeana, launched in 2008. Some 45,000 works have been scanned so far at the Munich Digitization Center of the Bavarian State Library.—*Der Spiegel, Feb. 19.*

IRAQ ⑥

Thirty-one antique manuscripts, allegedly looted from the National Library and Archives in Baghdad in the aftermath of the 2003 invasion by U.S. forces, were handed over in March to Culture Ministry Undersecretary Fawzai al-Atroushi. A special ceremony was held to celebrate their return. The manuscripts were described as highly significant works in mathematics, engineering, history, and poetry.—*Azzaman (London), Mar. 31.*

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.*

THAILAND ⑧

Sami Rintala of Rintala Eggertsson Architects recently led a group of architecture students from the Norwegian University of Science and Technology on a social project. They worked together to build a two-story library building for an orphanage in Ban Tha Song Yang village using local materials that integrated with the local environment.—*Designboom, Dec. 28, 2009.*

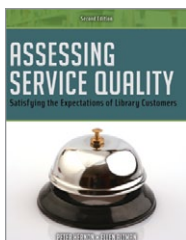
ALA Editions

The American Library Association offers a wealth of continuing education sources

The American Library Association is the premier publisher for library and information science professionals. Publishing on a wide variety of topics, ALA authors are leaders in the field, bringing the newest and most relevant topics to your library or studies.

Assessing Service Quality: Satisfying the Expectations of Library Customers, Second Edition

By Peter Hernon and Ellen Altman
US\$65; 215 pages; 8.5" x 11"; Softcover, ISBN-13: 978-0-8389-1021-4



This classic book is brought fully up to date as Peter Hernon and Ellen Altman integrate the use of technology into the customer experience. They offer solid, practical ideas for developing a customer service plan that meets the library's customer-focused mission, vision, and goals, challenging librarians to think about customer service in new ways.

Countdown to a New Library: Managing the Building Project, Second Edition

By Jeannette Woodward
US\$75; 280 pages; 8.5" x 11"; Softcover, ISBN-13: 978-0-8389-1012-2

Writing from the perspective of a librarian who has been through numerous building projects, Jeannette

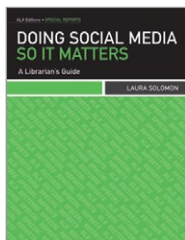


Woodward walks you through the process of overseeing the planning and construction of a building project. This book is

packed with helpful checklists and worksheets.

Doing Social Media So It Matters: A Librarian's Guide

By Laura Solomon
US\$35; 80 pages; 8.5" x 11"; Softcover, ISBN-13: 978-0-8389-1067-2



Facebook, Twitter, MySpace, LinkedIn: It's difficult enough to keep abreast of social media websites, let alone understand how they fit into today's library. This ALA Editions Special Report brings together current information on the topic in a concise format that's easy to digest.

Fundamentals of Collection Development and Management, Second Edition

By Peggy Johnson
US\$70; 424 pages; 6" x 9"; Softcover, ISBN-13: 978-0-8389-0972-0

In this fully updated revision, expert instructor and librarian Peggy Johnson addresses the art of controlling and updating your library's collection. Each chapter offers complete



coverage of one aspect of collection development, including suggestions for further reading and a narrative case study exploring the issue.

Fundamentals of Library Supervision, Second Edition

By Joan Giesecke and Beth McNeil
US\$65; 199 pages; 6" x 9"; Softcover, ISBN-13: 978-0-8389-1016-0



Guiding supervisors through the intricate process of managing others, this comprehensive handbook addresses the fundamental issues facing new managers.

It also serves as a welcome refresher and reference for experienced managers facing new challenges in this complex and changing environment.

Intellectual Freedom Manual, Eighth Edition

By Office for Intellectual Freedom (OIF)
US\$65; 512 pages; 6" x 9"; Softcover, ISBN-13: 978-0-8389-3590-3



Updated for the first time since 2005, this indispensable volume includes revised interpretations of the Library Bill of Rights along with key intellectual freedom guidelines and policies.

ALA Editions



See pages
25-27
for more information

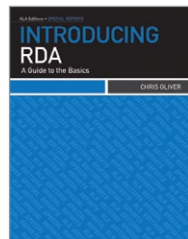
www.alastore.ala.org

ALA Editions purchases fund advocacy, awareness and accreditation programs for library professionals worldwide.

Introducing RDA: A Guide to the Basics

By Chris Oliver

US\$45; 96 pages; 8.5" x 11"; Softcover; ISBN-13: 978-0-8389-3594-1;



In this ALA Editions Special Report, Chris Oliver, cataloguing and authorities coordinator at the McGill University Library and chair

of the Canadian Committee on Cataloging, offers practical advice on how to make the transition from the Anglo-American Cataloguing Rules (AACR) to the new cataloguing standard Resource Description and Access (RDA).

Managing Digital Projects

By Ira Revels

US\$75; 224 pages; 6" x 9"; Softcover; ISBN-13: 978-0-8389-1055-9



As computers become ever more central to the library experience, the number of digital projects that librarians are tasked with managing grows ever larger—mounting digital collections, overhauling the catalog, and delivering web-served reference are just tips of the iceberg. But an in-the-trenches approach to digital project management is usually both haphazard and inefficient. In this book, Ira Revels gets down to the practicals of managing multiple digital projects.

No Shelf Required: E-Books in Libraries

Edited by Sue Polanka

US\$65; 200 pages; 6" x 9"; Softcover; ISBN-13: 978-0-8389-1054-2

E-books have been around for more than 10 years but are still a relatively new phenomenon to many librarians

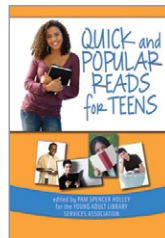


and publishers. With the introduction of e-book readers, the e-book has become mainstream, with recent triple-digit annual increases in sales. But what place do they have in the library? In this volume, Sue Polanka brings together a variety of professionals to share their expertise about e-books with librarians and publishers.

Quick and Popular Reads for Teens

Edited by Pam Spencer Holley for ALA's Young Adult Library Services Association

US\$45; 232 pages; 6" x 9"; Softcover; ISBN-13: 978-0-8389-3577-4



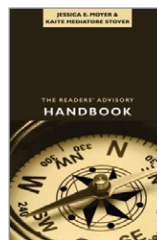
For more than 10 years YALSA has produced two annual lists, *Popular Paperbacks for Young Adults* and *Quick Picks for Reluctant Readers*, consisting

of recommended reading targeted at young adults who are not avid readers. *Quick and Popular Reads for Teens* compiles bibliographic information about the books honored by these two selected lists.

The Readers' Advisory Handbook

Edited by Jessica E. Moyer and Kaite Mediatore Stover

US\$55; 232 pages; 6" x 9"; Softcover; ISBN-13: 978-0-8389-1042-9



Readers' advisory has long ago sprinted past merely suggesting books to patrons; it now encompasses many different formats and means of communication—working with patrons of all types and ages, in and outside the actual library.

To help harried librarians handle increased demand, experts Jessica Moyer and Kaite Mediatore Stover assemble a group of specialists who have created a one-stop resource for all types of readers' advisory issues.

Whole Library Handbook 4: Current Data, Professional Advice, and Curiosa about Libraries and Library Services

Edited by **George M. Eberhart**

US\$48; 576 pages; 8.5" x 11"; Softcover; ISBN-13: 978-0-8389-0915-7;



The Whole Library Handbook is a one-volume encyclopedia of library history, demographics, folklore, humor, current events, and popular wisdom. It

is organized in easy-to-find general categories, including types of libraries, the profession, people, materials, special users, operations, technology, promotion, issues, and librarianship.

A Year of Programs for Teens 2

By **Amy J. Alessio** and **Kimberly A. Patton**

US\$45; 120 pages; 8.5" x 11"; Softcover; ISBN-13: 978-0-8389-1051-1



In this sequel to the book that "takes teen services to a new level" (*Adolescence*), young adult services experts Amy J. Alessio and

Kimberly A. Patton present entirely new content while building on the successful formula they established earlier. This volume offers several new themed book lists and read-alikes as well as appendixes with reproducible handouts for the various programs. ■

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Sister Libraries



How to partner with other libraries around the world

by Brendan Hubbs

"Libraries build community; but today's community is a global one."

—Sarah Ann Long, executive director, North Suburban Library System, Illinois

For more than a decade the American Library Association (ALA) has been encouraging libraries all over the world to form partnerships with libraries in the United States in order to promote the concept of a global community through its Sister Libraries initiative.

The program allows libraries to form exciting partnerships, linking them to other libraries located across the world. Partner libraries choose their level of involvement with the program based upon their mutual needs. Some partnerships may be informal while others may involve contracts and ceremonies. It is a matter of what level of formality and commitment the libraries are comfortable with.

The Sister Libraries initiative is designed to help raise awareness of issues and needs facing libraries in different countries and cultures. Programs may start to address one facet of the library and blossom into unexpected new ideas or services. The Queens Borough Public Library (QBPL) in New York serves a substantial population of Chinese immigrants. In 1997 the QBPL partnered with the Shanghai Library in China to increase awareness of the needs of Queens' immigrant population as well as to allow the Shanghai Library staff to learn about the QBPL and its services.

Initially the partnership resulted in an exchange of resources and staff exchanges meant to foster a better understanding of the two libraries. In 2006 the Sister Libraries implemented a 24/7 virtual reference platform called CORS (Collaborative Online Reference Service). CORS helped the Chinese patrons at the QBPL communicate, via e-mail, with librarians, researchers, and industry specialists from public, academic, and research libraries in China, Hong Kong, Macao, Singapore, and the U.S.

Collaborating, sharing

Beyond promoting awareness of the library and its international reach, there are many reasons to participate in Sister Libraries. Partnering with a library in a different part of the world allows for a freer and more personal exchange of information. This exchange between libraries improves access to published information in both countries. Collaborating to share techniques and technologies in solving problems broadens the views of your staff as well as your patrons.

A partnership between the Pima County Public Library in Arizona and Roscommon Country Libraries in Ireland has educated the patrons of both libraries about local culture through book exchanges, young adult postcard exchanges, and the hosting of cultural events.

By sharing strengths through the exchange of resources and expertise while addressing weaknesses in

services, participants in the Sister Libraries program experience events and gain knowledge that result in long-term improvements for their local communities as well as the global community. With the current increase of interest in library services, joining the Sister Libraries initiative may be one of the best things your library can do for your staff and your patrons.

How can you become a sister library? Here is a checklist:

- Read about Sister Libraries at <http://wikis.ala.org/sisterlibraries>. Check the Resources page for additional information and new updates
- Educate your staff and administration about Sister Libraries.
- Analyze your library's needs—how could your library benefit?
- Identify your library's resources—what could you offer a Sister Library?
- Determine the level of commitment that you and your institution can make and who will be responsible for overseeing the project.
- Establish a budget.
- Get approval and financial backing from your institution.
- Get your community involved. First involve the library community. Then involve the public or your school, university, college, or institutional community.
- Organize a local committee.
- Be flexible. The other library may have somewhat different objectives and expectations. Both libraries need to be involved in shaping the relationship. ■

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