

# american. libraries

OCTOBER 2010

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

## FIT LIBRARIES ARE FUTURE- PROOF



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  - Qur'an Burning and Fear Mongering
  - Our Authors, Our Advocates

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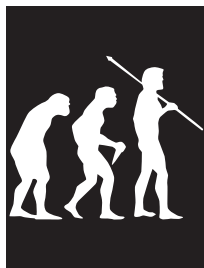
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BY STEVEN BELL



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## Banning and Burning

by Leonard Kniffel

I have never been prouder to be a part of this profession than I was on September 11 this year, standing shoulder-to-shoulder with Barbara Jones, director of ALA's Office for Intellectual Freedom, at the entrance to ALA headquarters here in Chicago, making a simple statement of opposition to book burning. At our sides were Gerald Hankerson of the Council on American-Islamic Relations and Kiran Ansari of the Council of Islamic Organizations of Greater Chicago.

The 9/11 commemoration started taking shape earlier that week as a protest against the threatened burning of the Qur'an in Florida and ended up as a statement to the world that librarians value reading, learning, and tolerance over book burning, fear, and ignorance.

Following a moment of silence for those who lost their lives in the terrorist attacks in New York and Washington nine years ago, Jones made a

statement to about 50 people who showed up, including ALA staff, media representatives, and a number of passers-by.

"Recently a small group has made international headlines by announcing that they

planned to burn the Qur'an as a means to demonize Islam," Jones said. "Using the threat of the destruction of books to wage a war on ideas that some may disagree with is offensive to the American Library Association, which embraces the diversity of our nation as one of our greatest strengths."

"Book burning is the most insidious form of censorship, and such an action or threat should not be taken lightly," Jones said. "Today it might be the Qur'an; tomorrow it might be the Bible. Free people read freely." Quoting the Constitution, Jones added, "Congress shall make no law respecting an establishment of religion, or prohibiting the exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, as we have here today."

The four of us then read verses from the Qur'an. It was a fitting prelude to Banned Books Week, September 25 through October 2, and the event drew attention to libraries as guardians of our freedom to read from nearly every major media outlet in Chicago.

But, of course, our stand against censorship and book burning cannot stop the fanatics. Even though the Florida group called off its planned burning, mosques nationwide braced for the worst, and copies of the Qur'an that had been burned and/or shot were discovered on 9/11 in mosques in Tennessee and Michigan.

For every would-be book burner, there are thousands of readers in this country who will speak out for our freedom to read whatever we choose. The outpouring of support for the counteraction ALA took on our front steps on September 11 was heartwarming and came from a disparate group of people and media who embraced libraries' message of goodwill and education (p. 21). The price of liberty remains eternal vigilance.

Watch the ALA event on video at [americanlibrariesmagazine.org](http://americanlibrariesmagazine.org).

"Today it might be the Qur'an; tomorrow it might be the Bible."

# american libraries

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## ▲ Qur'an Read-Out Commemorates 9/11, Decries Book Burning

▲ Barbara Jones, director of the American Library Association's Office for Intellectual Freedom, opened a 9/11 commemoration September 11 on the steps of the ALA headquarters. The event started taking shape days before after an announcement in the *Inside Scoop* blog and was a statement to the world that librarians value reading, learning, and tolerance. Following a moment of silence for those who lost their lives in the 9/11 terrorist attacks Jones made a statement....

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



**>>> New! Find us on Facebook** Now you can "like" our Facebook Page and get online content delivered to your Facebook wall daily.



## >>> Friend Your Library Poster

Everyone needs friends—especially the library! Recognize the important role of your Friends group and generate enthusiasm for new members with this poster. The accompanying bookmark makes a great give-away and reminds all patrons there are many ways they can support their local library.



## >>> 2010 Teen Read Week Poster

For more than a decade, librarians and educators nationwide have come together in October to encourage teens to "Read For the Fun Of It!" during YALSA's annual Teen Read Week™ celebration. This year's theme—Books with Beat @ your library—serves as a creative starting point for developing dynamic events in schools, public libraries, and bookstores, that will inspire young adults to discover new genres, check out poetry, and listen to audiobooks.



# Help from Our Friends

It's time to develop a new mix of knowledge

by Roberta Stevens

Following my return in August from the 76th International Federation of Library Associations and Institutions General Conference and Assembly in Gothenburg, Sweden, I was interviewed on two successive days about the state of America's libraries by David Graham of *Newsweek* and Bob Edwards of Sirius XM Radio.

I was heartened by the interest of the two national media outlets in hearing how libraries are serving their communities in these difficult economic times and the impact on libraries of decreased state and local revenues. We discussed shuttered facilities and, as has occurred in so many cases, staff reductions and the hours libraries are open as well as the smaller number of books and other items being purchased for collections. Both interviewers wanted to know what funding options libraries are exploring to cope with the situation, which unfortunately appears unlikely to turn around anytime soon.

I talked about my Frontline Fundraising presidential initiative. When I discussed a fundraising initiative during my campaign, it was primarily targeted at helping small and rural libraries establish planned giving programs. I envisioned an online toolkit with a template of guidance and support materials that libraries could use to reach out to their users. Many people either don't know how best to make the ask for funding or don't feel comfortable doing so. Reminding customers

to think about including the library in plans for distributing their estate is a soft touch or less direct approach to raising money.

However, Peter Pearson, president of the Friends of the St. Paul (Minn.) Public Library, and the team working on Frontline Fundraising wisely broadened its scope. The final online package, scheduled for release after ALA's 2011 Midwinter Meeting in San Diego in January, will also include information on conducting fundraising using trustees, library staff, and library Friends groups, developing a fundraising plan, developing an honor and memorial bookplate program, conducting an annual fund drive, developing online giving, and moving donors to the next level. Making this information easily accessible to libraries everywhere—small, medium, and large—could not have come at a better time.

As 21st-century librarians, we must add strategic planning, financial, human resource, and marketing skills to those we traditionally associate with librarianship. Skills in developing our message and advocating for it have become embedded in the profession's consciousness as a requirement for ensuring that our voices are heard when funding is be-



Bob Edwards of Sirius XM Radio joins ALA President Roberta Stevens

ing considered. Skills in crafting fundraising proposals, identifying funding sources, and effectively reaching out to potential contributors are becoming essential parts of the new mix of knowledge required for library leaders. From whom and how we fund our operations may have been forever altered, whether we like it or not.

Speaking of gentle reminders, I hope that you have taken a few minutes to make a contribution to the Spectrum Presidential Initiative. I continue to receive beautiful and moving letters from this year's Spectrum scholars class. You can make a difference in the future of our profession. Please help to ensure that the staffing of our libraries is reflective of the diverse nation we have become. Visit [www.ala.org](http://www.ala.org) and click on "giveALA." ■

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](http://robertastevens.com). E-mail: [rstevens@ala.org](mailto:rstevens@ala.org).

# Comment Enabled

## Qur'an Burning Talk Shameful

Shame, shame on Terry Jones and the Dove World Outreach Center. Book burning is the vilest form of censorship. Remember the Bonfires of the Vanities during the mid- to late-1400's?

If you don't agree with a book or find its contents offensive—don't read it. It is unbelievable that 50 ignorant nutballs in Florida are able to get worldwide media exposure for their hate and prejudice.

Marcia Kushner  
Tustin, California

## Inspiring Patrons

Will Manley ("Why Librarianship Endures," Sept., p. 56) says he believes our profession will be in constant demand as long as there are "stupid patrons." Have we sunk so low as to call patrons stupid?

Our constant demand in the field will instead be due to life-long learners; those tech-savvy patrons with their e-readers and iPhones. The patrons who now have 24/7 access to information and resources need to know how to retrieve and evaluate it. That's where we as information scientists come into play: to teach and instruct.

If a patron wants to know why Civil War battles were fought in national parks, it's our job to teach them how to access and synthesize the information they need: Inspire them, help them, but, most certainly do not judge them.

Erin Lounsbury  
Farmingville, New York

## Editorial Proofing Needed

Recent *American Libraries* issues need editorial proofreading. Most of the typos are laughable, of course. But some of the multimedia presentations

are just wrong, supplying misinformation to readers and users. For example, the Global Reach section, (June/July p. 27), number one, United States, shows the mainland and Alaska, but Hawaii has been lost on the USA map. In August (p. 17), number four, Austria, has been moved to the Mideast, while number 5, Iraq, has been relocated to Europe!

Many studies reveal that multitasking is very error-prone. Going to six bimonthly print issues along with web-first publishing is an excellent choice and a great improvement over 10 times yearly of printed mistakes.

David Fiste  
Atlanta

## Public Librarians Not End-All

Tod Newcombe in "Libraries Lose More Than Time" (Governing.com, August 2) seems intent on championing the cause of the public library in a time of great economic austerity and fiscal belt-tightening.

After reading this, I knew that Mr. Newcombe had not been in a public library in some time. In many American public libraries, pop fiction dominates the shelves and accounts for a high percentage of the circulation as well as DVDs of movies and children's shows. Younger customers think that all that can ever be known is available via Google and Wikipedia, which have put a large dent in reference service.

I am a librarian. I enjoy public libraries. But over the years we have overstepped our bounds and greatly expanded the scope of our mission. We

try to be everything to everyone, in the process turning our skills into those of generalists and our libraries into nothing more than places to access pop culture for free.

Jay Stephens  
Danville, Virginia

## State Associations Rock

*In response to "A State Association by Any Other Name Is Still Home to You!" ALA Student Membership Blog, August 30:*

Thank you for sharing these great and truthful reasons for joining your state library association. There are so many members of ALA who do not join their state associations for whatever reasons. But for just \$35 for librarians and \$12 for staff, joining is a fantastic value in Georgia.

I benefit so much from knowing folks from all types of libraries all over our state. And the more members we have, the more effective we are at communicating and garnering support for our state's libraries. There's no better way to carry out the mission of ALA and its divisions than at the local level and vice versa. If a state needs support, then it is great to know ALA and Chapter Relations are there for us.

Carol Stanley  
Athens Technical College  
Elberton, Georgia

CORRECTION: *The name of Rachel A. Fleming-May, coauthor of the Dispatches from the Field article "Measuring E-Resources Use" (Sept., p. 22), was misspelled. AL apologizes for the error.*



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

# SAN DIEGO

## 2011 ALA MIDWINTER MEETING

### SAN DIEGO CONVENTION CENTER

JANUARY 7 – 11, 2011

#### WHAT'S INCLUDED WITH YOUR FULL REGISTRATION

##### ALA / ERT EXHIBITS OPENING RECEPTION

**Friday, January 7, 2011, 5:30-7:30 p.m.**

The Exhibits Opening Reception, sponsored by ALA and ERT, will feature food, entertainment, prizes, and will allow attendees to meet and greet with vendors and colleagues. Exhibitors will be raffling off unique prizes, worth over \$75 each which will be awarded during the Reception, so make sure to visit our participating exhibitors and register to win!

##### EXHIBITS

**Friday, January 7 – Monday, January 10, 2011**

The 2011 Midwinter Meeting Exhibits will be held in the San Diego Convention Center. Exhibits will open on Friday, January 7, with a Ribbon-Cutting Ceremony at 5:15 p.m. preceding the All-Conference Reception on the exhibit floor from 5:30 – 7:30 p.m.

##### The Exhibits will be open from

Friday, January 7, 5:30 – 7:30 p.m.

Saturday, January 8, 9:00 a.m. – 5:00 p.m.

Sunday, January 9, 9:00 a.m. – 5:00 p.m.

Monday, January 10, 9:00 a.m. – 2:00 p.m.

##### EXHIBITS CLOSING SPEAKER

**Monday, January 10, 2011, 2:30-3:30 p.m.**

Join us for the last keynote speaker of the meeting immediately follow the closing of the exhibits.

##### ALA/ERT BOOKLIST AUTHOR FORUM

###### Literary Fiction Panel

**Friday, January 7, 2011, 4:00-5:15 p.m.**

Join us for this event immediately preceding the Exhibits Opening Reception. Don't miss an exciting panel of authors who will talk about their books

##### DAVID LEVITHAN

David Levithan is the author of many acclaimed young-adult novels, including the *New York Times* bestselling *Nick & Norah's Infinite Playlist* (with Rachel Cohn), which was adapted into a popular movie. He is also an editorial director at Scholastic. *The Lover's Dictionary* is his first novel about adults.

**Sponsored by Macmillan**



##### STEWART O'NAN

Stewart O'Nan is the author of a dozen award winning novels, including *A Prayer for the Dying*, *The Night Country*, and *The Good Wife*, as well as several books of nonfiction, including, with Stephen King, the best-selling *Faithful*. A sequel to the bestselling, much-loved *Wish You Were Here*, Stewart O'Nan's intimate new novel, *Emily, Alone: A Novel*, follows Emily Maxwell, a widow whose grown children have long moved away. As Emily grapples with her new independence, she discovers a hidden strength and realizes that life always offers new possibilities. Like most older women, Emily is a familiar yet invisible figure, one rarely portrayed so honestly. Her mingled feelings—of pride and regret, joy and sorrow—are gracefully rendered in wholly unexpected ways. O'Nan was born and raised and lives with his family in Pittsburgh.

**Sponsored by Penguin**



##### ARMISTEAD MAUPIN

Armistead Maupin was born in Washington, D.C., in 1944 but grew up in Raleigh, North Carolina. A graduate of the University of North Carolina, he served as a naval officer in the Mediterranean and with the River Patrol Force in Vietnam. Maupin worked as a reporter for a newspaper in Charleston, South Carolina, before being assigned to the San Francisco bureau of the Associated Press in 1971. In 1976 he launched his groundbreaking *Tales of the City* serial in the San Francisco Chronicle. Maupin is the author of nine novels, including the six-volume *Tales of the City* series, *Maybe the Moon*, *The Night Listener* and *Michael Tolliver Lives*. Three miniseries starring Olympia Dukakis and Laura Linney were made from the first three *Tales* novels. *The Night Listener* became a feature film starring Robin Williams and Toni Collette. Maupin's newest novel is *Mary Ann in Autumn*. Maupin lives in San Francisco with his husband, Christopher Turner.

**Sponsored by HarperCollins**



##### SUSAN VREELAND

After Susan Vreeland graduated from San Diego State University she taught high school English in San Diego beginning in 1969 and retired in 2000 after a 30-year career. Concurrently, she began writing features for newspapers and magazines in 1980, taking up subjects in art and travel, and publishing 250 articles. Vreeland ventured into fiction in 1988 with *What Love Sees*, a biographical novel of a woman's unwavering determination to lead a full life despite blindness. The book was made into a CBS television movie starring Richard Thomas and Annabeth Gish. Vreeland is the author of the *New York Times* best sellers *Girl in Hyacinth Blue*, *The Passion of Artemisia*, *Luncheon of the Boating Party*. Her newest book is *Clara and Mr. Tiffany*.

**Sponsored by Random House**



Please check [www.ala.org/midwinter](http://www.ala.org/midwinter) for additional speakers.

##### ARTHUR CURLEY MEMORIAL LECTURE

**Saturday, January 8, 2011, 4:00 - 5:00 p.m.**

##### SPOTLIGHT ON ADULT LITERATURE

**Saturday, January 8, 2011, 2:00 – 4:00 p.m.**

Join adult authors on the exhibit floor for book signings and free galleys. Sponsored by ALTAFF and Conference Services

##### SAN DIEGO SUNRISE SPEAKER SERIES

**Saturday and Sunday, January 8 – 9, 2011, 8:00 – 9:00 a.m.**

##### ALA PRESIDENT'S PROGRAM

**Sunday, January 9, 2011, 3:30 – 5:30 p.m.**

##### DISCUSSION GROUPS

Over 200 discussion groups, featuring a variety of speakers and hot topics, will be held throughout the Midwinter Meeting.



# GENERAL INFORMATION

The 2011 Midwinter Meeting will take place in the San Diego Convention Center at 111 W. Harbor Drive, San Diego, CA 92101, as well as several hotels near the Convention Center. You can find information on the Midwinter Meeting web site at [www.ala.org/midwinter](http://www.ala.org/midwinter).

## ACCESSIBILITY INFORMATION

If you have a special physical or communication need that may impact your participation in this meeting, please contact Yvonne McLean, [ymclean@ala.org](mailto:ymclean@ala.org), to specify your special need. While every effort will be made to meet attendees' needs, we cannot guarantee the availability of accommodations in response to requests received after November 19, 2010. We work to make sure your experience will be a pleasant and accessible one. Here are features we have put in place to make sure the ALA 2011 Midwinter Meeting is accessible to all:

- We caption our main sessions, e.g. President's Program, Membership Meeting, Council Meetings, and others as requested by organizers. The captioning is available on a one-on-one basis when the captioner is not working at sessions mentioned above. Reservations are made on a first-come, first-served basis and require at least one day's notice.
- We have accessible rooms in our hotel block. There are rooms for the deaf, blind and attendees in wheelchairs. Please fill out the housing form and check the appropriate box. An Experient representative will contact you to make sure you are placed in an appropriate room.
- Service animals of all kinds are welcome throughout the ALA Meeting.
- Listening devices are available for those who are hard of hearing, you must give advance notice to Yvonne McLean, [ymclean@ala.org](mailto:ymclean@ala.org), or by letter at ALA, 50 E Huron St, Chicago, IL 60611
- Our shuttle bus company has accessible buses. Instructions on how to obtain rides will be available in each hotel, in the convention center on site, and in the onsite newspaper, Cognotes.
- Based upon availability in each city, we maintain a limited number of wheelchairs and scooters on a first come, first served basis. Please reserve your scooter or wheelchair by emailing Yvonne McLean, [ymclean@ala.org](mailto:ymclean@ala.org), or by letter at ALA, 50 E. Huron St., Chicago IL 60611 by November 19, 2010. Phone calls will not be accepted.
- Interpreters are no longer requested for meetings in general. They must be requested by the deaf member for meetings they need interpreted. To use the service, send a list of required interpreter meetings to Yvonne McLean, [ymclean@ala.org](mailto:ymclean@ala.org), by November 19, 2010.
- Two interpreters will also be on-call in the Conference Services Office in the San Diego Convention Center. Saturday-Monday for last minute requests on a first-come, first-served basis.
- If you have any other requests not mentioned above that ALA can reasonably provide, please contact Yvonne McLean, [ymclean@ala.org](mailto:ymclean@ala.org), by November 19, 2010, and we will help you have a most accessible meeting.

## WHEELED CARTS

Wheeled carts are not allowed on the Exhibit Floor at anytime- they are a trip hazard on the busy exhibit floor. A bag/coat check is available in the convention center for these bags. This includes carts, briefcases with wheels-any wheeled cart or bag that must be pushed or pulled. Strollers are only allowed if there is a child in them at all times.

## CHILDCARE

ALA will reimburse the charges expended on childcare in the amount of \$25 per day, per child to a maximum of \$50 per day, per family to any fully registered parent for each day of the Midwinter Meeting week, January 7 -11, 2011. This covers only childcare in the parent's hotel room or other residence in the meeting city (San Diego) and does not include charges for children's food and transportation or gratuities and transportation for the sitter. ALA will not reimburse childcare expenses to attendees who live within the San Diego area that would be paid to the regular provider whether the parent was attending the Midwinter Meeting or not. Parents may contact their hotel childcare center/babysitting service where it is available or select one from the phone book. Reimbursement forms will be available at the ALA Registration Desk and must be signed by the individual performing the childcare services and presented by the parent to the Registration Desk Manager by Monday, January 10, 2011. **PLEASE NOTE:** Strollers are permitted on the exhibit floor, but children must remain seated in them at all times. Unescorted children are not permitted on the exhibit floor. See the Children's Policy for more information.

## ALA JOBLIST PLACEMENT CENTER

Provided by the ALA Office for Human Resource Development and Recruitment (HRDR), the Placement Center will be open: Saturday and Sunday, 9:00 a.m. – 5:00 p.m. There will be an orientation on Saturday, January 8, 8:30 a.m. in the Placement Center.

Job seekers should register and search for jobs on the JobLIST website at <http://joblist.ala.org>. All services are free to job seekers. Registration is not required, but is recommended. Registration will give registered employers access to your resume information. It will also allow for direct communication between job seekers and employers.

Employers who want to post positions should post them on the JobLIST website at <http://joblist.ala.org>. Employers who want to use the interviewing facilities must have an active ad placed on JobLIST at the time you schedule an interview. Employers who want a booth in the Placement Center should contact Beatrice Calvin at [bcalvin@ala.org](mailto:bcalvin@ala.org), or 800/545-2433 ext.4280.

Policy 54.3 states, "The American Library Association is committed to equality of opportunity for all library employees or applicants for employment, regardless of race, color, creed, sex, sexual orientation, gender identity or expression, age, disability, individual life-style, or national origin; and believes that hiring individuals with disabilities in all types of libraries is consistent with good personnel and management practices."

## MIDWINTER MEETING POLICY

The ALA Midwinter Meeting is convened for the primary purpose of expediting the business of the Association through sessions of its governing and administrative delegates serving on board, committees and Council. Programs designed for the continuing education and development of the fields of library service shall be reserved for Annual Conference except by the specific authorization of the Executive Board acting under the provisions of the ALA Constitution. Hearings seeking membership reactions and provisions for observers and petitioners at meetings of Council, committees and boards are to be publicized; programs of orientation or leadership development to Association business are encouraged; assemblies of groups of individuals for information sharing vital to the development of Association business shall be accepted as appropriate to the purposes of the Midwinter Meeting. By Council action it was voted that all meetings of the Association are open to all members and to recognized members of the press. Closed meetings may only be held to discuss matters affecting privacy of individuals or institutions. Unit chairs may contact their staff liaison officer when unable to determine whether an open or closed meeting is appropriate.

# TRAVEL AND HOTEL INFORMATION

Experient is ALA's official hotel and registration company. As an ALA Attendee or Exhibitor, you are eligible for special hotel rate discounts. Please be advised that registration cannot be made over the phone and that you must either register online at [www.ala.org/midwinter](http://www.ala.org/midwinter) or send your form via fax/mail. The housing reservation form features SSL encryption to ensure the privacy of your information. To reach Experient for inquiries only please call **1-800-974-3084**. Experient is open Monday through Friday from 8:00 – 5:00 p.m. (CST).

## HOTEL RESERVATION DEADLINES AND INFORMATION

You must be registered for the Midwinter Meeting to make a housing reservation. Hotel reservation requests will be accepted until December 10, 2010, subject to availability. A list of selected hotels and their rates is included in this section. Rates are quoted for the room, not per person, and all rooms are assigned on a first-come, first-served basis. Special rates are available only when you book directly with Experient. All rooms are subject to applicable tax. All requests must include six choices. Make sure to give accurate dates of arrival and departure for everyone occupying the requested room. **PLEASE NOTE:** Experient does not assume the responsibility of pairing guests for double occupancy or in multiple housing units. After December 10, Experient will continue to make reservations on a space available basis only (i.e., register early to get the hotel of your choice).

## HOTEL CONFIRMATIONS, CANCELLATIONS OR CHANGES

Confirmation of the room reservation will be acknowledged by the travel desk and sent within 72 hours. If you have any questions regarding your reservation, or to make changes or cancellations, contact Experient at **1-800-974-3084**, not the hotel. One night's room and tax guarantee to a credit card is required to hold hotel reservations. All changes and/or cancellations prior to December 29, 2010, must be made through Experient. After December 29th, changes and cancels must be made direct to the hotel at least 72 hours prior to arrival date for most hotels except for the following hotels that must be cancelled 5 days prior to arrival date: Hilton San Diego Bayfront, Manchester Grand Hyatt, San Diego Marriott hotel & Marina, Omni San Diego.

## AIRLINE RESERVATIONS

Special meeting fares have been arranged for travel to the ALA 2011 Midwinter Meeting. ALA's Travel desk offers the lowest applicable airfares and best journey times to the meeting. Custom itineraries may be booked through the Travel Desk by phone, email, or on-line.

Fly on United Airlines, the official airline and save with special discounts exclusive to attendees and guests.

- 5% discount off qualifying travel on United, United Express, or United code share flights operated by Island Air, or Great Lakes (includes US 48 states, Hawaii, and Canada).
- An additional discount will be extended on select fares when you book and ticket 30 days or more in advance. Terms and conditions apply.

International attendees will save too when travel is confirmed on United, United Express, or Lufthansa. Discounts are based on the fare purchased and apply to U.S. point of sales only. Terms and conditions apply.

### Gant Travel Desk

Online reservations [www.ganttravel.com/](http://www.ganttravel.com/) events - enter event code: ALASAN11

Toll-free call 800-644-7313

Email: [ala@ganttravel.com](mailto:ala@ganttravel.com)

A minimal service fee applies.

**Travel Desk hours:** Monday – Friday, 7:30 a.m. to 6:00 p.m. Central Time.

Or you may call United Airlines directly at 800-521-4041 and provide promotional code: 500CR

**Important information regarding the TSA Secure Flight Program:** The Secure Flight Program requires that airlines provide the following information on every passenger:

Full Name

Date of Birth

Gender

The name that is used to make your airline reservation must exactly match the name on the government-issued photo identification that you will present to the TSA to clear security check points in the USA. Visit [www.tsa.gov](http://www.tsa.gov) for details.

## TRANSPORTATION AND INFORMATION

The San Diego International Airport is just 3 miles from the San Diego Convention Center. For terminal and airline information, call 619-400-2404 or visit [www.san.org](http://www.san.org).

There are a number of public transportation services available to you at any given time when you need to get to and from the airport.

### Amtrak and Coaster

Amtrak Intercity and Coaster commuter trains link communities and travelers from as far away as Los Angeles and Orange Counties to downtown San Diego and coastal North County.

Travelers headed to and from San Diego International Airport can connect with Amtrak's Pacific Surfliner and the Coaster at Amtrak's Santa Fe Depot train station downtown by using Metropolitan Transit System Flyer Route No. 992 every 10 minutes between 5:00 a.m. and 12:50 a.m.

Amtrak operates seven days a week, 365 days per year, with twelve round trips. Tickets may be purchased at the Amtrak station.

The Coaster operates Monday-Saturday. There is no Sunday service.

For additional information on connecting transit, fares, personalized travel planning and disabled services, call 800.COASTER (800.262.7837) or visit [www.gonctd.com](http://www.gonctd.com).

For additional information on Amtrak service in San Diego, visit the Santa Fe Depot train station, telephone 1-800-USA-RAIL, or visit Amtrak or Amtrak California.

**Amtrak: Special Amtrak Deals** Amtrak offers a 10% discount off the best available rail fare to (San Diego, CA) between (January 4, 2011 – January 14, 2011). To book your reservation call Amtrak at 1 (800) 872-7245 or contact your local travel agent. Conventions cannot be booked via Internet. Please be sure to refer to **Convention Fare Code X84D-910** when making your reservation. This offer is not valid on the Auto Train and Acela Service. Fare is valid on Amtrak Regional for all departures seven days a week, except for holiday blackouts. Offer valid with Sleepers, Business Class or First Class seats with payment of the full applicable accommodation charges.

### Metro Bus

Public transit is available to and from the Airport and downtown San Diego on Flyer Route No. 992, stopping between Terminals 1 and 2 and the Commuter Terminal. The 10-minute bus service connects with Trolley, Coaster and Amtrak stations and is wheelchair accessible. Planning a trip is easy when you use the Online Transit Information System

### Taxi Service

Many companies provide taxicab service at San Diego International Airport. If you need a taxi, simply follow the signs leading to the Transportation Plazas. A Transportation Coordinator will place you with the first available taxi – unless you specify a particular taxicab company. When you need a cab at the Convention Center one of the white gloved attendants stationed throughout the lobby will be happy to flag one for you or you may call yourself.

Yellow Cab 619-234-6161; American Cab, 619-234-1111; San Diego Cab, 619-226-8294; USA Cab, 619-231-1144

### Trolley Service

The San Diego Trolley does not stop at the Airport. However, it does reach many neighborhoods and areas with popular attractions and landmarks, such as Old Town, Mission Valley and Fashion Valley. Rider Information is available to help you use the trolley with ease and comfort. There are two stops right cross the street from the Convention Center. Day trippers for 1-4 days are available at the concierge desk.

**Greyhound:** Contact Greyhound at **800-231-2222** or go online at [www.greyhound.com](http://www.greyhound.com)  
San Diego Greyhound Station,  
120 W Broadway, San Diego, CA 92101

## RENTAL CARS

**Hertz Rental Car:** If you plan to travel while you are in San Diego, ALA has negotiated exclusive rates with Hertz for rental cars during the meeting. For rates and reservations call. You must mention the **Hertz number**, CV# 049J0003, in the U.S. and Canada 1-800-654-2240, Other 1-405-749-4434 when calling to receive the special ALA rate or online at [www.Hertz.com](http://www.Hertz.com).

## PARKING

The San Diego Convention Center provides on-site parking. Private vehicle parking is available in the underground garage and in the garage directly across the street to the east of the Convention Center. The cost is \$8-10 per vehicle.

## ALA SHUTTLE BUS SERVICE

Free shuttle buses, sponsored by Gale Cengage Learning, will operate during the meeting. Service will also be provided for attendees with disabilities. Shuttle bus service schedules (including daily pickup times, locations and destinations) will be published in Cognotes (the daily show newspaper available during the meeting) and will be available

onsite. Complimentary bus service is provided by Gale Cengage Learning. Don't forget to stop by the Gale Cengage Learning booth to say thanks for the lift.

# HOTEL MAP



- 1 SAN DIEGO MARRIOTT HOTEL & MARINA (HEADQUARTER HOTEL)
- 2 HILTON SAN DIEGO BAYFRONT HOTEL (CO-HEADQUARTER HOTEL)
- 3 MANCHESTER GRAND HYATT SAN DIEGO (CO-HEADQUARTER HOTEL)
- 4 ANDAZ HOTEL
- 5 COURTYARD BY MARRIOTT SAN DIEGO DOWNTOWN
- 6 EMBASSY SUITES HOTEL SAN DIEGO BAY - DOWNTOWN
- 7 HARD ROCK HOTEL SAN DIEGO
- 8 HILTON SAN DIEGO GASLAMP QUARTER
- 9 HORTON GRAND HOTEL
- 10 HOTEL SOLAMAR
- 11 OMNI SAN DIEGO HOTEL
- 12 SAN DIEGO MARRIOTT GASLAMP QUARTER
- 13 THE US GRANT - A LUXURY COLLECTION HOTEL
- 14 WESTIN GASLAMP QUARTER
- 15 WESTIN SAN DIEGO

# HOTEL INFORMATION

	HOTEL	SINGLE/ DOUBLE	TRIPLE/ QUAD
1	<b>SAN DIEGO MARRIOTT HOTEL &amp; MARINA (HEADQUARTERS)</b> - H, BC, F, IN (HS), RS, SF 333 West Harbor Dr San Diego, CA 92101, 619-234-1500	\$199/\$219	\$239/\$259
2	<b>HILTON SAN DIEGO BAYFRONT (CO-HEADQUARTER)</b> - H, BC, F, IN (WIFI/HS), OP, RS, SF One Park Blvd San Diego, CA 92101, 619-564-3333	\$199/\$199	\$219/\$239
3	<b>MANCHESTER GRAND HYATT (CO-HEADQUARTER)</b> - H, BC, F, IN (WIFI/HS), OP, RS, SA One Market Place San Diego, CA 92101, 619-232-1234	\$189/\$189	\$214/\$239
4	<b>ANDAZ SAN DIEGO</b> - H, BC, F, IN (CI/HS/WIFI), OP 600 F Street San Diego, CA 92101, 619-849-1234	\$159/\$159	N/A
5	<b>COURTYARD BY MARRIOTT SD - DOWNTOWN</b> - H, BC, F, IN (CI/HS), RS, SF 530 Broadway San Diego, CA 92101, 619-446-3000	\$129/\$129	\$139/\$149
6	<b>EMBASSY SUITES SAN DIEGO BAY</b> - H, BC, CB, F, HB, IN (HS/WIFI), IP, RS, SA 601 Pacific Highway San Diego, CA 92101, 619-239-2400	\$139/\$159	\$179/\$199
7	<b>HARD ROCK HOTEL, SAN DIEGO</b> - H, BC, F, IN (WIFI/HS), RS, SF 207 5th Ave San Diego, CA 92101, 619-702-3000	\$179/\$179	N/A
8	<b>HILTON SAN DIEGO GASLAMP</b> - H, BC, F, IN (CI/HS), OP, RS, SF 401 K St. San Diego, CA 92101, 619-231-4040	\$145/\$145	\$165/\$185
9	<b>HORTON GRAND</b> - H, BC, IN (WIFI/HS) RS, SF 311 Island Ave San Diego, CA 92101, 619-544-0058	\$147/\$147	\$167/\$187
10	<b>HOTEL SOLAMAR</b> - H, BC, IN (CI/WIFI), OP, RS 435 6th Avenue San Diego, CA 92101, 619-531-8742	\$142/\$152 King/Double	\$172/\$192
11	<b>OMNI SAN DIEGO HOTEL</b> - H, BC, F, IN (CI/WIFI/HS), OP, RS, SA 675 L Street San Diego, CA 92101, 619-231-6664	\$199/\$199	\$219/\$239
12	<b>SAN DIEGO MARRIOTT GASLAMP QUARTER</b> - H, BC, F, IN (WIFI/HS), RS, SF 660 K Street San Diego, CA 92101, 619-696-0234	\$149/\$149	\$169/\$189
13	<b>THE US GRANT</b> - H, BC, F, IN (HS/WIFI), RS 326 Broadway San Diego, CA 92101, 619-231-3121	\$169/\$169	\$199/\$229
14	<b>WESTIN GASLAMP QUARTER</b> - H, BC, IN (HS/WIFI), OP, RS 910 Broadway Circle San Diego, CA 92101, 619-239-2200	\$169/\$169	\$189/\$209
15	<b>WESTIN SAN DIEGO</b> - H, BC, F, AT, IN (WIFI/HS), OP, RS, SF 400 West Broadway San Diego, CA 92101, 619-239-4500	\$159/\$159	\$179/\$199

## AMENITIES KEY:

AT=complimentary airport transportation; BC=business center; CAT=complimentary airport transfer; CB=continental breakfast included; CI=complimentary internet; F=fitness center; FB=full breakfast included; H=handicapped accessible rooms; HB=hot breakfast; HS=high speed internet access; IN=internet in room; IP= indoor pool; OP=outdoor pool; RS=room service; SA=smoking rooms available; SF=smoke free hotel; WIFI=wireless internet access



# ADVANCE REGISTRATION & HOUSING INFORMATION

January 7-11, 2011: Midwinter Meeting, San Diego, CA

Conference registration is now required to make a housing reservation. Advance rate deadline is November 29, 2010. After November 29, 2010, onsite rates will apply but you may still register online.



## MEETING REGISTRATION FEES

WEEKLY FEES	ADVANCE BY NOV. 29	FINAL ADVANCE/ ONSITE
ALA Personal Member* / Division Member*/Retired Member*	\$165	\$190
ALA Student Member**	\$65	\$87
Non Member	\$245	\$300
Exhibits Only Badge	\$25	\$25
Exhibits Supreme Badge	\$50	\$50

\*must show proof of ALA membership

\*\*must show proof of ALA library student membership

### Daily Fees (Paid onsite only)

ALA Personal Member* / Division Member*/Retired Member*	\$135
ALA Student Member**	\$62
Non Member	\$205

Daily fees are charged onsite only, and allow an attendee to register for just one day of the meeting.

## ADVANCE REGISTRATION

To register, print or type and complete all sections of the form that follows. You may register for all listed events and pay with one check. Use one form per person for full registration or exhibit badges only. Registration forms must be received or electronically submitted by November 29, 2010, to receive the Advance rate. Forms received after November 29, 2010 will be charged the onsite rate. Mail early to meet the deadline. Onsite registration rates apply after November 29, 2010.

## JOIN ALA AND SAVE

Join ALA as a regular, student, international or retired member and save as much as 30% off your registration! Call 800-545-2433, option 5 or visit [www.ala.org/membership](http://www.ala.org/membership) to join today. (Printed membership application and registration form must be submitted at the same time.)

## THREE WAYS TO REGISTER

Sorry, no phone registration

### BY MAIL

Send your completed registration form with payment to:  
ALA Advance Registration  
568 Atrium Drive  
Vernon Hills, IL 60061

### BY FAX

If you pay with a credit card you may fax your completed registration form 24 hours a day by dialing 800-521-6017 or Local 847-996-5401. Note: Do not mail form if previously faxed. Send fax only once.

### ONLINE

If you pay with a credit card, you can complete the online registration form located at <http://www.ala.org/midwinter>.

Please note: we will no longer accept purchase orders as payment onsite. If paying by purchase order, they must be received by the Advance Registration deadline of November 29, 2010.

## EXHIBITS ONLY AND EXHIBITS SUPREME REGISTRATION

Visit the exhibits only for \$25 in advance by completing the registration form on the next page. Exhibits Only registrations are good for all days of the exhibits. (Friday evening and Saturday-Monday) Exhibits Supreme badges are \$50 and include all days of the exhibits, plus admittance to the Sunrise Speaker Series. No refunds for "Exhibits Only" or "Exhibits Supreme" registration. Exhibits Only and Exhibits Supreme badges will be available onsite. Use one form per person for Exhibits Only and Exhibits Supreme badges. Requests for multiple Exhibits Only and Exhibits Supreme badges will not be honored if sent on only one form.

## PAYMENT

Include full payment with your registration. Registrations without valid form of payment cannot be processed. Make checks payable to the American Library Association or charge your VISA, MasterCard or American Express. Fees in U.S. dollars.

## CONFIRMATIONS

Experient, the ALA Registration & Housing Headquarters will e-mail or mail a registration and housing confirmation. If you do not receive a written confirmation within one week, please e-mail or call Experient's Customer Service Center at [ala@experient-inc.com](mailto:ala@experient-inc.com) or 800-974-3084 or Local 847-996-5876 to verify the status of your registration and housing.

## BADGES

If registration is received by November 29, 2010, your badge will be mailed to you no later than two weeks before the conference. Badges will not be sent to countries other than the U.S. and Canada. Residents of other nations may pick up badges at the Scan N Go Counter at registration in the San Diego Convention Center..

## REFUNDS AND CANCELLATIONS

Name substitutions are welcome at any time. Otherwise, registration cancellations **must be made in writing and postmarked or faxed by November 29, 2010**. Cancellations will result in a full refund less a \$25 processing fee. No phone cancellations will be accepted. No refunds for cancellations postmarked after November 29, 2010. No "Exhibits Only" or "Exhibits Supreme" refunds. Send cancellations to [Experient, 568 Atrium Drive, Vernon Hills, IL 60061](mailto:Experient, 568 Atrium Drive, Vernon Hills, IL 60061) or e-mail [ala@experient-inc.com](mailto:ala@experient-inc.com). **NO EXCEPTIONS.**

## CHILDREN'S POLICY

Strollers are permitted on the exhibit floor, but only if there is a child in them at all times. Unescorted children are not permitted on the exhibit floor. Children under the age of five must be restrained at all times (stroller, back pack, etc.). Any child over the age of five must have an "Exhibits Only" badge to be admitted to the exhibit floor. These badges are available at onsite registration for \$25. An adult must accompany all children under the age of 16.

## PHOTOS

Your registration constitutes permission to utilize photos taken of you at the event for news, promotion and similar purposes.



# ADVANCE REGISTRATION & HOUSING INFORMATION

January 7 -11, 2011: Midwinter Meeting, San Diego, CA

Advance Registration Deadline is November 29, 2010



**REGISTRANT INFORMATION:** All mailings concerning the Midwinter Meeting will be sent to you at the address provided below:

Member Number \_\_\_\_\_  
Name: First \_\_\_\_\_  
Last \_\_\_\_\_  
Position Title \_\_\_\_\_  
Organization Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Country \_\_\_\_\_ Daytime Phone \_\_\_\_\_  
Fax Number \_\_\_\_\_ Email \_\_\_\_\_

**IS THE ABOVE MAILING ADDRESS:** ☐ HOME ☐ WORK

☐ **I AM A FIRST-TIME ATTENDEE**

Attendees may receive exciting advance information from exhibitors like invitations, contests and other hot news.

**COUNT ME IN!** ☐ YES ☐ NO

**BADGE INFORMATION:** Complete the information below, abbreviating as needed. Write clearly and please do not exceed the maximum characters.

**FIRST NAME** \_\_\_\_\_  
(15 characters)

**LAST NAME** \_\_\_\_\_  
(15 characters)

**INSTITUTE/ORGANIZATION** \_\_\_\_\_  
(25 characters)

**CITY** \_\_\_\_\_ **STATE** \_\_\_\_\_  
(25 characters)

**IF YOU HAVE A PHYSICAL OR COMMUNICATION NEED** that may affect your participation in Midwinter Meeting activities, please contact Yvonne McLean at [ymclean@ala.org](mailto:ymclean@ala.org) no later than November 19, 2010. We cannot ensure the availability of appropriate accommodations without prior notification of need.

☐ I have a special physical or communications need and will contact Yvonne McLean at [ymclean@ala.org](mailto:ymclean@ala.org) to discuss accommodations, no later than November 19, 2010.

## PLEASE NOTE NO WHEELED CARTS AT THE MEETING

Wheeled carts are not allowed on the Exhibit Floor- they are a trip hazard on the busy exhibit floor. A bag/coat check is available in the convention center for these bags. This includes carts, briefcases with wheels-any wheeled cart or bag that must be pushed or pulled. Strollers are only allowed if there is a child in them at all times.

# ADVANCE REGISTRATION & HOUSING INFORMATION

PAGE 2

January 7 -11, 2011: Midwinter Meeting, San Diego, CA

Advance Registration Deadline is November 29, 2010



## SECTION I. MIDWINTER MEETING REGISTRATION

Please check off your selection and insert the appropriate fee in "Amount Due."

REGISTRATION TYPE	BY NOVEMBER 29, 2010	FINAL ADVANCE/ONSITE	AMOUNT DUE
ALA Personal Member*/Division Member*/Retired Member*	<input type="checkbox"/> \$165	<input type="checkbox"/> \$190	\$
ALA Student Member**	<input type="checkbox"/> \$65	<input type="checkbox"/> \$87	\$
Non-Member	<input type="checkbox"/> \$245	<input type="checkbox"/> \$300	\$
Exhibits Only Badge	<input type="checkbox"/> \$25	<input type="checkbox"/> \$25	\$
Exhibits Supreme	<input type="checkbox"/> \$50	<input type="checkbox"/> \$50	\$

All fees in US Dollars

\*must show proof of ALA membership

\*\*must show proof of ALA library student membership

TOTAL FROM SECTION I: \$ \_\_\_\_\_

## SECTION II. INSTITUTES AND OPTIONAL EVENTS

Include the event code found in this section, the price of your event and the number of tickets you wish to purchase, then put the final amount in the "Amount Due" column. Add up all your events and put that amount in the "Total from Section II" column. Please print clearly.

EVENT CODE	PRICE PER TICKET	# OF TICKETS	AMOUNT DUE
	\$	x	= \$
	\$	x	= \$
	\$	x	= \$
	\$	x	= \$
	\$	x	= \$

TOTAL FROM SECTION II: \$ \_\_\_\_\_

## SURVEY: Please complete the survey, circling one item per category (circle one)

01 PRINCIPAL PRODUCT INTEREST	02 PURCHASING DECISION-MAKING ROLE	03 PURCHASING PLANS NEXT 12 MOS.	04 OPERATING EXPENDITURES	05 WHAT IS YOUR AGE?
01 Book, Periodicals, Documents	01 Final	01 \$0-49,999	01 \$0-499,999	01 Under 25
02 Library Automation	02 Specify	02 \$50-99,999	02 \$500-999,999	02 25-34
03 Equipment, Furniture, Shelving	03 Recommend	03 \$100-249,999	03 \$1 mil-1,999,999	03 35-44
04 A/V Equipment/ Materials	04 No Role	04 \$350-499,999	04 \$2 mil-4,999,999	04 45-54
05 Services		05 \$500-999,999	05 \$5 mil +	05 55-64
06 Other Products and Services		06 \$1 million +		06 65 or older

**PAGE 3**

Advance Registration Deadline is November 29, 2010



You must be registered for the Midwinter Meeting to register for housing. This section is not valid without the attached registration form or a registration number (found on your online registration). Credit card information is required to confirm your hotel reservation. Complete the credit card guarantee portion below to guarantee your hotel reservation. **DO NOT DUPLICATE FORMS**- If sharing room(s) designate one person to send request. Be sure to include your e-mail address. Reservations can also be made on the ALA Midwinter Meeting Web site at: <http://www.ala.org/midwinter>.

ARRIVAL DAY/DATE DEPARTURE DAY/DATE

1 2 3 4

1 2 3 4

☐ Single (one person/one bed)      ☐ Triple (three people/1-2 beds)      ☐ Requires ADA accessible room  
☐ Double (two people/one bed)      ☐ Quad (four people/two beds)      ☐ Mobility    ☐ Hearing impaired    ☐ Visually impaired  
☐ Double/double (two people, two beds)      ☐ Smoking    ☐ Non-Smoking

Important notes:

- Rooms are assigned on a “first come/first served” basis and room availability for your arrival/departure.
- Photocopy this form if more than one room is required. Please do not request multiple rooms on one form.
- \* Failure to check into your hotel on the scheduled date of your arrival will result in the cancellation of your reservation and a charge equal to one night's room and tax to the credit card used to guarantee your reservation.
- All changes and/or cancellations prior to December 29, 2010 must be made through the ALA Housing Headquarters. Starting December 31, changes and cancellations must be made direct to the hotel at least 5 days prior to arrival date.

Add the total from sections I and II, and enter here:

TOTAL AMOUNT ENCLOSED: \$

☐ Check (credit card included below for room guarantee only) ☐ Visa ☐ Mastercard ☐ American Express

If paying by credit card, signature indicates that you agree to the terms to the right.

Age Group	Number of People
10-14	10
15-19	5
20-24	5
25-29	5

**EXPIRATION DATE**  
(1/11 or later)

DATE \_\_\_\_\_

Written requests for refunds must be postmarked by November 29, 2010. Cancellation of registration will result in a handling fee of \$25 for each item cancelled. No phone cancellations. No refunds after November 29, 2010. No refunds given for "Exhibits Only" and "Exhibits Supreme" badges. Send cancellations to 568 Atrium Drive, Vernon Hills, IL 60061 or e-mail ala@experient-inc.com. NO EXCEPTIONS.

# 2011 MIDWINTER MEETING INSTITUTES AND OPTIONAL EVENTS

## AASL- INSTITUTE

### Collaborative Leadership Licensed Institute

Friday, January 7, 2011,  
9:00 a.m. – 4:00 p.m.

This Institute will increase participants' understanding of leadership components, help them identify their own leadership skills, and show them how to apply leadership strategies.

Participants will be prepared to: Plan and prioritize personal and professional goals; Acquire strategies in leadership and collaboration; Articulate the importance of the school library program to administrators; Recognize the challenges that affect the school library profession; Create an action plan to be a successful leader.

**Speaker:** Steve Baule

<b>Tickets:</b>	<b>Advance</b>	<b>Onsite</b>
ALA Member	\$229	\$229
AASL Division Member	\$189	\$189
Round Table Member	N/A	N/A
Retired Member	\$179	\$179
Student Member	\$159	\$159
Non-Member	\$279	\$279

**Event Code: AAS1**

## ALCTS-INSTITUTE

### Administrator, RDA and the Future

#### Catalog: Issues, Viewpoints, Alternatives

Thursday, January 6, 2011,  
8:30 a.m. – 5:00 p.m.

RDA is on the horizon. How will you implement it? What are the issues you need to pay attention to? Staffing? Budget? The catalog itself? Will RDA influence the future catalog? What might that future catalog be? This one day symposium examines the issues surrounding implementing RDA and the future catalog. If you're a director, assistant director or department head or anyone interested in the impact of RDA, you don't want to miss this discussion.

<b>Tickets:</b>	<b>Advance</b>	<b>Onsite</b>
ALA Member	\$269	\$269
ALCTS Division Member	\$219	\$219
Round Table Member	N/A	N/A
Retired Member	\$99	\$99
Student Member	\$99	\$99
Non-Member	\$319	\$319

**Event Code: ALC1**

## ALCTS-INSTITUTE

### Beams and Bytes: Constructing the Future Library - Architectural and Digital Considerations

Friday, January 7, 8:30 a.m. – 4:30 p.m.

Changing expectations and the relentless shift to the digital medium continually influence library services and structures. No longer a static repository of books and journals, the 21st Century library will change to accommodate evolving collecting patterns and user demands. Discussions will focus on the physical and digital infrastructure; on the acquisition and management of traditional and digital collections; on users' expectations; and on the skills library workers need to maintain and enhance the library landscape.

<b>Tickets:</b>	<b>Advance</b>	<b>Onsite</b>
ALA Member	\$269	\$269
ALCTS Division Member	\$219	\$219
Round Table Member	N/A	N/A
Retired Member	\$99	\$99
Student Member	\$99	\$99
Non-Member	\$319	\$319

**Event Code: ALC2**

## ALTAFF - INSTITUTE

### Nuts & Bolts for Friends and Foundations

Friday, January 7, 2011,  
10:00 a.m. – 1:30 p.m.

Library Friends, volunteers, and staff are invited to share best practices and hear from experts on such topics as membership, board development, fundraising, strategic planning, and other issues and concerns for library Friends and Foundations. Following the speakers, this program will combine with "Nuts & Bolts for Trustees" for roundtable discussions and a boxed lunch.

<b>Tickets:</b>	<b>Advance</b>	<b>Onsite</b>
ALA Member	\$50	\$75
Division Member	\$50	\$75
Round Table Member	\$50	\$75
Retired Member	\$50	\$75
Student Member	\$50	\$75
Non-Member	\$50	\$75

**Event Code: ALT1**

**Special:** Save \$25 when you register for Nuts & Bolts for Friends and Foundations (Event Code: ALT1) and the Office for Library Advocacy's Advocating in a Tough Economy: An Advocacy Institute Workshop (Event Code: OLA1)

**Event Code: ALT2**

## ALTAFF

### Nuts & Bolts for Trustees

Friday, January 7, 2011,  
10:00 a.m. – 1:30 p.m.

Library Trustees and staff are invited to share best practices and hear from experts on a variety of topics. Following the speakers, this program will combine with "Nuts & Bolts for Friends and Foundations" for roundtable discussions and a boxed lunch. Register for "Surviving in a Tough Economy: An Advocacy Institute" and save \$25 off Nuts & Bolts registration.

<b>Tickets:</b>	<b>Advance</b>	<b>Onsite</b>
ALA Member	\$50	\$75
Division Member	\$50	\$75
Round Table Member	\$50	\$75
Retired Member	\$50	\$75
Student Member	\$50	\$75
Non-Member	\$50	\$75

**Event Code: ALT3**

**Special:** Save \$25 when you register for Nuts & Bolts for Trustees (Event Code: ALT3) and the Office for Library Advocacy's Advocating in a Tough Economy: An Advocacy Institute Workshop (Event Code: OLA1)

**Event Code: ALT4**

## ALTAFF - OPTIONAL EVENT

### Gala Author Tea

Monday, January 10, 2011,  
2:00 p.m. – 4:00 p.m.

Don't miss this traditional ALTAFF event featuring bestselling authors who will discuss their writing life and forthcoming books. Enjoy tea, coffee, finger sandwiches, and a variety of sweet treats. A book signing will follow, with some books given away free and others available for purchase at a generous discount. Buy your ticket early as this event often sells out. More details available online at [www.ala.org/altaff](http://www.ala.org/altaff). Sponsored by ReferenceUSA.

<b>Tickets:</b>	<b>Advance</b>	<b>Onsite</b>
ALA Member	\$49	\$55
ALTAFF Division Member	\$45	\$55
Round Table Member	\$49	\$55
Retired Member	\$49	\$55
Student Member	\$49	\$55
Non-Member	\$49	\$55

**Event Code: ALT6**

## ASCLA ILEX AND ASCLA-INSTITUTE

### Assembling a Consulting Toolkit:

#### What You Need to Know to Become a Successful Library Consultant

Friday, January 7, 2011,  
9:00 a.m. – 5:00 p.m.

The wildly successful, sell-out workshop is back! Seasoned consultants Nancy Bolt, Sara Laughlin and Beth Bingham will present an overview of the consultant's role and guide you through a self-assessment to uncover your consulting potential. Participants will work together to identify consulting opportunities and how to align them with their experience and skills. Takeaways include marketing tips, pricing your services and business management strategies. Lunch is included with your registration.

**Speakers:** Nancy Bolt, president, Nancy Bolt & Associates; Sara Laughlin, director, Monroe County (Ind.) Public Library Reference Department; Elizabeth Bingham, independent consultant

<b>Tickets:</b>	<b>Advance</b>	<b>Onsite</b>
ALA Member	\$275	\$295
ASCLA Division Member	\$240	\$260
Round Table Member	N/A	N/A
Retired Member	\$175	\$200
Student Member	\$175	\$200
Non-Member	\$295	\$315

**Event Code: ASC1**

## ALA CHAPTER RELATIONS COMMITTEE - OPTIONAL EVENT

### Chapter Leaders Forum

Friday, January 7, 2011,  
9:30 a.m. – 4:00 p.m.

The Chapter Leaders Forum presented by the ALA Chapter Relations Committee at each ALA Midwinter and Annual, provides a great opportunity for Chapter Leaders (especially incoming leaders such as yourself) to meet together and discuss a full agenda on topics to help prepare you to lead your association. Topics covered in the past have included Membership Development and Retention, New Revenue Ideas, Social Media, and Advocacy. This event requires advance registration and includes lunch.

<b>Tickets:</b>	<b>Advance</b>	<b>Onsite</b>
ALA Member	\$70	N/A
Division Member	\$60	N/A
Round Table Member	\$60	N/A
Retired Member	\$40	N/A
Student Member	\$50	N/A
Non-Member	\$70	N/A

**Event Code: CHR1**

## LITA –INSTITUTE

### Creating Library Web Services: Mashups and APIs

Friday, January 7, 2011,  
9:00 a.m. – 4:30 p.m.

del.icio.us subject guides, Flickr library displays, YouTube library orientation; with mashups and APIs, it's easier to bring pieces of the web together with library data. Learn what an API is and what it does, the components of web services, how to build a mashup, how to work with PHP, and how to create web services for your library. Participants should be comfortable with HTML markup and have an interest in learning about web scripting and programming and are encouraged to bring a laptop for hands-on participation. Speakers: Jason Clark, Montana State University

<b>Tickets:</b>	<b>Advance</b>	<b>Onsite</b>
ALA Member	\$350	\$350
LITA Division Member	\$235	\$235
Round Table Member	N/A	N/A
Retired Member	N/A	N/A
Student Member	N/A	N/A
Non-Member	\$380	\$380

**Event Code: LIT1**

## LITA –INSTITUTE

### Open Source CMS Playroom

Friday, January 7, 2011,  
9:00 a.m. – 4:30 p.m.

Open source content management systems present an opportunity for libraries to distribute content creation and maintenance and add Web 2.0 features to library websites. This workshop will provide an overview of several content management systems, compare and contrast system functionality and features, and demonstrate how open source CMSs can be used to enhance library websites. Bring your laptop to explore and compare basic installations of WordPress, Joomla, Silverstripe, and Drupal CMSs.

**Speakers:** Amanda Hollister, Web Services Librarian, SUNY Cortland

<b>Tickets:</b>	<b>Advance</b>	<b>Onsite</b>
ALA Member	\$350	\$350
LITA Division Member	\$235	\$235
Round Table Member	N/A	N/A
Retired Member	N/A	N/A
Student Member	N/A	N/A
Non-Member	\$380	\$380

**Event Code: LIT2**

## LIBRARY LEADERSHIP AND MANAGEMENT ASSOCIATION (LLAMA) – INSTITUTE

### The Perfect Mentor

Friday, January 7, 2011,  
9:00 a.m. – 5:00 p.m.

Mentoring others in specific areas and job functions or overall roles and responsibilities is time consuming and often tricky. This institute will present the value of mentoring, what mentoring is and isn't, the wide variety of mentor opportunities, in-person and virtual mentoring, mentoring good and bad performance, and delivering good and bad news to mentees. You will discover what makes a good mentor and what makes a good mentee.

**Speakers:** Julie Todaro, is an educator, trainer and consultant with more than 30 years of experience in library and information environments, including twenty years as an academic library manager, eight years as a public library manager, and an all-level lifetime certificate in school librarianship. She has presented more than 150 workshops on management and leadership, organizational development, staff development and other management issues. She holds a master's degree in library science from the University of Texas at Austin and a doctorate in library service from Columbia University in New York City.

<b>Tickets:</b>	<b>Advance</b>	<b>Onsite</b>
ALA Member	\$265	\$265
LLAMA Division Member	\$215	\$215
Round Table Member	N/A	N/A
Retired Member	\$265	\$265
Student Member	\$125	\$125
Non-Member	\$365	\$365

**Event Code: LLA1**

## OFFICE FOR LIBRARY ADVOCACY-INSTITUTE

### Advocating in a Tough Economy:

#### An Advocacy Institute Workshop

Friday, January 7, 2011, 1:30 to 5:00 p.m.

Can libraries make it through the economic crisis? Yes, we can! Learn how some libraries can survive -- and even thrive -- during a tough economy. Hear success stories, get the latest tips, and learn how to better advocate for your library in this difficult financial time. Breakout sessions will focus on budgets, coalition building, and more.

<b>Tickets:</b>	<b>Advance</b>	<b>Onsite</b>
ALA Member	\$50	\$75
Division Member	\$50	\$75
Round Table Member	\$50	\$75
Retired Member	\$50	\$75
Student Member	\$50	\$75
Non-Member	\$50	\$75

**Event Code: OLA1**



**Special:** Save \$25 when you register for Nuts & Bolts for Friends and Foundations (Event Code: ALT1) and the Office for Library Advocacy's Advocating in a Tough Economy: An Advocacy Institute Workshop (Event Code: OLA1)

**Event Code: ALT2**

**Special:** Save \$25 when you register for Nuts & Bolts for Trustees (Event Code: ALT3) and the Office for Library Advocacy's Advocating in a Tough Economy: An Advocacy Institute Workshop (Event Code: OLA1)

**Event Code: ALT4**

## PLA-INSTITUTE

### Public Libraries Survive and Thrive in the 21st Century

(add the optional box lunch see below)

Friday, January 7, 2011,  
9:00 a.m. - 5:00 p.m.

How can your library make it through these tough economic times, with its no-end-in-sight budget cuts and staff lay-offs? Learn from top library administrators—from big and small libraries—how they make the tough decisions about budgets and staff; how they communicate with the various stakeholders; what they do to help preserve funding; and how they help both library staff and library customers survive. You will also take home new ideas and best practices—covering facilities, marketing, staffing, community collaborations, customer service, and technology—that will help your library thrive in the 21st century. Learn how to manage – in good times and in bad – how to incorporate innovative new ideas in your library and keep it relevant when the bad times are over. PLUS, sign up for the optional box lunch to network with colleagues from across the country. Speakers: Susan Hildreth, Director, Seattle Public Library; Kimberly Bolan Cullin, Kimberly Bolan & Associates, LLC; Rob Cullin, Providence, Associates, LLC; Others TBA

<b>Tickets:</b>	<b>Advance</b>	<b>Onsite</b>
ALA Member	\$265	N/A
PLA Division Member	\$210	N/A
Round Table Member	N/A	N/A
Retired Member	N/A	N/A
Student Member	N/A	N/A
Non-Member	\$310	N/A

**Event Code: PLA1**

## PLA-INSTITUTE

### Public Libraries Survive and Thrive in the 21st Century Plus the Optional Box Lunch

How can your library make it through these tough economic times, with its no-end-in-sight budget cuts and staff lay-offs? Learn from top library administrators—from big and small libraries—how they make the tough decisions about budgets and staff; how they communicate with the various stakeholders; what they do to help preserve funding; and how they help both library staff and library customers survive. You will also take home new ideas and best practices—covering facilities, marketing, staffing, community collaborations, customer service, and technology—that will help your library thrive in the 21st century. Learn how to manage – in good times and in bad – how to incorporate innovative new ideas in your library and keep it relevant when the bad times are over. PLUS, sign up for the optional box lunch to network with colleagues from across the country. Speakers: Susan Hildreth, Director, Seattle Public Library; Kimberly Bolan Cullin, Kimberly Bolan & Associates, LLC; Rob Cullin, Providence, Associates, LLC; Others TBA

<b>Tickets:</b>	<b>Advance</b>	<b>Onsite</b>
ALA Member	\$300	N/A
PLA Division Member	\$245	N/A
Round Table Member	N/A	N/A
Retired Member	N/A	N/A
Student Member	N/A	N/A
Non-Member	\$345	N/A

**Event Code: PLA2**

## RUSA HISTORY SECTION-INSTITUTE

### "Genealogy Happens!" at the Genealogy Reference Desk

Friday, January 7, 2011,  
8:30 a.m. - 5:00 p.m.

A not-to-be-missed event for librarians seeking to enhance their genealogy reference skills, and personal family history researchers, too! Topics include social networking for genealogists; military research; and genealogy reference skills. Event sponsor ProQuest provides lunch for all registrants. Speakers: Drew Smith, MLS, faculty at University of Southern Florida and one of the "Genealogy Guys"; David Rencher, MLS, Director of the Libraries Division of the Family History Department of The Church of Jesus Christ of Latter-day Saints; Ron Arons, Author of WANTED! U.S. Criminal Records; Curt Witcher, MLS, Manager, Historical Genealogy Department, Allen County Public Library

<b>Tickets:</b>	<b>Advance</b>	<b>Onsite</b>
ALA Member	\$145	\$170
RUSA Division Member	\$100	\$125
Round Table Member	N/A	N/A
Retired Member	\$75	\$100
Student Member	\$75	\$100
Non-Member	\$220	\$245

**Event Code: RUS1**

## YALSA –INSTITUTE

### Teen Services and the Whole Library Experience

Friday, January 7, 9:00 a.m. - 4:30 p.m.

As teens often use other areas of the library beyond the teen department, teen services needs to be tied into adult, children's, reference, and administrative services. This Institute would help librarians successfully advocate for a whole library approach to teen services and provide tools and techniques for managing teen services within the larger library context.

<b>Tickets:</b>	<b>Advance</b>	<b>Onsite</b>
ALA Member	\$235	\$235
YALSA Division Member	\$195	\$195
Round Table Member	N/A	N/A
Retired Member	\$195	\$195
Student Member	\$195	\$195
Non-Member	\$285	\$285

**Event Code: YAL1**

# Librarian Salaries Jump Three Percent in 2010

In the midst of tough economic times, job shortages, and cutbacks, a new report shows increases in library salaries.

The 2010 edition of the “ALA-APA Salary Survey: Librarian—Public and Academic” reveals average increases across all six position types, ranging from 2% for managers of support staff to 13% for directors of public and academic libraries.

The survey is based on data from more than 580 library directors and human resources staff members who reported over 11,000 salaries, a 35% response rate. The

data is available immediately for subscribers to the “ALA-APA Library Salary Database” and in print from the ALA Store ([www.alastore.ala.org](http://www.alastore.ala.org)).

The data can be used by employers to justify budgets, job seekers looking for salary ranges, human resources departments conducting pay equity studies, and researchers tracking compensation trends.

Analysis of 2010 data for librarians with ALA-accredited master’s degrees showed a 3% mean increase from \$58,860 in 2009 to \$60,734 and a 2% median increase from

\$54,500 in 2009 to \$55,883.

Salaries ranged from \$22,000 to \$302,500. ALA-APA recommends a minimum of \$42,181 for librarians and \$13.52 an hour for support staff.

Although the lowest actual salary reported was \$22,000, beginning librarians earned an average of \$48,317, a 4.6% overall increase from 2009, with beginning public librarians averaging \$48,749 (5.9% over 2009) and academics \$47,000 (1.2% over 2009).

The survey is published by ALA-APA in cooperation with ALA’s Office for Research and Statistics.

## AASL President Embarks on National Tour

Until May 2011, all donations made to ALA’s American Association of School Librarians’ (AASL) “Friends of AASL” campaign will help underwrite the travel of AASL President Nancy Everhart as she completes her Vision Tour.

The Vision Tour takes AASL’s Learning4Life (L4L) initiative on-the-road by showcasing exemplary school libraries across the nation. During the tour, Everhart hopes to visit a school library in every state in the United States, with the goal of bringing to the general public visual models of what good school libraries offer students and communities.

The schools Everhart will visit were selected by AASL Affiliate Organizations as examples in their state of school libraries that are dedicated to empowering every student with the skills needed to be a Learner4Life.

Everhart’s blog also features a theme song, “Check It Out,” performed by the Boys’ Choir of Tallahassee, and a photo album that will include pictures from her tour. AASL’s web page hosts a press kit for schools to use when announcing Everhart’s visit to their school, as well as information about donating to the Vision Tour.

Donations to the Vision Tour can be made online at [www.ala.org/aasl/friends](http://www.ala.org/aasl/friends). The deadline is May 31, 2011.

“I’m so excited to begin the Vision Tour; it feels like a rock tour!” says Everhart. “What a privilege it is to be able to visit outstanding communities all over the country.”

More information is available at [www.ala.org/aasl/visiontour](http://www.ala.org/aasl/visiontour) or on Everhart’s blog at [outstandingschoollibraries.org](http://outstandingschoollibraries.org).

## Endowment Trustee Candidates Sought

Applications are being accepted for ALA Endowment Fund trustee. The candidate will be selected by the Executive Board during the 2011 ALA Midwinter Meeting to be held January 21–26 in San Diego, California. The deadline for receiving applications is November 15.

The newly elected trustee will serve a three-year term that will officially begin in June at the conclusion of the 2011 ALA Annual Conference in New Orleans. The term will expire at the conclusion of the 2014 ALA Annual Conference in Las Vegas. In order to ensure the continuity among trustees, upon notification the newly appointed trustee will begin serving immediately in an unofficial (nonvoting) capacity.

There are three Endowment trustees, each serving a staggered three-year term. As such, one

trustee position will become open and a candidate will be selected by the Executive Board each year.

Applications are available online at [ala.org/ala/aboutala/governance/financialdata/EndowApp110.doc](http://ala.org/ala/aboutala/governance/financialdata/EndowApp110.doc).

## Great Stories CLUB Themes Announced

Themes and book titles for the fourth round of Great Stories CLUB (Connecting Libraries, Underserved teens and Books) grants have been announced by ALA's Public Programs Office and the Young Adult Library Services Association (YALSA). Electronic applications for the reading and discussion series will be accepted through November 19 at [www.ala.org/greatstories](http://www.ala.org/greatstories). Funding for this program is provided by Oprah's Angel Network.

YALSA's Outreach to Young Adults with Special Needs Interest Group selected "Second Chances" as the Great Stories CLUB theme, along with the following titles: *Hate List* by Jennifer Brown (Little, Brown Books, 2009); *Dope Sick* by Walter Dean Myers (Amistad, 2009); and *The Brothers Torres* by Coert Voorhees (Hyperion, 2009).

Following the application process, 150 libraries will be selected to develop a book discussion program for teens based on the three theme-related titles and will be given copies of the books to share with each participant. Participating libraries will also receive access to an online toolkit to support the program, including sample discussion questions, recommended titles for further reading, and other resources. Small cash grants (\$100 to \$200) will be awarded to up to 25 sites for the support of program-related expenses.

## AASL's Walker Elected Strategic Council Chair

Julie Walker, executive director of ALA's American Association of

# THE ASSOCIATION'S ASSOCIATIONS: PLA

## YOUR PARTNER IN PUBLIC LIBRARIES

Every day the world of public libraries grows more challenging. To meet that challenge, it helps to have the Public Library Association (PLA) on your side with resources for successful solutions.

There's no better place to start than with *Public Libraries*, the bimonthly journal of PLA. Peer-written and reviewed, *Public Libraries* offers a professional perspective on issues, trends, and products in the public library world.

PLA publications go in-depth on lessons in advocacy, management, collections, and more. The Train the Trainer series makes staff training affordable and convenient with downloadable, turnkey training kits.

Educational opportunities range from renowned conferences like "PLA 2012" coming up March 13-17 in Philadelphia, to online courses like the free "Turning the Page" online advocacy training. Visit [www.pla.org](http://www.pla.org) for these and other PLA education programs.

For day-to-day connections, join a PLA Community of Practice (CoP). These virtual groups foster discussion and ideas about everything from reference to strategy. CoPs are a great way to get involved with your profession and your passion.

## COMING SOON

PLA continually works on ways to add to and update its offerings. This fall, the division anticipates the release of the updated "Every Child Ready to Read" program, with improvements that make the materials even easier to customize, use, and promote. Additionally, PLA online offerings continue to grow! Keep an eye out for a new webinar series and details about the first-ever Virtual Spring Symposium.

## MEMBERSHIP

A PLA membership offers a wide array of benefits, including a subscription to *Public Libraries*, a monthly e-newsletter, and a significant discount on "PLA 2012" and other education programs.

Our members' success drives us, so we value your input to ensure we are offering the right support and resources. Contact us at [pla@ala.org](mailto:pla@ala.org) or 800-545-2433, ext. 5. For more information, visit [www.pla.org](http://www.pla.org).

—Amy Sargent, marketing and communications manager

Each month the Association's Associations spotlights the activities and agenda of ALA's divisions.

Next month: **Reference and User Services Association** and **Young Adult Library Services Association**

School Librarians (AASL), has been appointed strategic council chair for P21 for the 2010-2011 academic year.

P21 ([www.p21.org](http://www.p21.org)) is a national organization that advocates for 21st-century readiness for every student. The main objective of Walker's term

will be leading the organization through a transition to the Council of Chief State School Officers as well as the hiring of a new executive director for P21.

In addition, she will focus on the reauthorization of the Elementary and Secondary Education Act and

will guide P21 as it helps states create next-generation assessments.

Joining Walker on the strategic council as vice chair is Lillian Kellogg, vice president of the Education Networks of America. Matt Williams, senior director of national advocacy and partnerships for

KnowledgeWorks Foundation, is the new treasurer and Bob Regan, director, worldwide primary and secondary education for Adobe Systems Incorporated, was elected secretary.

## ACRL Website Wins Design Award

ALA's Association of College and Research Libraries Conference Supervisor Tory Ondrla and the ACRL staff are winners of a 2010 Communicator Award in the category of Branding and Website Design from the International Academy of the Visual Arts (IAVA) for the new ACRL 2011 Conference Brand and Website ([www.acrl.org/acrlconference](http://www.acrl.org/acrlconference)). The ALA division partnered with AssociaDirect to develop the new brand and design.

The IAVA Communicator Awards is the leading international awards program recognizing creative excellence in the communication field. In the past year, more than 9,000 entries were received from companies and agencies of all sizes.

## Teens Seek Books With Beat During TRW

Thousands of teens will participate in Teen Read Week (TRW), October 17–23, celebrated this year with a theme of “Books with Beat @ your library,” and sponsored by ALA's Young Adult Library Services Association.

The annual literacy initiative, celebrated in libraries and bookstores, provides parents, caregivers, and teens with resources to encourage recreational reading habits. The “Books with Beat @ your library” theme encourages teens to listen to audiobooks and read poetry, books about music, and more, just for the fun of it.

This year, participating libraries will offer reading tournaments, gaming programs, teen volunteer



programs, film festivals, and other creative music-themed events that encourage teens to “Read For The Fun Of It.”

Thousands of teens will also log on to a live video Web stream as YALSA and World Wrestling Entertainment announce the Teens' Top Ten, a teen-choice list in which teens nominate and choose their favorite books of the previous year.

## Wedgeworth Named ILA Library Luminary

Robert Wedgeworth, global library leader and former ALA executive director, has been named an Illinois Library Luminary, which represents the Illinois Library Association's (ILA) Hall of Fame and honors individuals who have made a significant contribution to Illinois libraries.

“Robert Wedgeworth's distinguished career has spanned the nation and the globe,” said ILA Executive Director Robert P. Doyle. “In addition to his landmark ALA leadership from 1972 to 1985, he served as a professor and librarian at the University of Illinois at Urbana-Champaign from 1993 until he retired in 1999. Wedgeworth currently lives in Chicago and is noted for his public service to organizations ranging from the Newberry Library to the Poetry Foundation.”

In June, the U.S. Senate confirmed his service on the National Museum and Library Services Board, which advises the U.S. Institute of Museum and Library Services. ■

## CALENDAR

### ALA EVENTS

**Oct. 17-23:** Teen Read Week, [ala.org/yalsa](http://ala.org/yalsa).

**Nov. 5-7:** Young Adult Literature Symposium, Albuquerque, New Mexico, [ala.org/yalsa](http://ala.org/yalsa).

### 2011

**Jan. 7-11:** ALA Midwinter Meeting, San Diego, California, [www.ala.org](http://www.ala.org).

**Mar. 30-Apr. 2:** Association of College and Research Libraries National Conference, Philadelphia, [www.ala.org/acrl](http://www.ala.org/acrl).

**June 23-28:** ALA Annual Conference, New Orleans, [www.ala.org](http://www.ala.org).

**Sept. 15-18:** Reforma: The National Association to Promote Library and Information Services to Latinos and the Spanish Speaking, National Conference/40th Anniversary, Denver, [www.reforma.org](http://www.reforma.org).

**Oct. 26-30:** American Association of School Librarians National Conference and Exhibition, Minneapolis, [www.ala.org/aasl](http://www.ala.org/aasl).

# September Project Evolves with Freedom Programming

**L**ibraries around the country and the world hosted events last month as part of the September Project, a grassroots effort to encourage library programming about freedom during the month of September.

The September Project was founded in 2004 (*AL*, Sept. 2004, p. 69) by Sarah Washburn, library program manager at TechSoup, and David Silver, associate professor of media studies at the University of San Francisco. “When the project was first started, our nation was in a very different place,” Washburn said. “People were very quiet and weren’t necessarily speaking to each other about important issues.”

In the early years, most programs were remembrances or other programming centered around the September 11 attacks. Many programs are still remembrances, but Washburn said that others have taken on a more local focus, where communities can discuss current issues of importance to them. For example, the O’Grady Library at Saint Martin’s University in Lacey, Washington, hosted a slide show created by journalism students about a local food co-op’s decision to boycott Israeli products, with 40–80 quotes representing multiple perspectives on the issue.

The co-op’s boycott caused “a pretty big rift in the community, and people were polarized suddenly,” said Irina Gendelman, assistant professor of instructional design and coordinator of the slide show. “This is an effort to contribute to that conversation.” Gendelman added that it’s an opportunity to demonstrate the library’s value as an information resource when the community faces controversies.

Goffstown (N.H.) Public Library hosted events throughout September, as it has for several years. They included staying open for 24 hours on September 11, a knit-a-thon to produce helmet liners and scarves for troops, a candlelight vigil, movie screenings and book

discussions, and a reading of pieces from the Afghan Women’s Writing Project.

“I believe that libraries have been charged with a lofty task,” said Sandy Whipple, adult services and outreach librarian at the library. “We stand in polar opposition to all that terrorism is.”

Whipple said that the library’s September Project events attract people of all ages and political beliefs. One program from a previous year, an installation of New Hampshire’s Eyes Wide Open exhibit, was controversial because it was created and owned by the antiwar Quakers. Even the controversy had value, however. “You

could see people coming together and not agreeing, but having discussions,” Whipple said.

The Country Day School in Huntsville, Alabama, read and discussed Carmen Agra Deedy’s *14 Cows for America*, which tells of an unexpected gift from a Maasai village in Kenya to the United States in the wake of the September 11 attacks. Librarian Roberta

Malcolm also told of her travels to Africa, which included a visit to a Maasai village and school. “I find [the September Project] to be a positive way of talking about September 11,” Malcolm said. “When you’re talking with kids, all they’ve seen in many cases is the horror.”

The American Library Association also hosted a Qur’an reading on its front steps September 11, in response to Rev. Terry Jones’s well-publicized plans to burn Qur’ans on that date. “The librarians of America will not stand by and let ignorance rule,” says ALA Executive Director Keith Michael Fiels. “For every would-be book burner, there are thousands of readers who will speak out for the freedom to peaceably assemble and read whatever they choose.” For more coverage of the Qur’an reading, see “Banning and Burning” (page 2 of this issue) or [americanlibrariesmagazine.org](http://americanlibrariesmagazine.org).

—Greg Landgraf

“Libraries stand in polar opposition to all that terrorism is.”

Sandy Whipple

Goffstown Public Library



# One Man's Vision for the Future: Books for the Children of Ethiopia

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 additional 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 aston-

ishing 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.

"When children read at an early age, their world view drastically changes and their educational experience is highly enhanced," Gebregeorgis told the 400-plus guests



A happy youngster holds his very own copy of *Tirhas Celebrates Ashenda*.

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. Each child who attended the opening received a free copy of *Tirhas Celebrates Ashenda*, written by Gebregeorgis.

Part of the struggle in establishing

## EXPLORING EARLY LEARNING



Ohio State Sen. Shannon Jones (R-District 7) reads a story to Cam Miller, who is joined by his grandfather, Bruno Maier, at the Public Library of Cincinnati and Hamilton County's Madeira branch August 26. Sen. Jones explored the library's early learning program.

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 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 planned 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.

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.

“Please send your children here,” Gebregeorgis told the assembly. “Tell friends and family about the wonders of this library. Become worthy ambassadors for the Segenat Children and Youth Library. The fu-

**“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

ture of our children is at stake. As our children succeed, so succeeds Tigray and all of Ethiopia.”

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 Yo-

hannes’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

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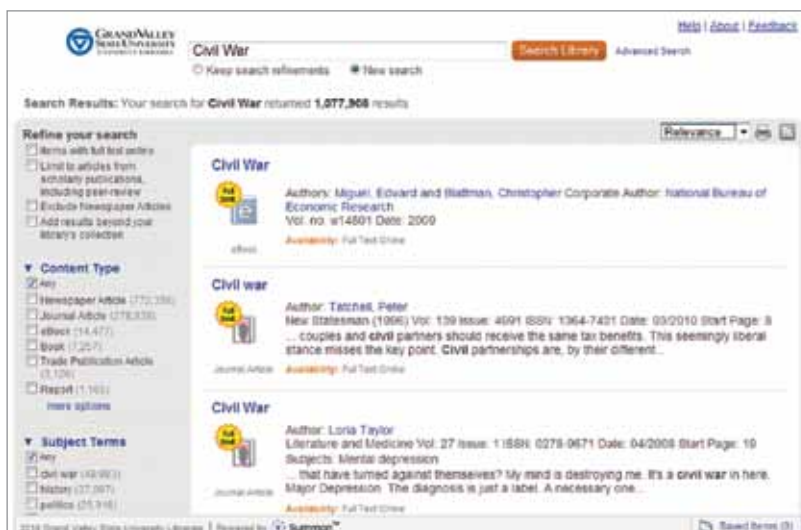
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# Summon Summon 100th Customer

Serials Solutions announced September 13 that its web-scale discovery product Summon has reached the 100-customer mark. (The company has chosen not to name its 100th customer because “it’s a three-way dead-on tie,” according to media representative Beth Dempsey.) The single-search-box serials discovery service went on sale in July 2009.

“The proof that our approach is working is clear, based on customer response,” Vice President of Product Management and Marketing Stan Sorensen told *American Libraries*. “Summon was designed and built specifically and explicitly to solve a clearly recognized problem,” he said. That problem, he went on to explain, was that librarians and researchers used to have a loyalty to resources, but “over the course of the last 10 years, that loyalty has shifted to search engines.”

Attempting to bolster libraries’ relevance despite that shift, Summon’s single unified index is skinned with a simple user interface to give it a decidedly Google-like experience, encouraging researchers to use the product for discovery and not just



Search results from the Summon implementation at Grand Valley State University in Allendale, Michigan.

known-item searching. Summon “upholds the library’s values,” Sorensen told *AL*, with relevance-ranked results and by exposing students and librarians to the “edges of the collection,” with unified indexing across multiple databases. “That means more return on collection investment,” he continued.

## Grand Valley study

Research conducted during Summon’s development phase identified that

while libraries spend the bulk of their annual budgets on developing their collections, most libraries’ materials are not used to the fullest because researchers simply don’t know where to start or how to navigate. Studies into the impact of Summon on user behavior—done at Grand Valley State University in Allendale, Michigan, which implemented Summon in August 2009—demonstrate an increased use of library resources by students that ranged from 50% to 150%.

## KNOWLEDGE COMMONS MEETS STUDENT DEMANDS



Student Government Association (SGA) members cut the ribbon August 23 for the Knowledge Commons, the newly redesigned main floor of the library at the University of Central Florida in Orlando. The area features large, flat-screen monitors and whiteboards, 196 computers and seating for 479, private computer workstations, as well as more natural light. SGA members pictured are (from left): Latoya Jackson, director of student affairs; Neisi Mora, academic affairs coordinator; Taylor Lochrane, vice president; and Mike Kilbride, president.



## YOUNG SCIENTISTS EXPERIMENT



Sneha Joisha (from left), Parin Gupta, and Alfred Premkumar practice on an experiment involving gravity at Loudoun County (Va.) Public Library's Ashburn branch August 12. The children participated in one of the ongoing series of weekly programs offered at seven of the library's branches focusing on math and science education.

"It was clear that [Summon] did what we always wanted federated search to do," Doug Way, head of collections at Grand Valley, told *AL*. "It provided users with a simple starting point to access library resources." After a "great deal of analysis of usage statistics," Way observes a dramatic increase in the use of full-text databases and online collections, while the numbers of abstract and index databases were down. The full findings of his study are scheduled to be published in a forthcoming issue of *Serials Review*.

After going through two different federated-search implementations, Grand Valley was "never completely satisfied with the user's experience for all the standard reasons," Way explained. "Speed, complexity, the lack of an intuitive interface, etc." Speaking on return on investment, Way admits there was "no bump in use" after implementing the last federated-search product. But Summon changed that. "We found huge increases in the use of news databases like LexisNexis Academic or

Ethnic NewsWatch," he said, speaking on the ways Summon opens up previously difficult-to-find materials to users. Although the library had set up "news" searches in federated search products, he explained, "we didn't see a change in use."

Way concedes that in many cases students would have better success with a subject-specific database, but "in an enormous interdisciplinary database like Summon, it is also likely that users are going to come across resources they had not anticipated finding," he said. He claims that an early look at Summon "suggests that web-scale discovery is the game-changer we thought it would be."

### EBSCO Discovery

Also making a big splash in the area of web-scale discovery is EBSCO's Discovery Service product. First announced in January, EDS has garnered a sizeable handful of users already, including Northeastern University, Indiana University Bloomington, and the University of Liverpool, since late summer.

EBSCO Discovery Service boasts a claim similar to Summon's at creating a single, unified index. The base index contains articles from 20,000 publishers. Each library builds on the base index to include metadata from its own institutional repositories and special collections, making each implementation unique. "This allows EDS customers to pull results from outside the base index," EBSCO PR Manager Kathleen McEvoy told *AL*.

Leveraging the base index of content that EBSCO already owns rights to gives users a similar look and feel as they move from the search results into the article itself.

In announcing a study similar to Grand Valley's, Northeastern University Associate Dean for Scholarly Resources Amira Aaron said July 20 that "Northeastern students know the EBSCOhost platform and by introducing EDS we are able to provide additional content and include our catalog, all within a familiar environment which means an easy transition for students and staff."

—Sean Fitzpatrick

# Media Hypes Blog Post as Library's "Don't Be an Idiot" Voting Message

With the fall election season about to enter full swing across North America, it seemed that the staff of the Calgary (Alberta) Public Library was doing its part to get out the vote when the Canadian Broadcasting Corporation reported August 25 that the library had launched a "Don't Be an Idiot" PR campaign to promote its upcoming mayoral-candidate forums and political resources.

Although the brief CBC report stirred a lively online debate, with 73 comments on the pros and cons of participating in the electoral process, the library quickly set the re-

cord straight. Acknowledging that the purported slogan "caught a lot of people's attention," including some who cheered the underlying sentiment and others who took offense, library spokesperson Gerry Burger-Martindale said in the August 27 *Calgary Metro News*, "If people read beyond the headline, there's nothing to be offended about."

The confusion stemmed from a well-intentioned August 17 post to the library's Slice of Calgary blog. An unidentified staff member had posted: "In ancient Greece, an idiot was a person who failed to involve himself in civic affairs" and urged citizens to

"avoid being an idiot" by voting in the upcoming municipal elections.

In the United States, where libraries once forbade candidate debates on their premises to avoid any hint of partisanship, meeting rooms are now increasingly used for political discussion. ALA's *Intellectual Freedom Manual* has specified since 1991 that publicly funded libraries that allow their meeting rooms to be used by the general public for non-library sponsored events "should not exclude partisan political or religious groups from discussing their activities in the same facilities."

—Beverly Goldberg



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# GLOBAL REACH



## CANADA ①

The director of University of Prince Edward Island library put his administrative foot down when an academic database proposed increasing the fee it charges the university by 120%. Mark Leggett responded by announcing in a campuswide letter that he had cancelled UPEI's subscription to Web of Science and was launching "an effort to create a free and open index to the world's scholarly literature called 'Knowledge For All.'" —*Toronto Star*, Aug. 10.

## NETHERLANDS ②

The Airport Library at Amsterdam's Schiphol Airport had its official opening August 25. The collection consists of a browsing library of 1,250 Dutch-culture books targeted primarily for international passengers awaiting connecting flights. The library was initiated by library-services provider ProBiblio and the Netherlands Public Library Association in cooperation with the city libraries of Amsterdam, Delft, and Haarlemmermeer. —*The Moodie Report*, Aug. 26.

## RUSSIA ③

The Russian Foreign Ministry has called a July 30 decision by a U.S. district court judge that Russia should return Hasidic historical books and documents, known as the Schneerson collection, to the U.S.-based Chabad-Lubavitch movement, illegal. The ministry claims the collection, gathered by Lubavitch Rabbi Joseph I. Schneerson, was nationalized in 1918 because there were no legal heirs in the Schneerson family, and that the U.S. Jewish movement owes Russia seven books it borrowed 16 years ago from the same collection in its state library. —*Interfax*, Aug. 12.

## NORTH AFRICA ④

A project financed by the U.S. government seeks to connect the universities and science institutes of North Africa to a digital library that could eventually stretch from Morocco to Libya. The U.S. Civilian Research and Development Foundation is initially working with Algeria, Morocco, and Tunisia to increase their access to the latest international research and widen collaborative

opportunities for the region's scientists. —*Chronicle of Higher Education*, Aug. 25.

## SOUTH AFRICA ⑤

A statement issued August 20 by the Committee on Freedom of Access and Freedom of Expression of the Library and Information Association of South Africa expressed "our deepest concern about the Protection of Information Bill currently being considered by our government." Introduced in March, the bill defines information subject to classification in the national interest as "all matters relating to the advancement of the public good," including "all matters relating to the protection and preservation of all things owned or maintained for the public by the State." In a joint statement with the Africa Section of the International Federation of Library Associations and Institutions, LIASA called for the South African Parliament to withdraw the bill, stressing the danger inherent to a democratic government if documents that form part of a nation's cultural heritage "could be strictly classified or secretly destroyed." —*LIASA*, Aug. 20.

## INDIA ⑥

The public library in Sirkazhi, India, is slated to get a new building that will be named after S. R. Ranganathan, author of the well-known *Five Laws of Library Science* (1931), who was born in a village near the city in 1892. Ranganathan's birthday of August 9 is observed as Librarians' Day in all 98 of the public libraries in the surrounding district. —*Press Trust of India*, Aug. 12.

## SOUTH KOREA ⑦

A Korean academic claims to have found the world's oldest movable metal type, predating what is believed to be the world's oldest book printed using movable type. Discovered in a private collection, the 12 characters are possibly 138 years older than a Korean Buddhist document titled *Jikji* that was typeset in 1377. Philology Professor Nam Kwon-heui of Kyungpook National University in Daegu said he has confirmed that the metal-type characters date back to the 12th century. —*Chosun Ilbo* (Seoul), Sept. 2.

# Swedes Drive Technology to New Levels during IFLA in Gothenburg

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

Presiding over the August 10-15 World Library and Information Congress, IFLA President Ellen Tise of South Africa 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 not only the launch of a new website, but new advocacy 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.

For American delegates, the IFLA conference began with a pep talk, officially known as "Caucus: U.S.A." One of roughly a dozen such national or regional gatherings, the meeting was an opportunity for old friends to reunite and for first-time delegates to get the lay of the land 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.

## Safe, friendly, and green

Agneta Olsson, chair of the Swedish National Organizing Committee, welcomed some 3,300 delegates from 128 countries to "safe, friendly, and green" Gothenburg, and Tise noted that Sweden, on its fourth IFLA, now has the distinction of having hosted more IFLA conferences than any other country. She emphasized the conference theme, "Open Access to Knowledge: Promoting Sustainable Progress," and noted with gratitude that the Swedish organizers picked up on her presidential theme, "Libraries Driving Access to Knowledge," in establishing the theme. "The wonderful thing about 'used knowledge,'" Tise quipped, is that unlike



The landmark Central Station in Gothenburg was a focal point for IFLA arrivals and departures.

other commodities "its value doesn't diminish with use."

Gothenburg native son Jan Eliasson keyed and 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 as United Nations General Assembly president, 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."

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 award 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.

IFLA Senior Policy Advisor Stuart Hamilton announced the release of 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.

A devastating earthquake turned January 12, 2010, into a day of horror and destruction for Haiti, and during the IFLA conference 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.

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.

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 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, director of the Gates Foundation’s Global Libraries Program, 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;

## E-BOOK PROMO



A giant “E” with headphones adorns the front lawn of Grand Rapids (Mich.) Public Library, part of an e-audiobook promotion. In an attempt to grow the use of the library’s NetLibrary database, all eight branches inserted a bookmark in audiobooks that instructed patrons on how to use the e-audiobooks on NetLibrary. The lawn image was part of the promotional piece.

the others participate by invitation and she is happy to talk with librarians about potential support from the foundation.

During IFLA’s general assembly, or business meeting, American Library Association President Roberta Stevens, citing the problems the U.S. economic recession has created for ALA, rewrote 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 in the Netherlands.

—Leonard Kniffel

**On “Open Access to Knowledge”:  
The wonderful thing about used knowledge is that unlike other commodities its value doesn’t diminish with use.**



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

# Acceptable-Use Policies Go Mobile in Delaware Libraries

Proponents of curbing what some deem inappropriate internet use might find it instructive to examine a new law that went into effect in the state of Delaware September 15.

The act extends libraries' acceptable-use policies to any mobile devices that patrons bring onto library premises, and specifies that, while in the library, what individuals access on their personally owned devices is subject to the Delaware Children's Internet Protection Act. The state's CIPA law enables children's parents and guardians to decide whether or not minors should have unfettered on-line access, and if not, how restricted that access should be.

Seeking more black-and-white precautions, an Oregon

mother of two teenage boys asked Estacada Public Library officials in July to give her the option of denying her sons on-site internet access altogether. Despite 43 signatures from concerned parents on a petition backing Lynne Kamerman's request, trustees voted unanimously August 25 not to add an internet opt-out feature to minors' library card applications.

Internet-use policy also came under fire this summer at Greensboro (N.C.) Public Library, when city Councilman Danny Thompson lost a bid to get pornography-blocking filters on every library workstation. Thompson was pleased, however, that GPL would report "hard-core data" on library incidents.

—Beverly Goldberg

**"It's an opportunity to get really—pardon the pun—hard-core data."**

Danny Thompson  
*Greensboro News-Record*

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## NEWSMAKER: ELLEN TISE

**S**outh African librarian Ellen Tise is president of the International Federation of Library Associations and Institutions, 2009–2011. *American Libraries* caught up with her during the 76th IFLA World Library and Information Congress, August 10–15, in Gothenburg, Sweden, where she talked about international relations, energizing the profession, and her presidential theme, “Open Access to Knowledge.” Her service to IFLA involves hosting the federation’s annual congress, presiding over two annual board meetings at IFLA headquarters in The Hague, and representing IFLA at various conferences, meetings, and events in different countries throughout the year. When not circling the globe on behalf of IFLA, Tise is head of library services at Stellenbosch University near Cape Town, South Africa, where she has worked for four-and-a-half years. Most of her career has been spent in academic libraries, but she also served for one year in a public library. A video and transcript of the interview is at [americanlibrariesmagazine.org](http://americanlibrariesmagazine.org).



### **American Libraries: How was the IFLA conference in Gothenburg for you?**

**ELLEN TISE:** The theme for the conference, “Open Access to Knowledge,” links very much to my theme for two years as IFLA president. I’ve been inspired and stimulated by the thoughts and the ideas and all the discussions that came around this theme and how libraries need to ensure that we continue to provide the most equitable access to knowledge.

### **How has your professional agenda meshed with the mission of IFLA and your work with the federation?**

My professional agenda fits very much into IFLA and IFLA’s work for all librarians because IFLA is basically the international organization for librarians, it’s part of our professional development. We are able to share expertise, and this is what the congress provides. So just from an advocacy point of view, IFLA is a global voice for libraries, it advocates for libraries, for the sustainability of

libraries, funding for libraries. In addition, the federation sets standards for libraries, providing guidelines, supporting libraries, developing librarians and library services. We have professionals in the library information field, library and information science practitioners, and we also work with all other roles that involve information work. So it’s spread really from every discipline you can think of in the world, every subject. We have law, music, IT, education, everything, all the professions in the world, in IFLA.

**What is IFLA doing for young librarians who might be thinking about international work?** IFLA has a new professional group, and this group is specifically there for library and information science students who are new to the profession, to get them involved in IFLA’s work, understand how IFLA operates, and also for them to be able to explore new areas and bring innovation. If we’re going to

bring in more young, new professionals, then it also means that we need to be able to communicate with them in the media that they are now used to—just like what we have to do with our users in our libraries. The second program is called Adopt a Student. This is where we again are trying to get more students and young professionals into IFLA, get them involved. They don’t normally have the funds to come to an IFLA congress. That’s why it’s so important for us to use social media, so that we can also reach those thousands of young professionals and students in every part of the world so that they can participate and are able to share the experience of an IFLA congress.

**Don’t I have to work in a big association or research library or a national library and speak seven languages to get involved in IFLA?** Absolutely not. Young people and anybody interested in libraries, enthusiastic about library services, and who wants to get engaged and learn from librarians from all over the world and share the solidarity and compassion of libraries, if you have that, then you’ll find a way you can get involved in IFLA.

**What has really stuck with you from your first year of travel as IFLA president?** It’s the vibrancy that still exists in the profession. People. The internet and the development and information technology and electronic materials—and social networking and all these new tools that you can use to find information. ■



# How the World Sees Us

"Print is dead. Everybody says so. I checked it out and it's true. Print is dead. I saw that on the internet."

"Native Son" columnist CARL NOLTE, on the irony of predictions about the death throes of print even as library circulation and brick-and-mortar bookstore sales rise in San Francisco, *San Francisco Chronicle*, Aug. 1.

"I'm starting to understand what my grandmother must feel when she heads to the library once a week to dutifully check the e-mail account my uncle created for her. [The] bottom line was the same: Of course you need to buy an e-reader. What are you, a Mennonite?"

Self-proclaimed "26-year-old child of the internet generation" EMMA SILVERS on her preference for print books, "E-Reader Revolt: I'm Leaving Youth Culture Behind," *Salon.com*, Sept. 2.

"One day I told a table of industrious students, 'I have to ask you not to use your computers so that others can sit.' I pointed to a big sign that said the same thing. 'Don't worry,' I said brightly. 'We have talked to people at MIT and they have created something they call a library.' All the other customers laughed—but none of the people who were working."

GUS RANCATORE, cofounder of the coffee house Toscanini's in Cambridge, Massachusetts, on studious customers who overstay their welcome, "Those Dastardly Coffee Campers," *Atlantic*, Sept. 1.

"We could make such a beautiful library together."

Blogger JUDY BERMAN, with "25 Pickup Lines to Use on New Bookworm Dating Site Alikewise," *Flavorwire.com*, Aug. 6.

"Librarians possess a synoptic view of mostly trivial and anecdotal data, interspersed with histories, accepted truths, slogans, catchphrases, clichés, and platitudes. They are good at composing bibliographies, regurgitating knowledge, and cross-referencing information. Though always fanatically biased and orthodox, they are often meticulous, conscientious, and erudite. The best of them are great and entertaining historiographers. Daniel Boorstin and Paul Johnson are prime examples of modern-day librarians, as are many popularizers of science, such as Carl Sagan."

Journalist, financial adviser, and healthcare consultant SAM VAKNIN, "Public Intellectuals: The Rise of the Librarian and Decline of the Author," *Global Politician*, Aug. 14.

"Don't make them whisper."

A tongue-in-cheek nod to the hushed-library stereotype in a press blurb about Rolling Stones guitarist Keith Richards and rapper Jay-Z, who this fall will be promoting their newly released memoirs (*Life and Decoded*, respectively), at New York Public Library, Associated Press, Aug. 25.

"While writers might seem more glamorous, librarians are the quiet heroes of the literary world. They stand up against censorship, they uncover ancient mysteries, they laugh in the face of computerization and stop the corporate world dead in its tracks."

"Librarians Save the Day! 11 Great Movies in Which They Star," *Huffington Post*, Aug. 16.

"I'm annoyed with librarians. It's not that librarians have done anything wrong. In fact, the reason that I'm annoyed is because of what they're doing right. Librarians have gone viral. So, it

leaves me wondering, 'Where are the museums?' You have to help us museum lovers out. So I challenge you—no matter your museum specialty or work expertise—to help me show up those trendy librarians."

LAUREN SILBERMAN, coordinator of the Museum Assessment Program of the American Association of Museums, on "those trendy librarians" being lauded in the media of late, "Librarians. Sheesh," Center for the Future of Museums blog, Aug. 13.

## "This is not an attempt to end the Vietnam War."

Evanston, Illinois, Mayor ELIZABETH TISDAHL on the takeover by the city library board of library finances to keep the city from closing two-thirds of its libraries, *Evanston Review*, Aug. 10.

"But there's a wild card in all this, namely the *library* card. My numbers are based on a single use of a book. Yet each time somebody reads a library book, its environmental burden is reduced, because its production requires only a one-time resource use, whereas the e-device needs power for each use. Moreover, paper books can survive hundreds of years and readings; the e-reader, if it has its ancestors' DNA, is doomed to a comparatively brief existence. Hence, as Nicholson Baker concluded in his cantankerous book about books, *Double Fold: Libraries and the Assault on Paper*, it may be premature to wantonly abandon paper tomes. And there will always be a place for public libraries."

Columnist BOB SCHILDGEN, in response to a question about whether e-books are environmentally wise, "Hey Mr. Green," *Sierra Magazine*, September/October. ■

# GPO Must Go

The Government Printing Office is an obsolete relic

by Charles A. Seavey

There are two things that Congress and Libraryland need to eliminate from their thinking before government information can truly move into the digital age. The first is the word “printing,” as in Government Printing Office (GPO). The second is the word “documents,” as in Superintendent of Documents (SuDoc), the branch of GPO that actually runs the Federal Depository Library Program (FDLP). Let me suggest that this is a case of the tail wagging the dog.

With something well north of 90% of depository “documents” now online, why are we still talking about printing and documents? Why, for that matter, are we still talking about depository libraries

when they are far outnumbered by all the other libraries that have just as much access to government information as do the depositories?

In “Fixing the Federal Depository Library Program,” Patrick Ragains reviews two recent publications on the future of the FDLP. Ragains, GPO in its 2009 *Federal Depository Library Program Strategic Plan, 2009–2014*, and Ithaka S+R’s *Documents for a Digital Democracy: A Model for the Federal Depository Library Program in the 21st Century*, commissioned by the Association of Research Libraries and Chief Officers of State

Library Agencies, all make numerous recommendations about the GPO/FDLP response to the digital age now upon us.

They all have it wrong.

In August 2005, I wrote “Documents to the People, Musings on the Past and Future of Government Information” for *American Libraries* magazine. As part of that article I suggested that there were close to 3,000 academic libraries not in the depository system, another 9,000 public library outlets in a similar situation, and somewhere over 90,000 school libraries in non-depository

status. That is over 100,000 libraries in the country with electronic access to government information to which GPO, and seemingly the FDLP, pays no attention.

It is past time to move beyond the thoroughly outmoded structure that currently delivers government information to the nation at large. The GPO is an obsolete relic of a bygone age. The key agency is that of the office of Superintendent of Documents—although SuDoc badly needs a new home, a new name, and to be free of GPO.

It has been quite clear for some time that SuDoc is moving, or at least has the potential to move, far beyond the boundaries placed upon it by the strictures of the depository law and its position within the GPO. SuDoc is, or

should be, about information dissemination, regardless of format. As such it is far more important to the country at large than its outmoded parent agency. SuDoc is, or should be, the Government Information Access Agency, working with all of Libraryland to make government information accessible to everybody, rather than just the 1,200 or so libraries still in the depository system. The FDLP has served the country well, but it is now outmoded and severely limits access to government information.

## Move SuDoc out

My recommendation to Congress is to take SuDoc out of the GPO and give it a mission and the authority to deal with information as it exists in the 21st century, instead of being bound to a law that was written in 1895.

Congress is probably going to be unwilling to create another independent agency, so put SuDoc, or GIAA, or whatever name emerges, elsewhere. Assuming Congress wishes to retain it in the legislative branch, into the Library of Congress, but in any case get it out of GPO. GPO will, inevitably, wither away; its time has definitely past.

Only when we remove “printing,” “documents,” and the present administrative structure from our thinking, both among the feds and librarians, are we truly going to be able to deliver government information to the people. ■

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It is past time to move beyond the thoroughly outmoded structure that currently delivers government information to the nation.

# Rethinking Library Linking

Making open URL better with data, data, and more data

by Cindi Trainor and Jason Price

Open URL link resolvers have become a vital part of many libraries' offerings, especially in academic libraries. As resolvers have become more important, they have undergone the same iterative usability testing and interface improvements that are common for library websites and catalogs,

but only recently has effort been devoted to improving functionality by examining accuracy of data that

drives them and how the standard is implemented in the databases where OpenURLs originate.

In "The Myths and Realities of SFX in Academic Libraries," published in *The Journal of Academic Librarianship*, the authors summarized user expectations of Ex Libris's SFX resolver, with an eye toward exploring librarians' opinions of the service and the impact of this system on the user experience. The authors, librarians at two California libraries, found the most important issue for users to be the availability of full-text articles, while librarians were more concerned with the accuracy of results.

The librarians' confidence in SFX was negatively affected by this concern: They often felt the need to double-check the results by search-

ing a citation database or the library catalog. The article concluded that user expectations were "slightly higher than" the statistics showed their experiences to be.

Causes of linking failures include inaccurate holdings data, absence of selected articles in a target database, or incorrectly generated OpenURLs from a source database. These cate-

gories are useful in understanding the inner workings of SFX, but the authors did not analyze their data more deeply to identify the exact causes of errors in each category

or where the responsibility for these causes lies.

## Industry initiatives

In 2008, NISO and the United Kingdom Serials Group launched a joint working group charged with creating a set of best practices to address problems identified in a UKSG report "Link Resolvers and the Serials Supply Chain." The group, Knowledge Bases and Related Tools, published "Phase I Recommended Practice" January 2010, aimed at assisting content providers in improving the serials holdings data they supply to link resolver vendors. Phase II will expand to encompass additional media types.

In the final report of a 2009 Mellon planning grant, Adam Chandler

of Cornell University investigated the feasibility of a fully automated OpenURL evaluation tool. He recommends that librarians, publishers, NISO, and OCLC develop this tool jointly. Such a tool would fill "a critical gap in the OpenURL protocol: objective, empirical and transparent feedback [on OpenURL quality] for supply chain participants."

In 2009, a NISO workgroup was created that will build on this work. The Improving OpenURL Through Analytics group project is devising and testing a program to analyze libraries' source URLs so that vendors can improve the metadata they are sending to resolvers.

These two initiatives primarily address the early steps in the OpenURL process, the building of the knowledge base and source URL processing. A piece not yet addressed is the standardization and quality of how target URLs are parsed by target databases. If more publisher platforms were configured to support incoming links that conform to the OpenURL standard, we could expect to see a significant improvement in target link success rates. Combining an indicator of a publisher's ability to accept standard target URL syntax with the KBART publisher registry would be a significant first step. ■

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Only recently has effort been devoted to improving the functionality of resolvers by examining in detail the accuracy of the data.

# As the Web Fades Away

Users are gravitating toward special-purpose utensils like apps, gadgets, and widgets

by Joseph Janes

Growing up, my athletic prowess was legendary. Strong, graceful, fleet of foot, gifted in multiple sporting endeavors, and a role model to friends and rivals alike. I was also, coincidentally, third in line for the throne of France.

Seriously, I stank. I was a dork and physically untalented, didn't care and hated it; gym class held terrors myriad and unspeakable. And the most soul-shriveling part? Picking teams, which still sends icy shudders through me.

I had a queasy reminder of those days from *Wired*'s September cover story "The Web Is Dead," which informs us that as of 2010 the web only constitutes 23% of U.S. internet traffic, the same proportion as peer-to-peer (file sharing) and much less than video at 51%. Everything else, including e-mail, barely registers.

The piece makes sobering (and important) reading. Here are a few snippets to chew over: This shift denotes increased movement from the open web to the more closed platforms and networks of mobile devices, which also are Google-inaccessible and, handily, easier to generate revenue from. We also learn that the future will be "less about browsing and more about getting," that fast beats flexible, and that reliability and seamlessness trump freedom and choice. Moreover, "we favor the easiest path" (duh), and the "notion of the web as the ultimate marketplace for

digital delivery is now in doubt" (gulp).

Scary little sound bites notwithstanding, what this means is that people are voting with their thumbs, and in so doing are choosing sides—gravitating toward special-purpose utensils (apps, gadgets, widgets, etc.) for things they want to do at the expense of general, multipurpose tools like the browser. Thus, less time (traffic, content, accessibility) is spent on the free, open, searchable, general-purpose web.

## Successful Services

It follows that successful information services must be mobile-friendly or native, focused, fast, reliable, seamless, and easy. Does this describe anything we currently do or represent? I think "reliable" suits us well, and some things are "easy" or "focused," if rarely both simultaneously, but I struggle to think of a library function that satisfies all of those.

Here's your assignment for the week: Take a service you're responsible for (readers' advisory, information literacy, catalog searching, whatever) and spend 30 minutes imagining how you could get it to move closer toward that list.

Readers' advisory could be more seamless . . . if recommendations could be automatically generated from lists that patrons store in their accounts. Information literacy could be more focused. . . with a special-purpose app that new students could

download at orientation. Catalog searching could be easier and more mobile-friendly if. . . This is fun; try it! Be creative and don't be afraid to think big—or small.

Notably, the *Wired* pieces over-



The future will be "less about browsing and more about getting."

look small matters such as quality, depth, fidelity, and their kin almost entirely. We know these things exist and have their audiences; those niches might well be left to us in this scenario, which would be great, assuming the necessary conduits and eyeballs are available.

God survived *Time* magazine in 1966; I suspect the web will survive *Wired*'s obituary—skull-with-"www"—for-teeth and all—as well. There has been considerable quibbling about *Wired*'s analysis, based as it is on bandwidth rather than number of uses or users. Point taken, but not the point.

I know for sure, though, that we don't want to be on the sidelines as people make their choices. High school dodgeball games do end, eventually; the teams being formed now might well be for keeps . . . but that's another story. ■

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# Nurturing Innovation

Tips for managers and administrators

by Meredith Farkas

I've spoken to library staff from libraries all over North America and have heard countless stories about innovative new services that failed. I always ask people why they think the initiative didn't work at their library and the answer has always been about the culture—whether it was because of controlling IT staff, managers who wouldn't give staff time to experiment with new technologies, or administrators who were deathly risk-averse.

While there are many things a staff member without authority can do to ensure the success of a project, institutional culture is a barrier that can only be fixed by people in charge. Here are some things managers can do to support staff in building successful and innovative services:

Encourage staff to learn and play. I've always felt that "keeping up with trends in technology and the profession" should be included in every library staff member's job description. If you want staff to come up with innovative ideas for improving the patron experience or decreasing costs, they will need time to do research and play with new technologies. Staff shouldn't have to use their own time to read professional blogs and journal literature or try out technologies.

Give staff time to experiment with potential new initiatives. Many innovative for-profit companies allow employees to devote some of their work time to pet projects—

work designed to benefit the company but outside of their specific duties.

Google found that from the 20% of their employees' time that could be dedicated to pet projects came 50% of their services, including Google News and AdSense. When staff are given time for creative thought, it's no wonder that creative solutions abound.

Keep an open mind—and an open door. Managers should work hard to create an environment where people feel comfortable sharing ideas, no matter where they are on the organizational chart. My library director started our annual planning meeting this summer by asking everyone to rapidly brainstorm ideas that no one was allowed to criticize. While we didn't implement every idea, we had much more participation and got many good ideas that people may not have shared because the idea wasn't fully fleshed out.

Develop a risk-tolerant culture. Innovation is an inherently risky process and managers have to be willing to let their staff experiment and sometimes fail. When failure happens, a good manager will make the most of it. I have had many initiatives fail and have learned far more from those experiences than if I'd simply not bothered to try. Some failures yielded insights about our patrons that led to services better



**Managers committed to innovation must bring down any barriers preventing staff from innovating.**

targeted to their needs.

Don't get attached. I know first-hand that in a time of staff and budget cuts, staff time is stretched so thin

that one barely has time for the work they've always done. However, a library will not be able to innovate if management is not willing to invest time in research and development. If you want to create new services and employ new technologies for your patrons, something has to give; this might mean letting go of services your library has traditionally offered. If a program or service simply doesn't have the ROI it used to, it's worth considering whether you can discontinue it. We can't be held hostage by decisions made years ago. Our patron population has changed; we must as well.

If managers and library administrators are committed to innovation, their top priority should be bringing down whatever barriers exist that prevent their staff from innovating. Changing culture is difficult, but the consequences of not changing, especially in this economy, could be far more dire. ■

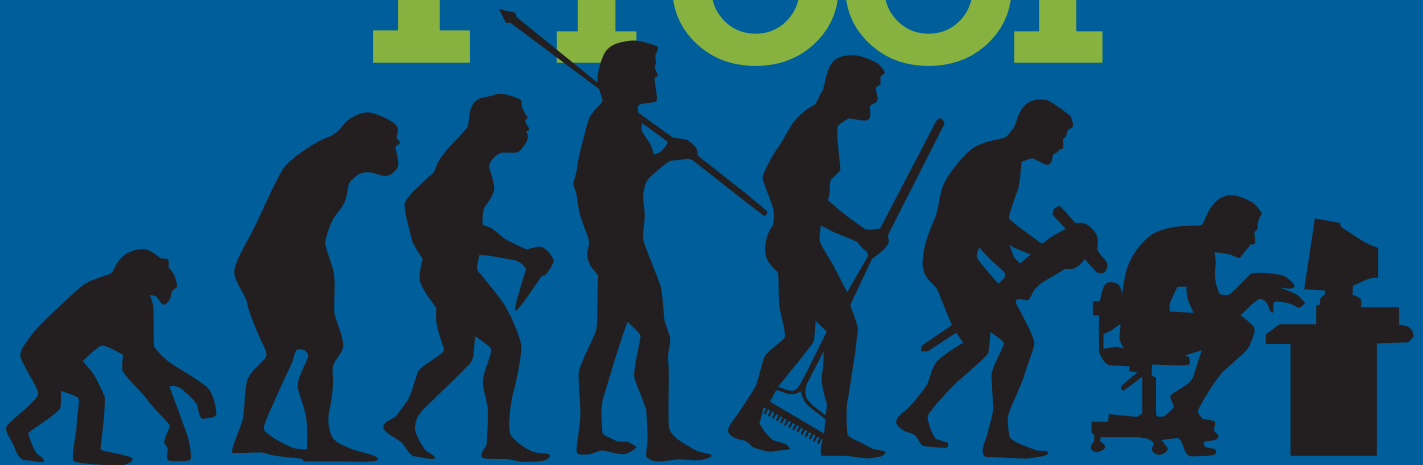
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It's survival of the fittest in Libraryland these days. How does your library shape up?

by Steven Bell

# Fit Libraries Are Future- Proof



**T**he year 2009 marked the 200th anniversary of the birth of Charles Darwin, as well as the 150th anniversary of the publication of his most famous book, *The Origin of Species*. Darwin's work is memorable for its theories about the survival of the fittest, and by fittest he meant those species best able to adapt to change, not necessarily the biggest or strongest.

The year 2009 was also marked by turmoil and great upheaval in multiple industries, most famously in banking and automobiles. It was a year when many once thought to be among the biggest and the strongest failed to survive or were greatly weakened. Even though libraries have survived for thousands of years in one form or another, the past year has demonstrated that none of us should take the future for granted.

I've come to think that managing our uncertain future is about achieving fitness: adapting to change, staying relevant. Personally, we know the importance of

individual fitness for staying healthy and preventing the onset of disease. Fitness is the state of persisting; the absence of fitness invites decline and decay. Maintaining fitness, we can avoid serious health problems and increase our lifespan. Fit libraries increase their longevity while avoiding the failures that lead to irrelevancy.

While we may know well what personal fitness means, the concept of a fit library is ambiguous. Is it simply a matter of paying attention to the numbers, not unlike observing metrics such as the Body Mass Index? Does an increase in circulation or the delivery of more instruction sessions point to a fit library? Achieving library fitness is a combination of strategies that, like personal fitness, involve consistent behaviors, discipline, commitment to change, and having fun while shaping up. What follows are a dozen actions librarians can take that can lead to fitter, future-proofed libraries.

## Twelve steps to library fitness

**Listen/observe:** Library users are always sending us ideas through their demonstrated uses of our resources and services, as well as their casual observations and outright complaints. For example, a user stops by the reference desk and asks the librarian why it's not possible to text some catalog information to his or her smartphone. That's an opportunity to create positive change. But if we fail to have our antennae up so we can pick up these signals or if we assume we know more about a great library experience than the users do, some great possibilities will be missed.

**Ask the water-line question:** Even the best fitness routines require occasional change and some innovation. But innovation often involves risk taking. Excessive risk taking can be dangerous to your personal fitness but catastrophic for organizational fitness. One way to think about mitigating risk is to ask the water-line question. Think of a ship on the open water. The captain wants to take a risk, but is it an above- or below-the-water-line risk? If the risk blows a hole above the water line, the ship can make the repair, survive, and continue. But if it's below the water line, well, it may be the end of the ship. Whether it involves money, personnel, or other resources, think about where a failure may hit your organization—above or below the water line.

**Go local:** Libraries of all types are in tune with their local community. Academic librarians and school media specialists know their faculty and students and the work they do. Public librarians know what's happening in their communities. Rather than worrying quite so much about competing with search engines and whatever technologies follow them, we may be better off concentrating our energies on knowing and serving our local communities. By focusing on them we can meet their needs far more powerfully than with services that try to be everything to everyone.

**Engage the user:** It's important to understand our users, be aware of their expectations, and keep their needs in mind when designing services. But we can do more by connecting with our users in places and spaces we may have ignored in the past. More librarians are roaming the stacks to help confused patrons. Staff are going out to offices and public and private places where community members gather. We learn more about our users when we engage them, and that helps us better understand their expectations, what they want that we have yet to offer, and how we can keep them coming back for more.

**Fix what's broken:** A favorite video presentation is Seth Godin's "Seven Reasons Why Things Are Broken." He explains why we tolerate broken services and processes in our organizations. If we can't identify and remedy what's broken in our libraries we may not deserve to have a future. The challenge is finding out what's broken. Day-to-day we may be unable to spot the things that fail our patrons. To future-proof, we need to make finding and fixing what's broken part of our routine operations. That involves efforts to see things from the outsider's perspective. Would you patronize a retail operation where many things failed on a regular basis? Why should we expect library users to act any differently?

**Master adaptability:** Leslie Crutchfield, coauthor of *Forces for Good: The Six Practices of High-Impact Nonprofits*, encouraged librarians at an OCLC Forum held in 2008 to master the art of adaptation. Crutchfield emphasized the importance of knowing the library's mission and doing whatever it takes to accomplish it, but mostly she encouraged librarians to commit to change and try new things, even those not considered mainstream. Libraries that can achieve flexibility will be better adapted for the future.

**Keep up:** Whether you call it environmental scanning, trend watching, or simply staying up-to-date, library fitness depends on knowing what's happening in the library community and beyond its borders. Just like personal fitness, keeping up requires discipline and the development of a regimen of activity. It works best when you commit to devoting a specific amount of time each day to covering a specific number of resources. There are multiple technologies that help support keeping up, be it RSS feeds or web-page change-detection services, and it doesn't matter much what you use to keep up—as long as you're committed. The best regimen will include resources from outside of librarianship, but the most important thing is establishing a keeping-up habit and sticking to it.

**Create passionate users:** A few years back, a blog called *Creating Passionate Users* preached the benefits of stimulating a customer's passion for products or services. Passionate users are loyal users. Passionate users try to convert their friends. Library resources sometimes involve complexity. Making things simpler would help, but library

users are capable of not only learning to use, appreciate, and even thrive on a complex research database, but can actually develop a passion for it. To create passionate users we must first gain their trust so they are willing to invest their time in learning how to use the resources. That means establishing relationships and taking time to educate users. The reward is a network of users who will stand by and

but three points seem most relevant to organizations that want to future-proof: 1) be paranoid, 2) look at the metrics, and 3) steady as she goes. He claims a bit of healthy paranoia keeps organizations on their toes and less likely to rest on their achievements; an occasional look over the shoulder may prevent being run over by the latest disruptive technology. Just as we keep fit by regularly monitoring

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## Fit libraries need to collect and analyze operational data.

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support the library in good times and bad, no matter what the future brings.

**Be a problem-finder:** It's all too easy to ignore problems or to come up with uncertain, inadequate solutions to them. Future-proofed library organizations have the capacity to solve their problems the way that designers solve them. That means first understanding how a problem affects the users and then applying that knowledge to improve services. It also means asking questions and not accepting that everything is all right. Everyone wants to be a problem-solver, but the key to a future-proofed library is having a team of good problem-finders.

**Build relationships:** In the short term, giving people stuff—whether it's some type of consumer good or boatloads of digital content—may work in quickly building a following. But eventually, a library user will likely find a more convenient source for the same stuff. To build a truly loyal following takes something more substantial, something that delivers intrinsic meaning to people. That's what building relationships is all about. It is through relationships with librarians that community members establish a lasting connection with the library. One piece of advice we hear again and again is that good relationships are essential for our mental and physical well-being. Fit libraries need to build good relationships too.

**Internalize core values:** Physical fitness trainers will readily tell you that the most essential part of being in shape is having a strong core; everything else is attached to it. Without a strong core, other body parts—the back, chest, or neck—are more susceptible to injury or weakness. Organizations are no different. Each library benefits when all staff members internalize an agreed-upon set of core values. These values establish what we believe in and how we will behave. Our core values define us as an organization and guide how we conduct ourselves and respond in challenging situations. Some might even say that it is with the core values that all library fitness begins.

**Think like Collins:** In his latest book, *How the Mighty Fall*, Jim Collins explores how corporations go from fit to flabby. In doing so they fall through the five stages of decline toward obsolescence. Collins offers quite a bit of advice,

our weight, blood pressure, cholesterol, and other vital signs, fit libraries need to collect and analyze operational data as well as assess services and programs, such as the information literacy initiative, to make sure progress is being made and strategic objectives are accomplished. And while change is good, too much constant, spontaneous, and radical change all have the potential to drive an organization into the ground. At the height of its success, Rubbermaid committed to creating a new product every day of the year, and efforts to constantly introduce something new ultimately weakened the entire company. Motorola, a successful cell phone provider, thought the next big thing was satellite communications and started its own network called Iridium. This change cost billions, distracted Motorola from its core business, and eventually cost the company its industry dominance. We need to change when appropriate, and for the right reasons at the right time.

### Fitness makes the difference

Collins's book is full of similar stories of firms that, for one reason or another, squandered their fitness. They went from being much admired to barely desired. So it's easy to see that no organization, not even a library—especially in our challenging mobile, electronic world—can afford to stop paying attention to its fitness regimen. None of us can predict the future, just as none of us has any sense of whether our good health will hold up. But as Collins also says, barring any unexpected and unusual catastrophic event, establishing a fitness program is about as close as any of us can come to future-proofing ourselves and our organizations—and it can work. The hardest part is taking the first step. But now you have 12 different actions to start with, and any one of them will move you closer to library fitness. The rest is up to you. ■



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# Assistive Technologies

By Barbara T. Mates

The 20th anniversary of the Americans with Disabilities Act is a time to celebrate its passage and to ponder the staggering amount of work that remains to be done to achieve true parity in the workplace

On July 26, 2010, thousands of people applauded the 20th anniversary of the signing of the Americans with Disabilities Act (ADA), which mandates that disabled individuals be accorded the same rights as persons without disabilities. The celebration stimulated reflection and debate on the effectiveness of the law. No consensus about its success has been reached, but most people agree that despite slow and steady progress, much still remains to be done—especially if we are to achieve true parity in the workplace.



Approximately half of this country's disabled workforce is unemployed, and higher education for many disabled individuals is still just a dream. Much of this can be traced to a lack of funds to purchase technologies and to make accommodations, but some roadblocks stem from insufficient knowledge about disabilities and what disabled individuals can accomplish if given the opportunity.

People with disabilities are the most diverse of all minority groups; they may be young or old, rich or poor, male or female. Ensuring library staff knows how to work with them is one of the most critical components in creating an accessible environment. Such interactions are made one patron at a time, and most disabled individuals will respond positively if they sense that someone is trying to do the right thing.

To ensure that staff has a rudimentary knowledge of how to work with persons with disabilities, ALA's Association of Specialized and Cooperative Library Agencies (ASCLA) has developed a helpful toolkit of etiquette tip sheets. The sheets, which can be read and assimilated relatively quickly, suggest appropriate behaviors for staff working with persons who have specific disabilities, and identify materials and assistive technologies that will help disabled individuals use the library more successfully. The toolkit will be a useful supplement to training organized by a library's human resources department. Tip sheets are available on ASCLA's website. In the meantime, you'll find a few simple suggestions below:

- Talk directly to the disabled individual whenever possible.
- Don't raise your voice when speaking to a person who is hard-of-hearing or deaf. Look directly at the person, preferably in a properly lit area, giving a clear view of your face and lips.
- Be precise when giving directions to a blind person.
- Autistic children who don't want to participate in activities during story or craft time should be allowed to opt out. Don't continue to coax a child who really prefers to stay on the sidelines.

## Screen readers

Screen-reading software enables persons with severe visual impairments or blindness, learning disabilities, or cognitive disorders to use computers to access the web and electronic information. Unfortunately, many disabled people find the price of such technology prohibitive. Having access to public usage computers with these technologies can be a great equalizer, helping individuals find employment, improve their job skills, connect with friends

and relatives, locate valuable social services information, or simply have fun.

Screen-reading software, including products such as JAWS (Freedom Scientific), Window-Eyes (GW Micro), and Hal (Dolphin), scans the text being presented, then reads it aloud using a speech synthesizer. JAWS is the most popular program in North America, but Window-Eyes, which originated in the U.K., is less expensive and has a growing following in North America. The program that a library purchases should dovetail with what is most popular in the surrounding geographic area. Contact re-

habilitation centers, schools, and consumer organizations in your library's service area as well as vendors of assistive technology before making a choice.

Screen-enlarging software allows persons with low vision to read e-mail and documents displayed in standard type, visit social networking websites, and more easily do other text-based tasks. Patrons can adjust the size of the text and change attributes such as background color. Some

software packages permit users to remove all color. The products are easy to install and work in harmony with most operating systems. Currently the two most popular programs in North America are ZoomText from AI Squared and MAGic for Windows from Freedom Scientific. Dolphin's Lunar and SuperNova have strong followings in other parts of the world. All allow the user to change the size of the display, including menus, toolbars, and icons, with a few keystrokes.

## Mice and trackballs

Most assistive technology hardware is manufactured to suit particular needs, but all patrons will appreciate an accessible workstation. Such workstations permit patrons to adjust the height of the worktable. They include a movable arm for mounting the monitor so the user can tilt the display as needed. An ergonomic keyboard tray and an oversize monitor (20 inches or larger) should also be part of the workstation. The larger monitor allows patrons using screen-enlarging software to see more of the displayed text as they move through documents. When text is enlarged on a standard monitor, the user can read only a limited portion at a time and his or her train of thought can easily be lost.

Most of us use a standard keyboard and a mouse for entering data into our computers, but some people simply cannot do this. Fortunately, there are many alternatives. Oversize keyboards with large keys afford users with limited dexterity a greater chance of pressing the correct key. Smaller keyboards, similar to those on cellular phones, can help individuals who have limited movement

Screen-enlarging software products are easy to install and work in harmony with most operating systems.



in their hands. On-screen keyboards are available for someone who cannot use his or her hands but is able to control the movement of his or her head. Patrons unable to learn the layout of the keyboard will benefit from products such as Intellikeys, a device that offers keyboard layouts to fit specific needs. Keyboard solutions exist for most needs.

There are also alternatives to the standard mouse. Senior-friendly models with a larger mouse and larger buttons can be useful to individuals with cognitive disabilities. There are also models with differently colored click-function buttons, making it easier to comprehend and execute tasks. For users who cannot adjust to using a standard mouse, trackballs and joysticks similar to those found with gaming consoles will simulate the mouse's job.

## More to keep in mind

Much is made of access to electronic communications, but the library must also build collections with disabled patrons in mind. Consider storyboards for families with members who have autism spectrum disorders, recorded books for people who cannot read print, and large-print books for those with limited vision. Patrons who read Braille will appreciate Braille magazines. Braille-and-print children's books, which feature Braille pages bound into the original print publication, are also available.

Libraries without funds to develop an audio or Braille collection can connect with a cooperating member of the Library of Congress's National Library for the Blind and Physically Handicapped to learn about the new digital playback equipment and program downloads and to determine if they are eligible for a depository collection of books.

It is important that all patrons be able to contact the library and communicate their needs. For persons who are deaf or hard-of-hearing, this is a challenge—unless the library has video relay service equipment, such as that offered by Sorenson Communications, in place. The system uses a video phone to enable individuals who use sign language to communicate with those who cannot, and vice versa. Sorenson offers the system free of charge to entities like libraries. Face-to-face communication can be enhanced simply by typing back and forth, using a word processor, writing notes, or using a cell phone display. Technological advances have enabled people with a wide range of disabilities to use computers and the internet, but some standards are needed. Toward that end, librarians can refer to guidelines established by the World Wide Web Consortium (W3C), a well-known sponsor of global web development headed by web inventor Tim Berners-

Lee and W3C CEO Jeffrey Jaffe. The concept to keep in mind is that technologies have limitations. For example, if an important graphic on a web page is not sufficiently described within the text, a blind user may miss the entire point of the page. Screen readers cannot yet interpret graphics. It doesn't cost more to design a universally accessible website; it simply requires care, adherence to design, and the ability to resist the temptation of new applets. An ASCLA task force of professionals working with assistive technologies and persons with disabilities devised the "Internet and Web Based Content Checklist," which can be used to assess websites for access and usability. The list may not ensure 100% compliance with the W3C, but it is a very good start.

It is also important to ensure that databases purchased by the library are usable by all patrons. Despite the ADA, misinformation remains a problem, and some database providers do not yet accept "access for all" as an issue they must resolve. It is always prudent to check a database before purchase to determine if it will fully fit patron needs. No librarian wants to have to explain why the dis-

abled son or mother of a library trustee or local politician can't use a database that cost \$10,000. Here again ASCLA can help; a useful article on database evaluation, "Think Accessible Before You Buy: Questions to Ask to Ensure That the Electronic Resources Your Library Plans to Purchase are Accessible," is also available on the ASCLA website.

In today's economy, it may not be immediately possible to purchase, update, and maintain the assistive technologies needed to serve all your patrons. But purchase and implementation can be done gradually. At the very least be aware of the accessibility options available through the Microsoft and Apple software packages already owned by your library. Both manufacturers provide features such as text enlargement, screen reading, online keyboard, voice recognition for inputting data, and screen alerts for users unable to hear. Many library technical departments do not allow these features to be accessed by the general public, but computer assistants can be taught how to turn them on without harming the system. Although this isn't the best solution, it does provide some access, and it is a start toward ensuring equitable service for all. ■

It is important to ensure that databases purchased by the library are usable by all patrons.



**BARBARA T. MATES**, who retired after 25 years as head of the Ohio Library for the Blind and Physically Disabled, is an independent consultant specializing in areas of accessibility for persons with disabilities and services to senior populations. She is the author of the forthcoming *Assistive Technologies in the Library*, from ALA Editions, with contributions by William R. Reed IV, manager of the Ohio Library for the Blind and Physically Disabled.

# Our Authors, Our Advocates

Four authors help kick off ALA President Roberta Stevens's "Our Authors, Our Advocates" presidential initiative



ALA President Roberta Stevens (right) recruited four library-loving authors to help her start building a cadre of author-advocates: from left, Brad Meltzer, Carmen Agra Deedy, Marie Arana, and Sharon Draper.

The American Library Association got a brand-new president in June, when Roberta Stevens of the Library of Congress entered the ballroom at the Renaissance Hotel in Washington, D.C., dancing to the tune of "Celebration," along with the incoming presidents of the 11 ALA divisions and four of her favorite authors: Marie Arana, Brad Meltzer, Sharon Draper, and Carmen Agra Deedy.

Taking a pass on a formal inaugural speech, Stevens instead turned over the mike to the authors, as the

launch of her "Our Authors, Our Advocates" 2010–2011 presidential initiative. Stevens's objective is to establish a cadre of nationally known writers who are ready and willing to speak out on behalf of libraries. And speak out these authors did, wowing the audience with testimonials to the higher value of libraries and librarians.

Prior to the inaugural, Meltzer, Draper, and Deedy also recorded video and audio public service announcements that will be posted on the I Love Libraries advocacy website

and the @your library public awareness website.

With the support of ALA's Association of Library Trustees, Advocates, Friends, and Foundations and the Office for Library Advocacy, these four authors are the start of what is expected to become a growing national database of writers who love libraries and are ready to say so.

Edited excerpts from their speeches in Washington follow. Visit [americanlibrariesmagazine.org](http://americanlibrariesmagazine.org) for transcripts, and feel free to quote liberally!

I once posed a question to the novelist Gloria Naylor when I was interviewing her for the *Washington Post*. I asked her, as I often ask writers, what she thought her big break was, the moment when everything changed and her future as a writer was secure.

She didn't hesitate for a minute. She said, "My big break in life as a writer happened before I was born. It happened when my mother, who was working as a sharecropper, walked down the dusty road to the public library in Clarksdale, Mississippi, and got herself a library card. She wanted more than anything to read and to have her children, too, be readers. As modest as our lives were, we grew up with books in the house." It's a remarkable answer to the question, the big-break question, really, for in it Gloria Naylor gives so many things credit for the success of her writing life.

So what made the difference to Gloria Naylor, what ultimately would become the biggest break of her career, was the family environment that her mother had already created by the time she arrived in the world. For all the challenges the Naylor family would face, for all the adversity in store, a house with books on its shelves was ground in which a writer could grow.

Even more interesting to me, as years went by and I

interviewed more and more writers for the series "The Writing Life," was the fact that this was a universal experience. The big break in writers' lives, more often than not, was the library. The thoughtful librarian, that singular moment when the child or striving novelist or historian or journalist is guided to a book that sparks the imagination and serves the relevant question, brings worlds alive.



**Marie Arana:**  
"I was bowled over by the sheer bounty of possibilities that a library card could give."

I had a similar story, coming to the United States from Peru at the age of 10 and being taken to get my first library card in Summit, New Jersey. I had never been in a library before, and I will never forget what it was like to check out a book and be allowed to take it home with me. I felt as if I was committing a crime, absconding with something that wasn't mine. It seemed such an act of trust, of generosity, of acceptance. I was bowled over by the sheer bounty of possibilities that a library card could give.

I've always been a lover and a supporter of libraries. When I was a little girl my mother would take me to the library once a week. I would check out 10 books, because that was the maximum they would let me take. And I would read those books that week, and then I would go back the next week, and I would get 10 more. And 10 more. And 10 more. By the time I was 11 years old, I had read every single book on the elementary side of our library.



**Sharon Draper:**  
"It's always been about the feel of the book, the texture, the smell of a book in my hand."

Later, as a young mother, I took my children to the library and continued the tradition that my mother had with me. When I became a

teacher I took my students to the library. The school librarians loved me, because they said, "You come down here every week and you bring stuff for us to do and you bring the kids and you give them assignments." I taught my students how to read and how to appreciate books.

So it's always been about the book. It's always been about the feel of the book, the texture, the smell of a book in my hand.

I remember the first time I held one of my books—it was *Tears of a Tiger*, it was a first book, and I was so excited. And a friend of mine who was a librarian covered it in the plastic, you know, like the books that you check out, and she said, "Here, now your book is real." I cried.

I have been reading a lot about the ancient library of Alexandria. It is said that inscribed at the top of this library, when you walked in, it said, "The place for the cure of the soul." I once spoke at a school in a strange, lofty kind of room; it echoed, really strange. I asked the lady afterwards, "What is this place I'm speaking in?" She said, "Oh, this is the library." I said, "There are no books here." She said, "Oh, yeah, I know, um, we didn't have enough money for books, so we just bought computers, over there on that wall." The place had no soul. It had no soul.

Sure, you can get a lot of information from computers, but you can't have that community of people together like you have when they come to a library. There was something missing there, and it was very sad. So let's not lose our souls in our cities and our towns and our communities. Save our souls; save our libraries.

Nicholas Basbanes tells this wonderful little story. He says that in 1939 a collector bought a rare book. It was on Native American languages, and he bought it by selling bottles of his own blood.

Around the age of 8, I discovered my local library, the Maude M. Burrus Public Library in Decatur, Georgia. It didn't read that way, but I heard it that way. That was the voice of my librarian, an Apollonian woman: serene, unflappable, redolent. I loved her—but not at first. You may remember this army of women, sometimes men, usually tall, thin, Ichabodish-looking men who had companions.

I have been ineluctably drawn to libraries ever since I entered that sanctum sanctorum. It was a place of quietude. In a world where things beep and ding and ring, where you've got mail and you've got messages, when I enter a library, I feel that I am still entering a temple.

Here we are: information, intellectual matter in the hands of everyone, but not everyone, right? Because now we're seeing our libraries close.

I just agreed to join the board of trustees of my local library in my little, tiny town, because you got to put your money where your mouth is. We are closing two libraries. There are no nefarious characters, there is no

one to call evil, but it is horrid. Because you know what is happening, right? People say, "Well, folks have computers, they have e-readers, they have . . ."

Do they, really? What do the poor do? Where do they go when there are no books?

The codex, the most marvelous, the most delicious invention. How many of you know that feeling of holding the book,

you're near the end of a marvelous story, and these two fingers can feel the pages? And the distance between them is smaller and smaller?



**Carmen Agra Deedy:**  
"What do the poor do? Where do they go

when there are no books?"

Unless people can access the book—inexpensive, yes, easily destroyed, purposefully or accidentally, by well-meaning or wicked people around the world, yes—we can keep people from information. But they'll always want it.

The box is open now. I believe that there are still young people in this world who will sell bottles of their blood for a book. And that's why I love libraries.

We did not have money when I was growing up. We used to always get *The Star* and *The Enquirer* from my relatives, who would pay for it. We got the secondhand edition. The real news did still come first when you got it a week later. But then I got this library card. In Brooklyn, New York, where we didn't have books, we had this library, and my grandmother would take me there. Every week when I would stay with her, we would go, and I remember the librarian saying, "This is your section,"



**Brad Meltzer:**  
"You are the giver of those stories. And that is the best gift you

can ever give."

and I thought she meant this was my section, it was my own, just made just for me.

I remember my section. My section came waist high to me

now, but it was eye height to me then. I could remember seeing all the vellum and all the beautiful, clear things that were wrapped around the books, and I could pull them out.

And that's where I met Judy Blume, and Agatha Christie, and that's where I learned to hate the Hardy Boys, okay. That's where I learned all the things that I loved to do. I loved to read.

I've been researching for the past eight years of my life, heroes, and there's one hero that stands out for me, and it's Anne Sullivan, who taught Helen Keller how to read and write. What I didn't know is that Helen Keller went to college. But there were no Braille books at the time, so Anne Sullivan used to spend five hours every day reading from her books and writing in the palm of Helen Keller's hand everything that was in the book, and that's how she was getting through college.

At the same time Anne Sullivan's own eyesight was fading, and her doctor said to her, "If you keep reading to this girl, you're going to risk losing your sight yourself and be blind forever." And Anne Sullivan said, "I don't care." She kept reading to Helen Keller, and Helen Keller graduated from college cum laude.

I tell you that story because again, like my grandmother and like Anne Sullivan, you are the ones. You might not write it in our hands personally, you might not risk your eyesight to do it, but you are the giver of those stories. And that is the best gift you can ever give.

# Currents

■ In August **Mary Beth Applin** joined Hinds Community College in Raymond, Mississippi, as district dean of learning resources.

■ August 16 **Kim Armstrong** was promoted to deputy director of the Committee on Institutional Cooperation's Center for Library Initiatives in Champaign, Illinois.

■ **Tom Baione** was appointed Harold Boeschstein Director of the Department of Library Services at the American Museum of Natural History in New York on July 1.

■ August 16 **Dana Belcher** became librarian at Fleming County (Ky.) Library.

■ September 13 **James R. Benn** was appointed director of Godfrey Memorial Library in Middletown, Connecticut.

■ In August **Adam Brooks** was named library services manager for Hernando County (Fla.) Public Library.

■ **Jack Buchanan** retired August 31 as city librarian at Santa Barbara (Calif.) Public Library.

■ In October **J. Drusilla Carter** became director of Blue Ridge (Va.) Regional Library.

■ **Rein van Charldorp** has announced his retirement as managing director of OCLC Europe, the Middle East, and Africa, effective December 31.

■ **Steve Crandall** was appointed dean of libraries at Alfred (N.Y.) University August 13.

■ In August **Mary Dalton** retired as children's services supervisor at Wellesley (Mass.) Free Library.

■ In January 2011 **Terry Dawson** will retire as director of Appleton (Wis.) Public Library.

■ **Michael Flug** retired as senior archivist of Chicago Public Library's Vivian G. Harsh Research Collection in September.

■ July 1 **Andrea Francisco** was appointed school



Mary Beth Applin



Kim Armstrong



Tom Baione



James R. Benn

librarian at Forest Avenue Elementary School in West Babylon, New York.

■ **Lauren Gage** joined the Rhode Island Office of Library and Information Services as a library program specialist on August 16.

■ August 20 **Aurea Garcia** retired as head of the Westchester Square branch of New York Public Library.

■ **Rhonda H. Griffin** resigned, effective September 3, as director of the Halifax County–South Boston (Va.) Regional Library System.

■ In September **Ann Hammond** became the executive director of Lexington (Ky.) Public Library.

■ In August **Barbara Henry** retired as adult services librarian and assistant director of Wood Library in Canandaigua, New York.

■ September 8 **Kristi Howe** became director of Beloit (Wis.) Public Library.

■ **Kathy Husser** was promoted to youth services supervising librarian for the Downtown branch of Chandler (Ariz.) Public Library August 16.

■ August 27 **Jennifer Inglis** resigned as director of Dartmouth (Mass.) Public Libraries.

■ August 19 **Suzanne Jones** retired as manager of the Little Boston (Wash.) branch of Kitsap Regional Library.

■ In December **Maureen Kenney** will retire from East Bridgewater (Mass.) Public Library as children's library associate.

■ September 20 **Stephen Kershner** became executive director of Cook Memorial Public Library District in Vernon Hills, Illinois.

■ September 3 **Claudia Krauspe** was promoted to head of youth services at the Helen Plum Library in Lombard, Illinois.

■ In October **Paula Laurita** will become director of Athens–Limestone (Ala.) Public Library.

■ In August **Patricia Lessane** was named director of the College of Charleston, South Carolina, Avery Research Center.

■ August 28 **Brenda Manning** retired as manager of the Gunter branch of Rapides Parish (La.) Library.

■ September 30 **Melanie Miller** retired as director

## CITED

■ **Pam Sandlian Smith**, director of the Rangeview Library District, has received the 2010 Colorado Librarian of the Year Award from the Colorado Association of Libraries. The award recognizes exceptional achievement during the past year by a librarian within the state of Colorado.



of Hays (Kans.) Public Library.

■ August 31 **Kate Moore** retired as library manager of Mount Pleasant (N.C.) Library.

■ March 31 **Peggy Mueller** retired from the University of Texas Libraries in Austin as special programs officer.

■ August 4 **Heather Muller** was named library services director of Woodland (Calif.) Public Library.

■ August 26 **Elizabeth Murphy** retired as reference supervisor at the Tufts branch of Weymouth (Mass.) Public Libraries.

■ August 31 **Peggy Newman** retired as head librarian of the Ardmore branch of the Lower Merion (Pa.) Library System.

■ **MacArthur Nickles** retired July 31 as director of Garfield (N.J.) Public Library.

■ In August **Steven Potter** was promoted to director of Mid-Continent Public Library in Independence, Missouri.

■ September 1 **Virginia Ruzicka** retired as director of Charles City (Va.) Public Library.

■ August 8 **Judy Schewe** became adult services and reference librarian of Wood Library in Canandaigua, New York.

■ August 2 **Robin Shader**



Lauren Gage



Patricia Lessane

## OBITUARIES

■ **Stephen Hopkins Armitage**, 67, died of kidney and lung cancer August 1. He was a librarian at Westport (Conn.) Public Library and various locations at Multnomah County (Ore.) Library, including the Midland branch, from which he retired as reference librarian in 2008. **Armitage** served on ALA's Association for Library Service to Children 1992 Caldecott Award Committee.

■ **Eileen Carpino**, 89, died August 19. Librarian emerita at Wheeling (W. Va.) Jesuit University, she served there for 46 years before retiring as library director in 2001.

■ **Katherine Finkbeiner**, 92, assistant librarian at Nichols Library in Naperville, Illinois, died August 7. She worked at Nichols Library from 1950 until her April 26, 1987, retirement, which was declared by the mayor of Naperville to be Katherine Finkbeiner Day, noting her personal sacrifices and dedication.

■ **Josephine Pardee Hallauer**, 92,

died after a long illness July 6. In 1947, she became director of the Chelan County (Wash.) Library. At her retirement in 1967, the library had evolved into the five-county North Central Regional Library.

■ **James J. Kopp**, 58, director of the Aubrey R. Watzek Library at Lewis and Clark College in Portland, Oregon, died of cancer August 5.

■ **Bob McKee**, 59, chief executive of the Chartered Institute of Library and Information Professionals, died in Sweden while attending the International Federation of Library Associations and Institutions conference August 13. He was a prominent member of the library and information community in the United Kingdom.

■ **Karen Peacock**, 62, died August 13 after a 10-month battle with cancer. She was professor emeritus and retired curator of the Pacific Collection at the University of Hawaii at Manoa's Hamilton Library.

became director of the Northwest Regional Library System in Panama City, Florida.

■ **Sally Decker Smith** retired as special services librarian at Indian Trails Public Library District in Wheeling, Illinois, July 1.

■ August 20 **Josephine Tam** became research instruction librarian at Golden Gate University in San Francisco.

■ June 25 **Rhonda Weintraub** retired as librarian of Forest Avenue Elemen-

tary School in West Babylon, New York.

■ July 19 **Lisa Zilinski** became business librarian at the University of South Florida Polytechnic Library in Lakeland.

### At ALA

■ **Joshua Capp** became program coordinator, governance and finance, for the American Association of School Librarians in August.

■ October 1 **Denise Davis** left ALA as director of the Office for Research and

Statistics.

■ **Kathy Mitchell** left ALA as program coordinator of the Office for Information Technology Policy on August 27.

■ In August **Jenny Najdich** was named program officer for continuing education for the Association for Library Service to Children.

■ **Markisan Naso** joined the American Association of School Librarians as manager, journals and newsletter, in August. ■

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

# Hearts and Minds in Play

Young people are the spoils of the culture wars

by Jennifer Burek Pierce

**W**hat makes younger library users, past or present, so interesting to researchers?

At the Library History Seminar XII, September 10–12, many scholarly papers focused on youth services. The ideas in circulation at the Madison conference suggested that two factors ignite academic interest—censorship and new technology. Forces of change make young people visible in the library, because attempts to limit access to information and new technologies that promise to improve our con-

nections and impact are highly public activities.

Loretta Gaffney, a doctoral student at the University of Illinois, is studying Family Friendly Libraries, an organization founded in

1995 to promote what she described as “nostalgic yearnings” for libraries as safe places for children. Gaffney looked at how FFL marshaled support from other conservative groups in order to gain adherents. “The library is a significant site of struggle in the culture wars of the 1990s and 2000s,” she reported.

Similarly, Emily Knox of Rutgers University examined controversy that arose from a midwestern public

library’s website links. Citizens objected to site referrals that promoting sexual health information of which they disapproved, which led to further complaints about what young people might find on library shelves.

Knox explained these protests as outgrowths of the way reading is understood in certain faith traditions. For those who see reading the Bible as a path to salvation, she argued, it may be inherently difficult to accept that reading about sexuality does not, in turn, result in damnation. Her thoughtful analysis points to the need for youth services librarians to understand the nuances of community values.

## Taking to the air

Cindy Welch, youth services coordinator and assistant professor of the School of Information Sciences at the University of Tennessee, recounted how librarians took to the air when radio was still a brand-new, even experimental, medium. Storytelling and readers’ theater formed the core of librarians’ on-air activity in 1922, shortly after radio became a viable technology. By 1941, when the ALA Audio-Visual Committee conducted a survey, librarians had produced successful scripts and lists of 700 books that had been promoted through radio programs. Welch quoted Chicago Public librarian Alice Farquhar as observing at the time, “We have been broadcasting since 1925, on every current and defunct station, with more or less

success, but it is only now that we feel really awakened to the situation.” One of the questions Welch raised is why librarians’ pioneering efforts to connect with youngsters via the new medium is so little known; despite prolific programming, librarians seldom appear in histories of radio.

Two other presentations suggested why scholars turn their attention to these subjects: A public disagreement over institutional mission or a demonstration of technological bravura creates its own records. When what has taken place is far from routine, finding the traces of those incidents is easier. When it comes to everyday matters such as circulating novels and storybooks—activities, Wayne Wiegand of Florida State University argued, that compose the vast majority of public library use—records are hard to come by.

That’s part of what makes the What Middletown Read project at Ball State University so amazing: The recovery of nearly forgotten library records, contextualized by other historic data, provides an amazingly rich portrait of library use at the end of the 19th and the start of the 20th centuries. Wiegand and the collaborative research at Ball State invite us to think about what resources will be available to tell the story of young people’s library use in the here and now. ■

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



**Forces of change make young people visible in the library because attempts to limit access are highly public activities.**

# Transforming a Hodgepodge

How one community transformed donation-based collections run by volunteers into a modern library system

by Brian Mathews

In Stevens County, Washington, public libraries are a fairly new concept. Residents voted to form a library district in 1996, transforming a hodgepodge of donation-based collections run by volunteers into a modern system. Over the past decade, library staff have worked hard—not only at providing service but also on shaping perceptions of what exactly a library can be.

Their message has a great distance to travel. The county is 2,500 square miles, roughly the size of Delaware; 42,000 people live scattered across unincorporated areas and small towns, the largest of which is home to 5,000.

The county's nine libraries are administered by Amanda McKeraghan. This job is a passion of hers. Not only did she grow up in rural America, but she earned a master's degree in anthropology with a focus on rural community development. "The best way to improve a rural community is through the library," McKeraghan shared. "These areas lack a multitude of services and so the library has the potential to be whatever the people need it to be."

## Looking ahead

McKeraghan's vision is one of interaction. "We can't just have passive buildings waiting for people to come to us." Instead, the managers and staff of Stevens County Libraries are involved with organizations including the Rotary Club, Kiwanis, and the Chamber of Commerce. "Having the library at the table enables us not

only to promote our services, but to understand local issues." By participating in these local groups, the library is able to offer assistance with grant writing, preservation projects, and school events. Providing help isn't limited to the reference desk, but extends far beyond it.

Take, for example, when a skateboard park opened across from one of the libraries. The staff grew concerned by injuries and worked with a

nonprofit group to help provide helmets for all the kids.

One of the biggest challenges facing Stevens County is web access. Broadband is limited, and most people rely on dial-up. The libraries, serve as free wireless hotspots. Last year they launched a subscription to digital content provider OverDrive. "It's expensive, but it addresses so many needs," McKeraghan said. "Our patrons typically drive long distances every day, so providing them with downloadable music, e-books, and audio books has been extremely valuable and well received."

Space is another key challenge. "There are not many office parks, commercial locations, or even large rooms available, so we have to be creative with locations." One of the libraries is located in a general store and another is in a former jail. McKeraghan is moving toward establishing "fusion centers" that unite the

library with other service agencies, including economic development, energy assistance, legal assistance, and the unemployment office. By joining forces, these offices can save money on space while combining their technology and expertise to ul-

timately benefit more people.

In November, the citizens of Stevens County will vote on a tax increase to support the library. "This community pools their money to pay for almost

everything," McKeraghan explained. She is hoping that a decade of library experiences have been so positive that the idea of reducing services would be unthinkable.

To ensure they are on the right track, the libraries conducted a survey over the summer. They made an effort to hear from frequent users as well as those who never visit the libraries. Books were the most valued asset, while a "well-trained staff" was number two, above web access and numerous other services. This is insightful. While professionally there is much emphasis on technology these days, it is important to remember that people are one of the most important attributes of libraries. ■



She is hoping that a decade of library experiences have been so positive that the idea of reducing services would be unthinkable.

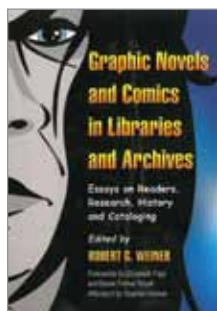
BRIAN MATHEWS, [brianmathews.com](http://brianmathews.com), is a librarian at the University of California, Santa Barbara, and author of *Marketing Today's Academic Library* (ALA Editions, 2009). His column spotlights leadership strategies that produce inspirational libraries.

# Librarian's Library

## Comic Analysis

by Mary Ellen Quinn

Graphic novels (or comics, as the preferred term seems to be) are becoming increasingly mainstream and an increasingly important part of collections in libraries. In fact, as other forms of print media wither away, graphic novels just keep getting more popular. In *Graphic Novels*



and *Comics in Libraries and Archives: Essays on Readers, Research, History, and Cataloging*, a team comprising both librarians and academics writes about graphic novels in public, school, and academic libraries,

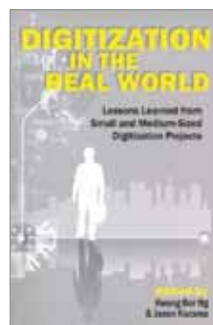
as well as about audiences, aesthetic values, access, and other topics. Most of the other graphic novel resources I've seen are practical how-to guides for librarians. Although this one does offer tips on collection development and management, it also provides some scholarly analysis, making it worth considering as an introductory textbook. INDEXED. 276P. PBK \$45 FROM MCFARLAND (978-0-7864-4302-4)1

## Digitization for the Rest of Us

METRO (Metropolitan New York Library Council) has gathered 30 case studies for *Digitization in the Real World: Lessons Learned from Small and Medium-Sized Digitization Projects*. Examples range from the Chelsea

(Mich.) Library District's collection of 15,000 obituaries, created using volunteers and open source software, to Hudson River Valley Heritage, a collaborative project coordinated by the Southeastern New York Library Resources Council. All types of libraries are represented, as are a variety of materials, among them zines, oral histories, newspaper clippings, three-dimensional artifacts, photographs, video clips,

and children's art work. Whether you're considering a modest endeavor on a shoestring budget or something more ambitious, these examples offer plenty of guidance. INDEXED. 277P. PBK \$60 FROM METROPOLITAN NEW YORK LIBRARY COUNCIL (978-0-615-37998-2)



## Outside In

When she was researching her first book, *The Dead Beat: Lost Souls, Lucky Stiffs, and the Perverse Pleasures of Obituaries* (2006),

## NEW FROM ALA



With her blog, No Shelf Required, Sue Polanka has positioned herself as an e-book expert, and she has put that expertise to good use in editing *No Shelf Required: E-Books in Libraries*. Contributors on both the library and publishing sides offer chapters on e-book history, the use of e-books in different types of libraries, acquisition and management, standards and practices, and more. E-books will become an increasingly important part of library collections, making this guide a useful and timely tool.

INDEXED. 182P. PBK \$65 (978-0-8389-1054-2)

Michael Cart, one of the best-known experts on young adult literature, has revised his 1996 title, *From Romance to Realism: 50 Years of Growth and Change in Young Adult Literature*. The new book, called *Young Adult Literature: From Romance to Realism*, is more of a complement than a replacement, much of it taking up where the old one left off to cover new topics such as crossovers and comics, as well as developments in publishing and in the treatment of controversial subjects.

INDEXED. 242P. PBK \$60 (978-0-8389-1045-0)







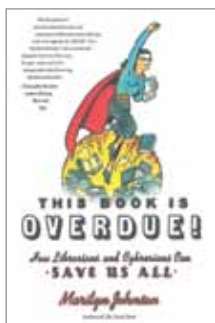
In *Graphic Novels and Comics in Libraries and Archives: Essays on Readers, Research, History, and Cataloging*, a team comprising both librarians and academics writes about graphic novels in public, school, and academic libraries.

Marilyn Johnson decided that “the most engaging obit subjects were librarians,” especially since so many of their obituaries contained some form of the sentence: “Under her

watch, the library changed from a collection of books into an automated research center.” Such statements led to her second opus, *This Book Is Overdue! How Librarians and Cybrarians Can*

*Save Us All*, which she describes as “a journey into increasingly activist and visionary forms of library work.” Among the librarians she encounters are frontliners, IT guys, bloggers, archivists, book-cart drill team members, and Second Lifers, not to mention the Connecticut Four, who challenged the USA Patriot Act—all of them (us) accomplishing the same core job to support the same core values. If you find yourself questioning the worth of your own job, read this book. Sometimes it takes an outsider to remind us of the importance of what we do—and to help us question how and why we do it.

INDEXED. 272P. \$24.99 FROM HARPERCOLLINS (978-0-06-143160-9). ■



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

## ROUSING READS

### REQUIRED READING FOR MAD MEN

Nobody reads in the Emmy-winning TV series *Mad Men*. They drink prodigiously, and they smoke incessantly, but with the exception of Don Draper taking a glance at a volume of Frank O'Hara's poems in an episode a couple of seasons ago, there's rarely a book to be seen anywhere. To me, books, booze, and cigarettes make a terrific combination, each enhancing the other, so I'm devoting this column to a short reading list for the employees of Sterling Cooper Draper Pryce.

Let's start with Sloan Wilson's *The Man in the Gray Flannel Suit*. Published in 1955, this melodrama about a businessman in postwar New York, struggling to get ahead while not sacrificing his family, was a runaway best-seller, the title eventually becoming a popular catchphrase used to evoke the soul-deadening business culture of the 1950s. The hero, Tom Rath, is a gentler version of Don Draper, complete with the WWII trauma, the chain-smoking, and even the infidelity. But, in the end, Tom refuses the big promotion, opting for regular hours and more time with wife and kids. Gregory Peck played Rath in the 1956 movie. In fact, there's hardly an idea in *Mad Men* that isn't also addressed in Wilson's novel. The only difference is *Mad Men*'s edge—no melodramatic happy endings for Draper and Co.

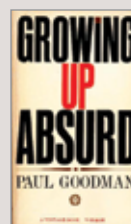
Now let's turn to nonfiction. The title of William H. Whyte's *The Organization Man*, published in 1956, also became a cultural catchphrase, and it, too, was used to criticize the postwar corporate world. In Whyte's view, the growth of the large corporation brought with it a crushing conformity to American society, restricting the expression of individuality and producing a generation of automatons, unable to think for themselves. This notion seems commonplace, even clichéd, today, but Whyte was there first, seeing the danger signs in all those elevators full of gray-suited ciphers on their way to the executive suite. Pete Campbell, we're talking about you here.

The last volume on our *Mad Men* reading list, Paul Goodman's *Growing Up Absurd* (1960), took the premise of Whyte's *Organization Man* one step further, looking at the effects of the corporate culture of conformity on the young people of the 1950s. He didn't paint a pretty picture, but his portrait of disaffected youth in the Eisenhower era became a virtual bible for the rebellious youth of the 1960s. So, while Sterling, Cooper, Draper, and Pryce—and, of course, all their striving underlings—were enjoying martinis and mistresses, their offspring were at home, watching *Fathers Knows Best* and quietly plotting a revolution. Is there any doubt that young Sally Draper, in a few short years, will be aiming a Molotov cocktail at Columbia's administration building?

The time is short for the gang at Sterling Cooper Draper Pryce. In season three, it's already 1965, and Eddie Fisher has been replaced on the soundtrack by the Rolling Stones singing “(I Can't Get No) Satisfaction.” Better start reading now, guys, if you want to understand why it all went bad. And drink up, too; in the blink of an eye, your lunch martini will have transformed into mango iced tea.



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



# Solutions and Services



<<< [www.smithsystem.com](http://www.smithsystem.com)

Smith System introduces the Cascade Storage system, which provides flexible, functional storage to organize and optimize library materials. Composed of shelving and tote tray storage units in an array of heights and widths, the Cascade Storage system is a scalable solution made to house materials of nearly any shape and size, from library processing supplies and story time creative materials to gaming and multimedia peripherals. Storage options include tote trays, shelves, and wardrobes. All elements of the Cascade Storage system feature cabinet end panels available in 13 colors.

>>> [alacarte.library.oregonstate.edu](http://alacarte.library.oregonstate.edu)

Oregon State Universities introduces Library à la Carte, a free, open-source content management system that enables librarians to easily and quickly create dynamic web pages that integrate Web 2.0 features, such as chat and RSS feeds, with traditional library content, such as catalogs and article databases. The software lets librarians build customized web pages by choosing exactly what they want from a menu of choices. With this tool, any librarian can build a course assignment page, subject research guide, or tutorial in minutes without knowing HTML. Users need only basic computer and internet skills to create and manage guides.

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>>> [classroomscare.scholastic.com](http://classroomscare.scholastic.com)

Scholastic Book Clubs offers the ClassroomsCare program, a philanthropy-based literacy campaign designed to teach children about the joys and importance of reading and giving, as well as help provide a social network for teachers. Resources on the website will provide teachers with news, tips, activities, quizzes, and a chance to engage with peers in every state. Since 2001, the Scholastic Book Clubs ClassroomsCare literacy program has put more than 10 million books in the hands of kids who might otherwise not have access to books. This school year, the ClassroomsCare theme is "United States of Reading." Scholastic Book Clubs is challenging students to read 10 books per student per classroom to trigger a donation of one million books to kids in need. This year ClassroomsCare is adding a new partner, the Pajama Program, a nonprofit that helps distribute books and pajamas to children from preschool through teens in more than 30 states.





[www.brushandclean.com](http://www.brushandclean.com)

Brush and Clean, a manufacturer of dry carpet- and flooring-cleaning systems, chemicals, and accessories for educational institutions, schools, and libraries worldwide, has expanded into North America, with the opening of its headquarters in Fort Lauderdale, Florida. Brush and Clean's equipment uses no motorized vacuums and is lightweight. The company's dry carpet-cleaning formula, "Brush and Clean Dry Carpet Cleaning," includes safe and effective nontoxic cleaning agents and is 98% organic.

[www.artstor.org](http://www.artstor.org)

ARTstor is a nonprofit digital image library with more than one million images in the arts, architecture, humanities, and social sciences.

ARTstor is in the process of

developing Shared Shelf, a web-based image management software service that will provide support for cataloging, editing, storing, and sharing images. Some key features include: cataloging tools that will provide simple and complex metadata entry screens; a vocabulary warehouse that enables users to submit new creator names and work records; a digital asset storage system that will store and back up images, QuickTime Virtual Reality, audio, and video; and release to the web, with the institution being able to control and restrict how their collections are made available online.



## CASE STUDY

### BECOMING INFORMATION LITERATE

Chadron (Nebr.) State College was looking to provide students with a search system that offers the convenience they are accustomed to while delivering the rich resources they need to complete their assignments. The college chose EBSCO Discovery Service (EDS) from EBSCO

Publishing as part of an overall information literacy campaign. EDS was selected to reduce the intimidation factor students have with OPACs. EBSCO Discovery Service creates a unified, customized index of an institution's information resources. It creates an easy, yet powerful means of accessing all of that

content from a single search box. The EDS Base Index represents content from approximately 20,000 content providers in addition to metadata from another 70,000 book publishers and is constantly growing. Milton Wolf,

director of Chadron's Reta E. King Library, says "We know we need to go where the users are; providing the convenience of a single search box while ensuring that the results will bring the user to quality information. With EDS, we can make sure that the first page

of results our students see will be far better than the first page of results from a typical search engine." An Information Literacy 101 course will be a requirement at Chadron State College in the fall of 2011. It will highlight resources like EDS but also teach students to be critical about the information they are receiving. Wolf says, "People need to determine how to find quality in-

formation from online resources, and exposing them to rich library resources and encouraging them to consider the source material will have long-term benefits."

Visit [www.ebscohost.com/discovery/](http://www.ebscohost.com/discovery/).



Chadron State College chose EBSCO Discovery Service.

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## California State University, Northridge Dean, Oviatt Library

### The University:

California State University, Northridge, long known for the intellectual, social, and cultural relevance of its 171 academic programs and engaged centers; embraces innovation in community service, and hands-on experience and rigor. A minority-serving University in a globally diverse region, it is a national leader in preparing teachers for K-12 and first generation college students for graduate studies. Cal State Northridge is a park-like campus located in the San Fernando Valley with 1.8 million people, 20 miles northwest of downtown Los Angeles. 1,800 of its 33,000 students are international. Cal State Northridge is a welcoming University that values accessibility, academic excellence, and student achievement.

### The Oviatt Library:

The California State University Northridge's Oviatt Library provides educational, cultural, and information services and resources to the students and faculty. Its primary mission is to support and supplement classroom and independent learning; facilitate student and faculty research; and provide students with lifelong skills in identifying, locating, evaluating, and synchronizing information. Over 22,000 students participate in formal library instruction on an annual basis. The Library's collections include over 1.4 million volumes and subscriptions to more than 46,000 online journals and to some 1,600 print journals. Access is provided to over 200 online databases and some 160,000 eBooks. The Library is a selective depository for both the United States and California governments. Specialized service areas include a music and media center, assistive technology labs, special collections and archives, a preK-12 teacher's curriculum center; and two student access computer labs containing 200+ PC workstations. Current Library staff includes approximately 20 tenure-track full-time librarians and 55 full-time paraprofessionals.

### The Position of Dean, Oviatt Library:

The Dean of the Library provides executive leadership for the provision of library service to the campus in support of the University's teaching and research mission. The Dean reports to the Provost and Vice President of Academic Affairs and serves on the Provost's Council. The Dean has the primary responsibility for the management of the Library's personnel, budget, facilities, technology, and resources including planning and administering the budget; making independent recommendations relating to performance management for all Library personnel; leading ongoing efforts to improve services; recommending the appointment of department chairs and supervising and evaluating their administrative activities; creating and sustaining an environment supportive of research, scholarship and academic excellence; and representing the Library in the University and community. The Dean interprets policies developed at the University and system levels to ensure their effective implementation. The Dean supervises professional, technical, and support staff to ensure that the Library and University goals are met. The Dean seeks external support for programs, services, and resources; and assists faculty in securing external support. The Dean develops and maintains professional relationships with all departments and colleges on campus and with groups and agencies within the community as appropriate. The Dean participates fully with other CSU library deans in system-wide library initiatives that leverage the strength of 23 libraries with special emphasis on the goals of the CSU Virtual Library. The Dean helps lead strategic thinking and initiatives related to scholarly technology and scholarly communication within the Division of Academic Affairs with a focus on vision, collaboration, consistency, and integration with broader technology initiatives on campus. The Dean plays a crucial role in leading strategic thinking on the University's information strategy as it relates to information storage, retrieval, archiving, access, sharing, and organization of both traditional and non-traditional materials.

### Qualifications:

Master's degree in Library and Information Science from a program accredited by the American Library Association or equivalent required. Minimum of five (5) years of substantive and successful experience as an administrator of libraries required. Ph.D. in library science, management, public administration, information science, or a related field desirable. Ability to collaborate effectively with a wide range of constituencies including faculty, staff, academic deans, University administration, and other CSU library deans; and be an effective spokesperson and a fully contributing member of the University's leadership team required. Appreciation of diversity and ability to work effectively in a multicultural campus and community setting. A deep understanding of the challenges facing University libraries today. Excellent communication and interpersonal skills required. Knowledge of information and scholarly technologies and their successful integration into a library and campus. Ability to provide strong and supportive leadership. A record of scholarly and professional achievement appropriate to an appointment at the rank of a Full Professor. Demonstrated successful fund-raising experience desirable.

**Salary/Benefits:** Salary is dependent upon qualifications. The university offers excellent fringe benefits.

**Applications:** Please complete the on-line application/resume/curriculum vitae upload submission process in order to be considered for any open position within the university and its auxiliaries. Please include attachments with the names of three professional references and salary history for the last five years. The hiring department will contact the best qualified candidates and invite them to participate in the interview process.

For more detailed information on the application and hiring process, please visit the link:

<http://www.admn.csun.edu/ohrs/employment/>

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**Middle Tennessee State University** is seeking a creative and dynamic individual to lead the university library and invites applications for the position of Dean. Located in historic Murfreesboro, Tennessee, one of the largest and fastest growing cities in the state, located 35 miles south of Nashville, MTSU currently enrolls more than 26,000 students.



The James E. Walker Library, located in the academic center of the campus, serves a large comprehensive university with a broad array of baccalaureate, masters, and Ph.D. programs. The award-winning library lies at the heart of the MTSU educational experience. More information about the library is available at <http://library.mtsu.edu>.

The Dean provides leadership that promotes excellence among the library's faculty and staff, enhances the quality of library programs and services, evidences a strong commitment of service to constituencies, and advocates for the library on campus, locally, regionally and nationally. The Dean reports to the University Provost, serves on the Deans Cabinet, and is expected to contribute to strategic planning for the library and the university.

**Responsibilities include:**

- Provide leadership for collaboratively developing a shared vision for enhancing the quality of the library programs and services and leading the library to the next level of excellence;
- Articulate a clear vision for the role of the library to meet the instructional, research and outreach needs of the university's diverse constituencies and the region it serves;
- Lead the library in the acquisition and delivery of resources and information services to support the university's faculty, students, staff and other constituencies;
- Develop library program and service objectives aligned with the university's academic master plan and assessed through a process that incorporates national benchmarking activities with peer libraries; and
- Secure external funding to enrich the library's programs and support special projects.

**Qualifications include:**

- Masters degree from an ALA accredited program required,

doctorate degree preferred;

- Strong record of accomplishments in library and information science or related discipline worthy of tenure appointment at the rank of full professor;
- Successful progressive experience in library administration with at least five years at department unit level or higher in an academic or research library; including supervisory responsibilities and budget management; and
- Administrative experience at a comprehensive or research university.

Appointment date is open to availability of successful candidate. Salary is negotiable and competitive with generous employee benefits.

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# Conservatives Among Us

Healthy dialogue opens minds—and wallets

by Will Manley

**M**y experience is that the library profession is not just overwhelmingly liberal but vocally so in supporting various political issues. Despite our core value of intellectual freedom, librarians are not very tolerant of listening to points of view that stray from the basic liberal agenda. That is why conservative librarians are afraid to speak out: They fear professional ostracism.

I'm certainly not asking librarians who are liberal to shed their views. We are all entitled to our own political opinions. But if we don't reach out and start a good-faith dialogue with the growing number of conservative politicians in our cities, counties, and states, we will fall farther and farther behind in the budget war, which we are currently losing very badly.

When was the last time that a big-name conservative thinker or politi-

cian was invited to speak at a high-profile library conference? Why is it that the Al Gores of the world are always invited to ALA conferences but not the Rush Limbaughs or Sarah Palins? Is it because librarians would rather be validated in their viewpoints than challenged?

Many liberal librarians will tell you that they equate the conservative movement with censorship and stringent fiscal policies. But these are reasons why, instead of shunning the growing conservative movement in this country, we should engage it in a vigorous dialogue. I am confident that we can convince them that libraries fit very nicely into their political agenda because:

- Conservatives say they are into self improvement—the great American pastime of pulling oneself up by one's bootstraps. The library is probably the number one self-help institution in America. It's where immigrants go to learn how to assimilate and succeed.

- Conservatives say they believe strongly in family values. What institution in America does more to serve families than libraries? We cater to



**The library profession is not just overwhelmingly liberal but vocally so.**

the needs of everyone in the extended family, from infants to great-grandparents.

- Conservatives say that they believe in fiscal responsibility.

What American institution does more with less than the library? What government agency serves more people? What city department gives you more bang for the buck?

- Conservatives say they believe in the Bill of Rights and in particular the protection of their religious liberties afforded by the First Amendment. Our profession's First Amendment emphasis may differ from the conservative movement's emphasis, but here at least is a place to start a constructive give-and-take of views.

- Conservatives say they believe strongly in the importance of religion. What institution does more to provide a wide range of information about all the world's religions than the library?

- Finally, conservatives say they represent the will of middle-class Americans. Let's take them into our libraries and show them how much their middle-class constituents use our services.

The reality is that libraries have much to offer conservatives, and conservatives have much to offer libraries. ■

**WILL MANLEY** has furnished provocative commentary on librarianship for over 30 years and nine books on the lighter side of library science. Write him at [wmanley7@att.net](mailto:wmanley7@att.net).



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