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FALL 2011

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

THE GLOBAL LIBRARY COMMUNITY

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ALA's Global Reach

by Molly Raphael

Dear Colleagues:

On behalf of the membership and staff of the American Library Association (ALA), I am pleased to present this 2011 edition of the International Supplement to *American Libraries*, ALA's flagship publication.

ALA is dedicated to providing leadership for "the development, promotion, and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all." Although we are the *American* Library Association, in fact our mission is international in its scope and global in its reach.

ALA is 60,000 members strong, with nearly 2,000 located in more than 100 countries across the world. In addition to publications and programs, ALA now delivers a growing number of e-learning opportunities. No matter where you live or work, you can be up-to-date with the most important trends that affect libraries and can find a wide variety of training courses for library staff and library supporters.

The Association benefits libraries and librarians, no matter where.

We all face economic, social, technological, and educational challenges in our respective countries. ALA's toolkits and resources for advocacy, serving diverse populations, using technology, evaluating library services, and fundraising can be important resources in countries and cultures throughout the world. Many of ALA's units offer e-learning opportunities especially relevant for different types of libraries, as well as for the variety of functions within our profession.

My initiatives as ALA president are focused in two areas: advocacy and diversity. "Empowering Voices: Communities Speak Out for Libraries" builds on the advocacy work of ALA over the past two decades. Our vision is to identify, engage, and then empower our communities to speak out about the value and transformational power of libraries, not just in tough economic times but year-in and year-out. In the area of diversity, we are building on the Spectrum Scholarship program to ensure that we are also preparing a diverse cadre of library professionals to be the library leaders of tomorrow.

We hope that you will find the supplement a useful introduction to ALA's products and services to benefit you and your library.

Molly Raphael,
2011–2012 ALA President

american libraries

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50 E. Huron St., Chicago, IL 60611
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email americanlibraries@ala.org
toll free 800-545-2433 x5105 •
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editorial
interim editor-in-chief — Beverly Goldberg
interim editor-in-chief — George M. Eberhart
associate editor — Greg Landgraf
associate editor — Pamela A. Goodes

guest editors
director, International Relations Office — Michael Dowling
director, Membership Development — John Chrastka

design and production
production director — Benjamin Segedin
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publishing department
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advisory committee
chair Andrew K. Pace, Brian Coutts, Luren Dickinson, Pam Spencer Holley, Guy Lamolinara, Sarah Rosenblum, Paul Signorelli; *interns* Sian Brannon, Kathryn Oberg
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associate publisher — Brian Searles
bsearles@ala.org • x5282

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International Members Welcome!

ALA membership isn't just for librarians in the United States

by John Chrastka

Personal membership in the American Library Association (ALA) is available at discounted rates for librarians and library workers practicing outside of the United States. For annual dues of US$78, international members receive full rights and benefits of ALA membership, including eligibility to serve on committees, run for office, and join any division or round table. ALA will also extend official letters of invitation for ALA Annual Conference to our international members upon request.

Personal members in ALA include individual librarians, library workers, faculty, trustees, and Friends focused on promoting library services in school, academic, and public settings; expanding the visibility and reach of the library profession; and ensuring that libraries of all types are funded, staffed, and equipped for the future. Joining ALA as a personal member brings you in close contact with your colleagues who share interests in similar areas of library service.

The International Relations Round Table creates connections between librarians in the United States and abroad.

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

Direct benefits of personal membership include a subscription to *American Libraries* magazine and the weekly e-newsletter *American Libraries Direct*, and discounts on registration rates for Annual Conference, the Midwinter Meeting, and divisional national conferences and symposia.

While many divisions and round tables will be of interest to international librarians, ALA's International Relations Round Table (IRRT) will be particularly relevant. IRRT creates connections between librarians in the United States and abroad, providing you with access to peers around the world who are interested in similar areas of librarianship as well as issues affecting library service delivery in various communities.

IRRT is staffed by ALA's International Relations Office and is the center of activity for international members throughout the Association. IRRT membership is free upon request to ALA members residing outside of the United States.

Get started as an ALA member today by joining the Association online at ala.org/ala/membership.

ALA Is International

Groups, programs, and awards extend the Association's reach worldwide

With nearly 2,000 members from more than 100 countries outside the United States, the American Library Association is truly a global organization. That has been true since its founding in 1876, when ALA leaders such as Melvil Dewey attended early conferences in Europe to foster collaboration and improve professionalism. And ALA, in 1927, was a founding member of the International Federation of Library Associations and Institutions.

One of ALA's core organizational values is "Extending and expanding library services in America and around the world." This value is embodied in ALA's new 2015 Strategic Plan and accompanying International Strategic Plan, found at ala.org/ala/aboutala/missionhistory/plan/.

Many parts of ALA focus on international connections, issues, and interests, some of which are featured elsewhere in this supplement. Here is a guide to some of ALA's major international groups, along with a listing of international awards presented by ALA.

International Relations Committee (IRC)

Created in 1923, the IRC's 12 members provide ALA Council and leaders with international priority areas and policy advice, and promote the global exchange of ideas and knowledge. The IRC includes subcommittees for Africa, East Asia and the Pacific, Eurasia and Central Asia, the Near East and South Asia, Europe, and the Americas. All members are eligible to serve on these committees, and representation by members from each geographic region is encouraged.

International Relations Round Table (IRRT)

Over 1,800 ALA members from many countries currently make up the IRRT, which was founded in 1949. For over 60 years it has promoted interest in library issues and librarianship worldwide. The IRRT develops programs and activities that further the international objectives of ALA and provide hospitality and information to visitors from abroad during ALA's Annual Conference.

Some of the IRRT's initiatives are its Sister Libraries program and International Partnership for Advocacy and Library Services (iPALS) project. IRRT members are kept informed about activities of the round table and initiatives around the world through the quarterly *International Leads* newsletter.

International Relations Office (IRO)

The mission of the International Relations Office is to increase ALA's presence in the global library community, promote greater understanding of international librarianship and international library issues within ALA, and manage international library activities on behalf of the Association. IRO Director Michael Dowling (mdowling@ala.org) and Program Officer Delin Guerra (dguerra@ala.org) can serve as first contacts to ALA.

Other ALA International Groups

International interest can be found in almost every part of ALA. A number of ALA divisions, including the Association for Library Collections and Technical Services (ALCTS) and the Association of College and Research Libraries (ACRL), have their own international relations committees. Others, such as the Public Library Association (PLA), have international interest groups.

For subject area specialists, ACRL has set up the Asian, African, and Middle Eastern Section (AAMES); Western European Studies Section (WESS); and Slavic and Eastern European Section (SESS).

The Government Documents Round Table (GODORT) has an International Documents Task Force (IDTF) that discusses problems and concerns related to international and foreign national government information.

The mission of the Ethnic and Multicultural Information Exchange Round Table (EMIERT) is to serve as a source of information on recommended ethnic collections and services, and on programs that deal with the key issues of ethnicity and librarianship.

ALA International Awards

ALA Presidential Citation for Innovative International Library Projects

Since 2008 the ALA Presidential Citation for Innovative International Library Projects has highlighted highly visible, innovative library services outside of the United States that draw attention to the potential of libraries to create positive change and have the potential to serve as a model for other libraries.

Winners in 2011 were the National Library Board of Singapore's "Quest" Library Reading Program; the National Library of Vietnam's "Expanding Information Access for Visually Impaired People"; the E-Publication System Platform Project at the National Central Library in Taiwan; and the RISE Videoconferencing Network in Alberta, Canada.

John Ames Humphry/OCLC/Forest Press Award

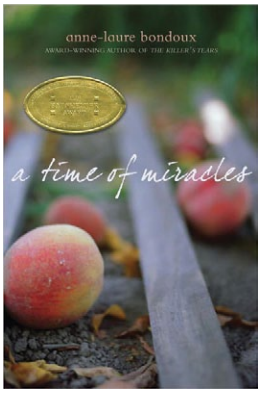
The award is given to a librarian or person who has made significant contributions to international librarianship.

Bogle Pratt International Library Travel Fund Award

An award of $1,000 is given to an ALA personal member to attend his or her first international conference.

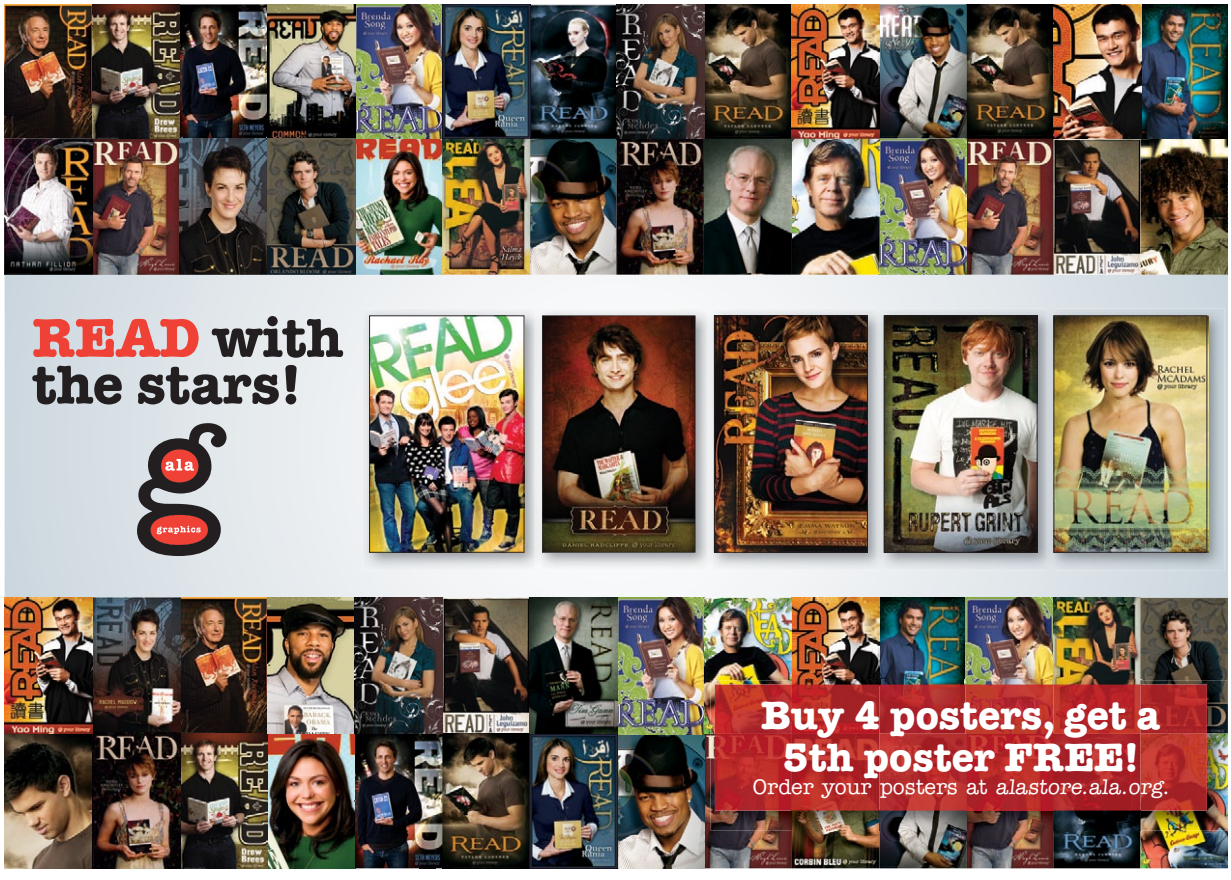
Mildred L. Batchelder Award

Given since 1966 by the Association for Library Services to Children (ALSC) for the best translated children's book, to encourage the international exchange of quality children's literature.



2011 Batchelder Winner: *A Time of Miracles*, written in French by Anne-Laure Bondoux, translated into English by Y. Maudet.

For more information on these groups and programs please visit ala.org/iro or contact intl@ala.org.



How IFLA Fixes the World

FAIFE, hope, and charity prevail in Puerto Rico

by Leonard Kniffel

"How to Fix the World" was the provocative and cheeky title of a program sponsored by the Committee on Free Access to Information and Freedom of Expression (FAIFE) during the 2011 World Library and Information Congress of the International Federation of Library Associations and Institutions, held August 13–18 in San Juan, Puerto Rico.

The session did much to detrivialize the work of librarians. This is something that IFLA has become much better at doing in recent years, by connecting the role of libraries to world events.

Presentations by delegates from Egypt and Norway left many audience members in tears as they heard about the heroes who surrounded the Bibliotheca Alexandrina in Alexandria, Egypt, during the uprising that began January 25, and about the innocent lives lost on July 22 in the anti-Muslim bombing in Oslo, Norway and the massacre several hours later on a nearby island.

Ismail Serageldin, director of the Bibliotheca Alexandrina, showed film footage and photographs of the uprising and students defending the vulnerable library, while 10 blocks away a government building was set ablaze. "We defend certain values," Serageldin said, noting that the library's Alexandria Declaration became a touchstone document in the revolution in its defense of freedom of expression. "No army can defeat an idea whose time has come," Serageldin said.

Also presenting was Norwegian IFLA delegate Anne Hustad, a past president of the Norwegian Library Association, who talked about the massacre in Oslo that took place a month before the IFLA conference. Explaining that the whole nation is mourning the murder of 77 people by a domestic terrorist, Hustad asserted, "But we are not in a crisis, we do not want revenge. . . . This was an attack on freedom of expression and our democracy; the Norwegian answer is more openness and more democracy."

Libraries all over Norway responded to the attacks on Oslo and the nearby teen-leadership summer camp by expanding service hours and offering programs and exhibitions on how to cope with sorrow and grief, especially how to talk to children.

A fraternal embrace

At the IFLA opening session, organizing committee Chair Luisa Vigo-Cepeda offered her colleagues "a fraternal embrace," and talked about the challenge her committee faced in convincing the world's premier international library association to select tiny Puerto Rico as a conference venue. "My heart is simply full," Vigo-Cepeda said tearfully, no doubt feeling that swell of emotion that comes with knowing that after years of planning, the conference would all be over far too quickly.

"No country can experience development without access to information," IFLA President Ellen Tise declared in her opening remarks, "Never has there been a greater need for libraries to drive access to information," Tise said, characterizing access as "a singularly important feature of bringing civility to the world and ensuring a just society for all."

Asserting that libraries must continuously redefine and reinvent themselves, Tise urged librarians to become publishers and authors in the Wikipedia world. Paraphrasing a quote often attributed to Charles Darwin, she said that it is not the strongest or most intelligent who survives but the one who is responsive to change. "We are part of a global family and whatever happens in the world has an impact on libraries somewhere," she added. "Libraries stand for the enlightened and rational idea that people are improved by the acquisition of knowledge."

Access to learning award

An inspirational example of that precept is evident every year at IFLA with the presentation of the Access to Learning Award, a $1-million prize that is bestowed by the Bill and Melinda Gates Foundation on a library or similar organization outside the United States in recognition of its efforts "to connect people to information through free access to computers and the internet."

The 2011 winner was the Arid Lands Information Network, which over the past decade has created 12 Maarifa (knowledge centers) in the most hard-to-reach regions of Kenya, Uganda, and Tanzania. The Maarifa offer the tools people need to improve their health and increase their incomes.

During a brief interview following the presentation of the award, ALIN Regional Director James Nguo said the network has been helping communities for a decade to create and exchange knowledge to improve their daily lives. "We are going to use the money to expand our reach so we have many more people benefiting from free access to information and information technology training so they can compete on the level where most of the privileged class is," Nguo said.

James Nguo beams at accepting the $1-million Access to Learning Award for his library network. IFLA President-Elect Ingrid Parent (left) with outgoing President Ellen Tise.

Combating disasters

Just as inspirational were the stories of librarians from New Zealand, Chile, and Japan, who told of their nations' determination to overcome the recent ravages of earthquake, tsunami, and flooding.

Moira Fraser, parliamentary librarian in New Zealand, said the loss of life was relatively low but property damage was high after each of the three earthquakes that struck Christchurch in September 2010 and February and June 2011. They also had an enormous impact on the economy and on insurance coverage (libraries now being among the uninsurable). "The cloud, effectively, is not prone to earthquakes," said Winston Roberts, adviser at the National Library in New Zealand, in a droll assessment of the impact on library servers. "The earthquake has proved to us that our services are needed," Roberts asserted, for "the key infrastructure of the mind" as the population attempts to recover from the emotional and psychological trauma.

Roberto Aguirre Bello of the National Library in Chile, said the first step librarians took there after the earthquake of 2010 was to make a photographic record of the damage. Next came an action plan, including a design for building repair. Assessing the current situation, he said that all services are now operating normally and painting of the entire building is underway. He showed a video of libraries recovering and "becoming real community centers for the public, returning people to a sense of normalcy." One library plans to rebuild in a new cultural center, another has a new building, another in a school has reconstruction pending, and yet another is operating in a house until it can be rebuilt.

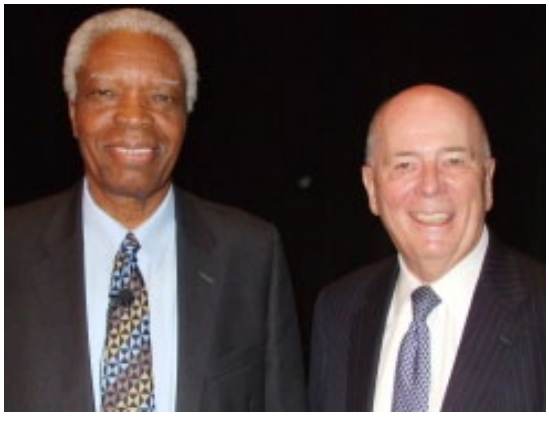
Taro Miura gave a stunning account of the magnitude 9.0 earthquake that hit Japan March 11. He reported gravely about the radioactive materials emitted from nuclear power plants, the 20,000 dead, and the 240,000 buildings destroyed. He said that 50 of 56 damaged libraries had been at least partially reopened by June 27. Only three libraries in the stricken region were completely destroyed, and those were located near the coast. The Japanese Library Association had by May visited 20 places and assisted 630 children and evacuees by, among other things, reading to the traumatized children and providing bookmobile service.

Pushing bibliobuttons

What was arguably the most provocative program of the entire conference was also, ironically, the least formal and structured. "Can the New Book Economy Guarantee Freedom of Access to Information?" was a free-wheeling session, with Kenneth Crews of Columbia University's Copyright Advisory Office moderating a panel of publishing experts.

"We are about to undergo the single most significant transformation of what we have called the book for the last 300 or 400 years," said panelist Y. S. Chi, president of the International Publishers Association. "It's about reinventing the experience between an author and a reader," he declared. "It's a struggle between incumbents and challengers. We are barely in chapter one of this transformation; brace for a marathon." Chi predicted that the central reinvention will occur when authors can do for themselves all the things that

Photos: Leonard Kniffel, Jesús Lau.



Faces from IFLA: (Left to right) Puerto Rican filmmaker Luis Molina-Casanova, author Mayra Santos-Febres, Trevor C. Clarke of the World Intellectual Property Organization, Winston Tabb of the Library of Congress.

publishers do "as easily as word processing or using a typewriter."

Chi emphasized several times that publishers and libraries alike should not look for one grand solution but rather should navigate by "launching a lot of small ships—even if they sink." His advice to librarians was something along the lines of going with the flow instead of "building a 100,000-ton freighter and taking a long time to do it."

"The elephant in the room is the ability to pay for things," said Peter Brantley of the Internet Archive. "You are not just going to acquire content, you are going to acquire tools that will maximize how people use that content. Librarians have done a poor job of understanding the problems that publishers are having."

The economics of creating

A session on balancing copyright rules with fair use also addressed the ownership versus access tug-of-war. "The growth of information is spiraling," said Trevor C. Clarke of the World Intellectual Property Organization, "creating ever more contentious debates about who owns information and the conditions under which it can be used."

Clarke referred to the Statement of Principles IFLA shared with WIPO in May 2009, which states that exceptions to copyright law should be viewed as public rights—a balance to the private rights that copyright law seems to favor. "I do believe that exceptions and limitations provide an appropriate avenue through which a balance might be found," he asserted, adding that the use of limitations by developing countries is understandable but the importance of copyright law to them should not be dismissed.

"If everyone is feeling equally unhappy, then you know you have found the right balance," Clarke concluded. "I know libraries are unhappy." In the matter of commercial exploitation versus access to knowledge, progress can be made only through information sharing and compromise, commercial interest and human interest, he said. "Without people there would be no need for commerce," so there must be a "balance between commercial interests and the welfare of people everywhere."

Representing the latter, Puerto Rican filmmaker Luis Molina-Casanova and author Mayra Santos-Febres shifted the focus to libraries as artistic catalyst. "I can never be too grateful to the keepers of our cultural heritage," Molina-Casanova said, explaining that he has devoted his life to making educational films because of what he has discovered in libraries and archives—things he was never taught in school or saw on television and that were not in his textbooks.

Libraries "will always have the same function, dedicated to the preservation and conservation of the record," Molina-Casanova continued, noting that he makes films that "show in a graphic way" the information he gets from libraries "to synthesize and distribute to the masses. It keeps the flow of information alive from you to us and from us to you."

To control books is to control people, Santos-Febres said, "but books and knowledge will win out." Books embody the danger of knowing, she continued, "as in Christian cultures when people learn that Adam and Eve ate of the tree of knowledge. Only those who don't know are happy; to protect this innocence, people have invented all sorts of prohibitions against knowing throughout the ages."

"How can we promote reading, especially in countries where we are fearful of literature?" she asked, and then answered, "Libraries are the ones to make this work, not just by providing access but by creating activities that attract the users to the library—to give people a global view, which is what librarians do."

Local organizers of the 77th World Library and Information Congress in Puerto Rico pulled out all the

Photos: Leonard Kniffel

stops on IFLA's last night for a "Cultural Evening," the high point in a conference peppered with local flavor. A section of the convention center was transformed into an enormous nightclub against a streetscape of old San Juan. Musicians and dancers entertained in traditional dress, while IFLA delegates dined from a plentiful Puerto Rican buffet. IFLA President Tise welcomed the standing-room-only crowd and introduced Marta Terry of Cuba, a longtime IFLA leader whose delegation of 12 to the congress was delayed and reduced to 10 because of U.S. visa complications. Terry led the crowd in singing a rousing song in Spanish.

Last, but not least

The following day, the IFLA general assembly highlight was a departing speech by Tise, whose term ended with the conclusion of the conference as Ingrid Parent of Canada took the reins. Tise, who has represented the federation across the globe since 2009, emphasized that "libraries must continue to drive access to knowledge for all." Despite cultural differences, she said, librarians around the world are united in their dedication to serving their communities and societies. "Providing information remains the core of our business," she said, "like pouring old wine into new bottles."

At the session's conclusion incoming president Ingrid Parent announced that her presidential theme would be "Libraries: A Force for Change."

IFLA's 78th World Library and Information Congress is scheduled for Helsinki, Finland, August 11–17, 2012. Registration information is available on the IFLA website.

This dancer is part of a musical troupe that enlivened the conference's "Cultural Evening," in which part of the convention center was recast into a nightspot in old San Juan.

Photo: Pirjo Sallmén, courtesy of IFLA.

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England's Libraries and the Funding Crisis

Like many other countries, the United Kingdom has experienced a series of financial shocks, including a severe banking crisis. The home nations in the United Kingdom (England, Wales, Scotland, and Northern Ireland) are funded differently, and each has its own unique financial and legal circumstances (and its own parliaments). Consequently, this article will focus on the current situation regarding libraries in England, specifically possible closures and other threats to library service. The point should also be made that it is not just public libraries that are affected: School libraries, academic libraries, and corporate libraries are threatened as well.

The financial crisis has led to widely held concern about the U.K. deficit, which consists of the borrowing required as the nation spends more than it raises by taxation and the subsequent interest on that borrowing. A new coalition government came to power in May 2010 with the stated objective of reducing the deficit faster than the previous Labour government and with a vision, driven by Prime Minister David Cameron, of a Big Society. The idea of the Big Society includes reducing the central government's involvement in local matters, encouraging community engagement, fostering philanthropy, and reforming public services. The Big Society has become closely associated with the program of cuts to local government budgets and replacing paid staff with volunteers.

The Big Society has become closely associated with cuts to local government and replacing paid staff with volunteers.

On October 20, 2010, the government released its Comprehensive Spending Review. As part of the program to reduce the national deficit, it called for a 26% real-terms reduction in funding to local authorities in England between FY2010–11 and FY2014–15. This put pressure on local governing councils to find significant savings in their budgets in a short period of time. A key target for many (although not all) councils is the public library service. The cuts that have been suggested by certain councils have gone far beyond a 26% reduction in spending: Some local officials have proposed that the majority of libraries in their county should be closed. Other councils have decided that, rather than close libraries altogether, they will reduce their hours of service and number of professional staff, and rely on the good will of volunteers and local communities to make up any shortfall.

The Chartered Institute of Library and Information Professionals looked at the situation and estimated that more than 600 libraries in England could close, especially if communities don't come forward to manage them. CILIP has expressed grave concerns about the level and extent of proposed cuts to public library services across England, particularly since an initial emphasis on taking the savings from local government grants means that radical proposals have been implemented quickly, often without proper preparation and consultation.

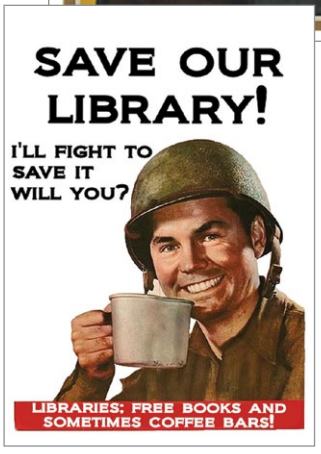
Many local communities have begun campaigning in support of libraries, with the swift creation of Friends groups as well as advocacy by authors and librarians. The Voices for the Library campaign group was formed by a small number of librarians (many of whom, it should be noted, are not employed within the public service) and these groups have all been active at both local and national levels.

CILIP stepped up its campaigning and advocacy towards the end of last year. Its new chief executive, Annie Mauger, wrote to all English Members of Parliament, reminding them that libraries are a statutory service and briefing them about the importance of libraries to the people they represent.

Save Our Libraries Day

A national day of protest, Save Our Libraries Day, was held on February 5. Many local groups around the country protested, and many celebrities became involved, either by joining in the protests or by holding free readings of their works in their own local libraries. People were en-

couraged to talk about libraries, contact their local media and politicians, use their library, tweet about libraries, and tell everyone they knew to get involved. The day provided a national focus for all the local campaigning that has been taking place. The event received huge media coverage: Most national newspapers, radio, and TV news, as well as local media, covered it. Save Our Libraries Day was so successful it has been decided to turn it into an annual event—National Love Libraries Day—to further emphasize that the threat to libraries is a continuing danger.



Phil Bradley created a series of posters that were used by many different groups during Save Our Libraries Day on February 5, 2011. The posters were based on propaganda posters during World Wars I and II. The entire collection can be found on Flickr.

As a result, a number of local councils have shown signs that they are prepared to reconsider the cuts that they were planning, which is a positive sign. Examples of where this has happened include Doncaster, Somerset, Oxfordshire, Isle of Wight, and Hounslow. However, as the financial situation will remain under stress for some considerable time yet, it's uncertain whether the news that some libraries are not going to close is merely a stay of execution. Even when libraries have been saved, opening hours were reduced, departing staff were not replaced, and book budgets were slashed.

Ongoing campaigning

A great deal of work remains to be done in order to save library services. Some groups have continued to challenge their county councils. The Friends of Gloucestershire Libraries obtained an injunction against the council from the High Courts halting the implementation of their cuts. Despite some positive news (such as councils deferring decisions), the picture still looks bleak, with public library services and services for young people set to see the greatest budget cuts of all front-line services, according to the Local Government Association. Sixteen percent of local authorities said they are looking to make proportionately larger savings in FY2011–12 on libraries, cultural services, and community learning; 22% are planning cuts on services to young people.

At its Annual General Meeting on June 8, the National Federation of Women's Institutes (WI) voted with a 98% majority in favor of campaigning in support of public libraries. With over 208,000 members and a history of campaigning on a wide range of important issues, the WI is respected as a powerful lobbying force. "WI members confirmed their support for local library services today and have pledged their commitment to fight to prevent local library closures wherever they are proposed," said WI Chair Ruth Bond. "As an educational organization, WI members clearly recognize the worth that local library services bring to communities, often in isolated areas, and we will now work hard to prevent such services being removed from the areas where they are often needed most."

The future

While the situation is grim, I would not want to give the impression that the library service in England is being systematically destroyed—far from it! Over the coming months CILIP will continue advocating, lobbying, and campaigning for the value of all library and information services, and that of the people who deliver them. Plans are to ratchet up its lobbying of central government politicians and to encourage CILIP member activity during local elections through such efforts as its Vote Local, Vote Libraries campaign. Furthermore, we are seeing some victories against the closure of libraries: Campaigners in Gloucestershire have won a stay of execution after a judge gave them permission to challenge the legality of the local council's plans to close libraries; and the views of over 35,000 people in Suffolk who signed petitions against library closures have been acknowledged, forcing the council into reconsidering plans to close 29 of the county's 44 libraries. February 4, 2012, has been set for National Love Libraries Day, which will be another opportunity for everyone who cares about their library to protest in a positive way against closures.

—Phil Bradley is an internet consultant in the United Kingdom who specializes in search and social media training for a wide variety of clients, from libraries to corporations to government agencies. He is also 2011 vice-president of the Chartered Institute of Library and Information Professionals.

How the Bibliotheca Alexandrina Is Supporting the 2011 Revolution

Libraries are social entities: They are established for society and are supported by society. Moreover, it's been said by the American Library Association that "Libraries are the mind and soul of their communities, and librarians are the mind and soul of the library." For this reason, libraries should keep pace with societal change.

In light of the tremendous societal, economic, and political changes brought about by Egypt's 2011 revolution, I think that Egyptian libraries should be the mind and soul of the new Egyptian community. Fortunately, one of the Egyptian libraries that has taken the initiative to play such a role is the Bibliotheca Alexandrina (the modern reconstruction of antiquity's Library of Alexandria) which has held numerous activities and events in support of the revolution following the popular uprising that began on January 25.

The ongoing Egyptian revolution has had many effects, both good and bad, on the Egyptian people. The bad effects included the shock of freedom and counterrevolutionary incidents. To support people in these circumstances, the Bibliotheca Alexandrina (the biggest public library in Egypt) has played an important role through a variety of activities and programs.

This article identifies the Bibliotheca Alexandrina's activities in support of the Egyptian community since the beginning of the revolution, evaluates these activities, and suggests recommendations for developing future activities. It is hoped that the article will provide a model for other Egyptian libraries to use in supporting the country's citizens and serve as a springboard for discussion about the future role of librarianship, library management, and policy development in Egypt. It is based on interviews with Bibliotheca Alexandrina staff, the library's website, and online video recordings of symposiums held at the library.

Bibliotheca Alexandrina is equipped with three big halls and a theater, which enable it to hold symposiums, conferences, and lectures simultaneously. Moreover, its general director has said that dialogue is the best means to promote development. As a result, the library held 18 symposiums in the first four months of 2011. Below are brief descriptions of some of the most significant ones.

The tremendous changes brought about by the revolution should make Egyptian libraries the mind and soul of the new Egyptian community.

"The Egyptian Constitution" (February 8). Ismail Serageldin, director of the Bibliotheca Alexandrina, discussed the pros and cons of the British and other international constitutions, the history of the Egyptian constitution since 1919, and choices available for Egyptians when they change it.

"The 25th of January Revolution" (March 5). Mohammad Salim Al-Awa, head of the Egyptian Association for Culture and Dialogue, explained the revolution in detail and then talked about the requirements for safeguarding its achievements. A second symposium with the same title was held March 16, featuring Amr Hamzawy, research director at the Carnegie Endowment's Middle East Center in Beirut.

"Constitutional and Legitimacy Issues" (March 26). Mohammed Nour Farahat, professor of legal philosophy at Zagazig University, and Tahany El-Gebaly, Egypt's first female judge, clarified the disadvantages of the current constitution and emphasized the necessity for a new one.

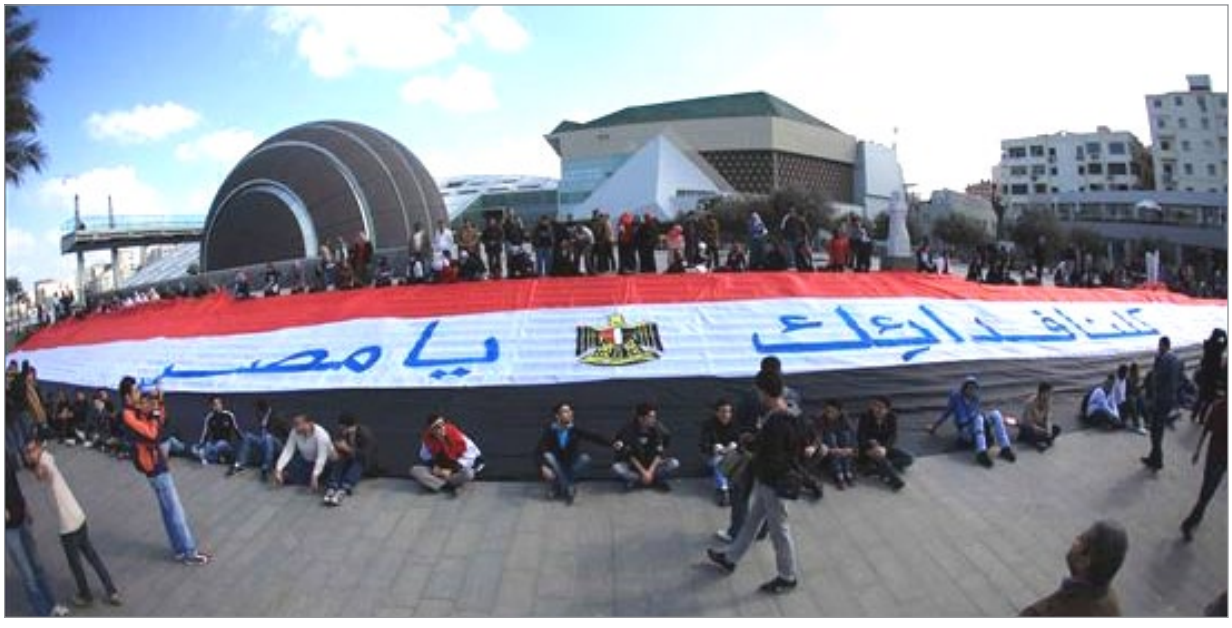
"The Democracy Storm in the Arab Countries" (March 29). Sameh Seif El-Yazal, director of the Egyptian Institute for Strategic Studies, spoke on democratic transformations and current revolutions in Tunisia, Libya, and Yemen.

"The Role of Youth in the Revolution" (April 1), featuring influential Muslim activist and television preacher Amr Khaled.

"Media and the 25th of January Revolution" (April 30). Ayman Al-Sayyad, editor of *Weghat Nazar* magazine, discussed how the Egyptian media covered the historic events.

On February 24 the library held a conference titled "Youth: The Revolution of Change," at which 600 Arab young people from Egypt, Lebanon, Tunisia, Yemen, and Algeria discussed the challenges facing Arab countries that are experiencing rebellion and people's expectations once the revolutions are over.

Other activities at the Bibliotheca Alexandrina included three workshops: "The Revolutionary Parallel Writing," led by the writer Iman El-Sebaey, in which participants wrote text about the 25th of January revolution that interacted with published works on previous revolutions;



The steps of the Bibliotheca Alexandrina are symbolically covered in a massive Egyptian flag February 11 to demonstrate that the library is for the people.

"Drafting the Mediterranean Sea," where 20 authors and think-tank representatives from the Mediterranean basin exchanged ideas and experiences; and "Youth and the Environment," for young people aged 13 to 17.

In addition, the library presented three lectures; held a party where Egyptian singer Hamza Namira performed religious and political songs; mounted a photo gallery devoted to the 25th of January revolution; and allocated an area at Civilizations Square, in front of the conference room, for a memorial to the martyrs of the revolution. Additionally, the library is working to document the revolution through images, videos, informal and official documents, and other materials.

All the activities were well-attended, even the symposium held February 8, shortly after the uprising began. Most of the audience members were young men. The best-attended symposium was the one presented by Muslim activist and television preacher Amr Khaled, for which the large main hall was full, as were three other halls and a library theater, even though a fee was charged.

Except for Amr Khaled's symposium, all the activities were free and open to all members of the public. Moreover, nearly all of the symposiums are available online, in video recordings offered through Bibliotheca Alexandrina's webcast, for those who were unable to attend in person.

The activities were marketed in various ways: on the official website of Bibliotheca Alexandrina, through the library's official Facebook group and Twitter account; and with brochures and posters placed both in the library entrance and at social clubs and cultural centers in Alexandria.

It is evident that Bibliotheca Alexandrina has been actively and effectively participating in Egyptian societal change during the revolution, with a wide range of beneficial activities featuring distinguished speakers and participants.

I feel Bibliotheca Alexandrina should continue its activities to support the development of Egyptian society, exploring subjects crucial to Egyptian society in the present phase of the revolution. Suggested topics for future symposiums include: lessons learned from the revolution for both children and youth; how to maintain the relations formed by the 25th of January revolution among Egyptian people, especially between Muslims and Christians; how to overcome post-revolution unemployment among Egyptian youth; and how Egyptians can rely on local resources to support economic development and pay off the country's international debts.

The activities need to be supported with reading lists of materials selected from the Bibliotheca Alexandrina's holdings. These lists should include information resources on the economy, politics, Islam, Islamic movements, human development, history (especially Arab and Islamic), geography, and the Arab world. The library's website should market these reading lists alongside its other activities.

Bibliotheca Alexandrina should hold webinars to reach out to Egyptians living outside Alexandria, and even outside of Egypt, to give them the chance to exchange ideas and get answers to their questions. Other Egyptian libraries should follow the example of Bibliotheca Alexandrina in supporting Egyptian society for the coming phase of the revolution.

—Amany Zakaria El-Ramady is on the Library and Information Science Department faculty of the University of Alexandria in Egypt. Contact him at amanyyy@hotmail.com.

Photo: Bibliotheca Alexandrina

Egyptians Find Their Power in Access to Information

Make no mistake: Access to information, in a country with limited resources, served as the first catalyst for the Egyptian revolution that began January 25 and resulted 18 days later in the resignation of President Hosni Mubarak after almost 30 years in office.

The internet, along with Facebook and Twitter, was the Open University that facilitated learning about democracy for Egypt's young people. The revolution had been brewing for the past 10 years or so, increasing by the day as more people acquired mobile devices. The ground in Egypt was ripe for revolution: Corruption was at its peak, information was accessible, self-publishing and editorials had become an acquired right and gave a voice to many, telecommunications provided a platform, and Tunisia offered the spark.

But the erosion of the Mubarak regime began in earnest with the growing popularity of the internet in Egypt. Images of corruption within the system from clandestine video recordings and snapshots were duplicated at lightning speed around the nation. Many were posted on Flickr, YouTube, and other sites. Police brutality was exposed in great part because of social media. Prior to the protests, when secret documents were leaked it only benefited a few in political circles. Although some opposition leaders were occasionally brave enough to hand sensitive documents to the media, it often resulted in journalists getting thrown in prison and newspapers being shut down.

But on the internet, the release of a single document spread like a ferocious fire in seconds, and millions had access to it. In a nation where only one in 700 citizens read the newspapers, young people with some European-language skills were able to translate and share news about the rest of the world with their fellow Egyptians. Those who did not read a foreign language saw the images, which they received through mobile technologies.

"Mubarak Shift + Delete" reads the handwritten sign on the right made by a tech-savvy protester.

It was access to information that built the country's knowledge base and inspired the Egyptian youth to demonstrate and wave their national flag—a custom alien to Egyptians until they saw online how people around the world did so to profess their patriotism at both soccer matches and demonstrations. That, along with the use of hand-made political signs that Egyptians saw protesters carrying in other countries, lodged in the collective consciousness and resulted in the variety of signs that Egyptians brandished during this revolution. Remember: Most of these protesters were not alive to see the turmoil and mass demonstrations of 1967 and 1973.

Hollywood portrays America as the pinnacle of democracy, but in Egypt the internet buttressed that ideal with real-life events that were not produced by the studios. The 2008 U.S. presidential election was, to my amazement, followed closely in Egypt for a number of reasons. The election of Barack Obama gave us a great deal of hope: We saw a country overcome many of the racial issues of its past.

President Obama's election helped young people of the middle and lower classes realize that being poor or raised in a broken home—one with no big family name to open doors for you—is no handicap to hope and a bright future. And although conspiracy theories about Americans meddling in the governance of Egypt run rampant, Egyptians have always held

Photo: Darla Hueske under Creative Commons BY-ND 2.0 license.

The revolution will be uploaded: Cellphone cameras capture historic events on the ground in Cairo.

Obama in high esteem. He embodies hope for those who have lost nearly all hope of owning their country again. His election created for Egyptians a new understanding of how democracy works on a practical level.

Egyptians are always interested in the politics of the rest of the continent. The recent bloody civil wars in many African nations served as strong reminders to Egyptians that violence does not produce peace. Photos from the massacres that took place in Nigeria, Congo, Sierra Leone, and Uganda flooded email boxes and served as lessons that were never forgotten during the recent protests, where simple signs with the single Arabic word *selmia* ("peaceful") cautioned protesters to pursue a strategy of nonviolence.

This revolution of information was leaderless and came from within—from their hearts and minds and the enduring love Egyptians have for their country, rooted in 5,000 years of recorded history. Most of us who work in education and culture know well that the assessment of learning is never an accurate science. We can never measure the value of information that a person may learn today but not use until 10 or 20 years later. In the protests, I was utterly surprised to see signs that included Arabic versions of famous quotes such as:

"First they ignore you, then they ridicule you, then they fight you, then you win." —Mahatma Gandhi

"A man who won't die for something is not fit to live." —Martin Luther King Jr.

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has." —Margaret Mead

"Those who would give up essential liberty to purchase a little temporary safety deserve neither liberty nor safety." —Benjamin Franklin

For these reasons, it is incumbent upon those of us who work in libraries and other information disciplines to make facts available and free to all. Margaret Mead once said, "America is the first culture in which the young teach the old." Two decades after the fall of the Berlin Wall and the Soviet Union, Egypt's youth are teaching their elders. The new, connected Millennial generation has carried the day in Egypt—and this will be the dawn of much more to come.

—Sohair Wastawy is dean of university libraries at Illinois State University in Normal, and the first chief librarian of the Bibliotheca Alexandrina, where she served for six years.

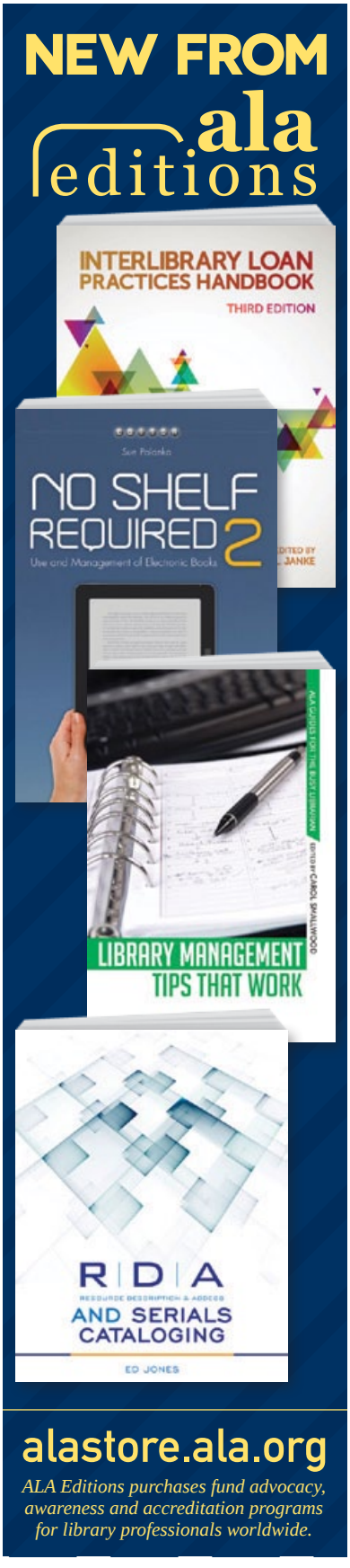


Photo: Darla Hueske under Creative Commons BY-ND 2.0 license.

ONLINE LEARNING Webcasts and e-courses bring

The American Library Association (ALA) understands the pressures and lack of resources that make engaging in professional development difficult for librarians. In response, ALA has launched its Online Learning website to give library employees across the globe access to web-based training on the fundamentals and latest trends in librarianship. At ALA Online Learning (ala.org/ala/onlinelearning/), you can find topics that cover all facets of the profession, from advocacy to management to youth services. You will find courses and webinars available 24 hours a day (asynchronous, with no live instruction), and others that are scheduled for particular dates and times (so be mindful of time zones). Online learning fees are listed in U.S. dollars, and many are free.

The selections below are offered from August 2011 through spring 2012. For other ALA Online Learning events and the many that will be added in the coming months, please visit the website and bookmark it for ongoing updates.

Association of School Librarians

■ **Title:** Learning4Life Webinars (webcast).
Time: Available anytime.
Registration Fee: $39 AASL member; $69 ALA member; $99 nonmember; $29 student. There is a 10% discount for purchasing the series. District pricing also available: $199 for 3–5 individuals; $399 for 6–9 individuals; $699 for 10+ individuals. The person purchasing district package must be an AASL member.

This series of eight webinars addresses the four strands of AASL's *Standards for the 21st-Century Learner* and the four chapters of AASL's *Empowering Learners: Guidelines for School Library Media Programs*. These key webinars will help advance your school library program to meet the needs of the changing school library environment. Each webinar is now available in archived format; they can also be purchased as a package.

Audience: School librarians, school administrators, classroom teachers, school library supervisors, educators of school librarians, curriculum specialists.

For more information: ala.org/aasl/l41webinars.

■ **Title:** How to Create Strategic Stories to Gain Support for Your Library (webcast).
Time: Available anytime.
Registration Fee: Free.

The single most important skill for librarians is the ability to share the library's story in a compelling way so people want to help you succeed. These complimentary webinars help you significantly improve your ability to tell your story and win support from parents, government officials, administrators, and other stakeholders. Appropriate for all types of libraries and information services, this interactive workshop includes an overview of techniques; how to tell your library's story using the "Three-Act Storytelling Method"; and tips, tricks, and techniques.

Audience: All librarians.
Fore more information: ala.org/aasl/slm.

■ **Title:** Planning Guide Webinars (webinar).
Time: Available anytime.
Registration Fee: Free.

Six on-demand webinars tailored to help school librarians use AASL's tool for program evaluation, planning, implementation, and advocacy, "A Planning Guide for Empowering Learners."

Audience: All librarians.
For more information: ala.org/aasl/planning-guideresources.

Association of College and Research Libraries (ACRL)

■ **Title:** Statistics for the Non-Mathematical Mind (course).

Date: September 12–30, 2011.

Time: Asynchronous, unlimited access during course.

Registration Fee: $135 ACRL member; $175 ALA member; $195 nonmember; $60 student.

Assessing services, resources, personnel, and facilities is necessary in our world of accountability. This course explores major concepts and uses spreadsheets for collecting, organizing, analyzing, and presenting numerical data needed for assessment.

Audience: Librarians in academic libraries.

For more information: www.acrl.org/ala/mgtps/divs/acrl/events/elearning/courses/statistics.cfm.

■ **Title:** Service Learning and Information Literacy: Models for Engagement (live webcast).

Date: October 4, 2011.

Time: 11 a.m. Pacific Time; noon Mountain Time; 1 p.m. Central Time; 2 p.m. Eastern Time.

Registration Fee: $50 ACRL member; $75 ALA member, $90 nonmember; $40 student; $295 group.

This webcast will define and promote service-learning collaborations between librarians, faculty, students, and community partners.

Audience: Academic librarians,.

For more information: www.acrl.org/ala/mgrps/divs/acrl/events/elearning/courses/servicelearning.cfm.

■ **Title:** Creating a "Social Life" for Information Literacy Instruction in Libraries (course).

Date: October 31–November 18, 2011.

Time: Asynchronous, unlimited access during course.

Registration Fee: $135 ACRL member; $175 ALA member; $195 nonmember; $60 student.

This course will explore new ways that instruction librarians can retool their instructional approaches to actively engage students in the process of information retrieval and knowledge creation.

Audience: Academic librarians, instruction librarians, educators, and anyone interested in reinvigorating their approach to IL instruction to better meet rapidly changing student research behaviors.

For more information: www.acrl.org/ala/mgrps/divs/acrl/events/elearning/courses/sociallife.cfm.

ALA TechSource Workshops

ALA TechSource

■ **Title:** Using Google Apps for a More Efficient Library (webinar).

Dates: September 7 and 14, 2011.

Time: 2:30–4 p.m. Eastern Time.

Registration Fee: $76.50 ALA member; $85 nonmember.

Google Apps are free and easy to use, and have the potential to make work more efficient by increasing the flexibility of documents, making information-sharing simpler, and increasing the ability for multiple employees to collaborate. In this workshop, library director and Google Apps expert Suzann Holland will show users how these applications work and how they can be used in ways that make the work of a library administrator more efficient. With less time spent on such tasks, managers can devote more time to creative and strategic work.

Participants will learn:

■ How to reduce time spent on routine and recurring management tasks

■ How to use Google Apps like Google Docs, Gmail, and Google Calendar in a library-specific context

■ How to customize Google Apps to fit your library environment and workflow

■ Strategies for further implementation of Google Apps

Audience: All librarians.

For more information: www.alastore.ala.org/detail.aspx?ID=3434.

Association for Library Collections and Technical Services (ALCTS)

■ **Title:** Fundamentals of Acquisitions (course).

Date: October 3–28, 2011 (4 weeks).

Time: Asynchronous, unlimited access during course.

Registration Fee: $109 ALCTS member; $129 nonmember.

This online course focuses on the basics of library acquisitions. It provides a broad overview of the operations involved in acquiring materials after the selection decision is made.

Audience: FOA is tailored for librarians and paraprofessionals new to the acquisitions field, in all types and sizes of libraries.

For more information: ala.org/ala/alcts.

■ **Title:** Fundamentals of Electronic Resources Acquisitions (course).

Dates: August 22 –September 16, 2011; November 14–December 9, 2011 (4 weeks).

Time: Asynchronous, unlimited access during course.

Registration Fee: $109 ALCTS member; $129 nonmember.

This online course provides an overview of acquiring, providing access to, administering, supporting, and monitoring access to electronic resources. It gives a basic background in electronic resource acquisitions.

Audience: This course appeals to anyone interested in the topic with no previous experience.

For more information: ala.org/ala/alcts.

■ **Title:** Fundamentals of Collection Development and Management (course).

Dates: September 12–October 7, 2011; October 24–November 18, 2011 (4 weeks).

Time: Asynchronous, unlimited access during course.

Registration Fee: $109 ALCTS member; $129 nonmember.

This online course addresses the basic components of collection development and management (CDM) in libraries. Complete definition of collection development and collection management is covered. Sections include collections policies and budgets as part of library planning; collection development; collection management; collection analysis; and outreach, liaison, and marketing.

Audience: This course appeals to anyone interested in the topic with no previous experience.

For more information: ala.org/ala/alcts.

■ **Title:** Fundamentals of Preservation (course).

Date: October 17–November 11, 2011 (4 weeks).

Time: Asynchronous, unlimited access during course.

Registration Fee: $109 ALCTS member; $129 nonmember.

This course introduces participants to the principles, policies, and practices of preservation in libraries and archives. It provides tools to begin extending the useful life of library collections.

Audience: Designed to inform all staff, across divisions and departments and at all levels of responsibility.

For more information: ala.org/ala/alcts.

Association for Library Service to Children (ALSC)

■ **Title:** ALSC Online Education Courses (course).

Dates: Fall (September 26–November 4, 2011); Winter (January 16–February 24, 2012); Spring (April 2–May 11, 2012); Summer (July 11–August 19, 2012).

Time: Asynchronous, unlimited access during course.

Registration Fee: $95 ALSC member; $145 ALA member; $165 nonmember.

Learn from your peers around the world from the comfort of your home with an asynchronous ALSC Online Education course. Sessions run from four to six weeks, depending on the course, and include topics such as reading instruction, book evaluation, and children's programming.

Audience: Children's librarians and/or paraprofessionals in public libraries and schools.

For more information: ala.org/alsced.

Library Leadership and Management Association (LLAMA)

■ **Title:** Return on Investment in a Tough Economy—Defining the Value of the Academic Library (webinar).

Date: September 14, 2011.

Time: 2:30–4 p.m. Eastern Time.Registration Fee: $49 LLAMA member; $59 non-LLAMA member; $199 LLAMA group rate (5 or more people at one site); $239 non-LLAMA group rate (5 or more people at one site).

Highlights two projects to help academic libraries apply return on investment (ROI) principles to demonstrate their value and impact on users and justify the expense during challenging economic times. Irene Herold, dean of the library, Mason Library, Keene State College; and Jon Cawthorne, associate university librarian, public services, Office of the University Librarian, O'Neill Library, Boston College, will explain the application of Triple (people, planet, and profit) Bottom Line Accounting (TBLA) to ROI.

Audience: All interested.

For more information: ala.org/ala/mgrps/divs/llama/conted/index.cfm.

■ **Title:** A Person of Interest: Safety and Security in the Library (webinar).

Date: November 16, 2011.

Time: 2:30–4 p.m. Eastern Time.

Registration Fee: $49 LLAMA member; $59 non-LLAMA member; $199 LLAMA group rate (5 or more people at one site); $239 non-LLAMA group rate (5 or more people at one site).

Learn how to deal with patrons in the library who are displaying behavioral problems, breaking the law, or breaking library policy. Hear about strategies for effectively addressing difficult situations as they arise and what you can do to minimize disruptions to library service.

Audience: All interested.

For more information: ala.org/ala/mgrps/divs/llama/conted/index.cfm.

■ **Title:** Job Hunting for the Recent or Future MLS Graduate (webinar).

Date: October 19, 2011.

Time: 2:30–4 p.m. Eastern Time.

Registration Fee: Free.

You have or soon will earn your MLS degree—but what's next? How do you put it to work? Applying and interviewing for a professional library position can be fraught with anxiety and frustrations, but you can put yourself ahead of the herd with the right information and strategies.

Audience: Library students or recent MLS graduates about to enter the workforce or start a job search.

For more information: ala.org/ala/mgrps/divs/llama/conted/index.cfm.

Office for Intellectual Freedom (OIF)

■ **Title:** Intellectual Freedom Summer School (webinars).

Dates: August 2011, weekly offerings.

Registration Fee: $39 ALA member; $49 nonmember; $95 group of two or more attendees at the same location.

During the summer of 2011, ALA's Office for Intellectual Freedom will offer a series of online learning opportunities on a wide range of issues to meet the needs of busy library professionals. Current events and hot topics in intellectual freedom, including international issues and perspectives, will be the focus of these webinars.

Audience: Specific programming will be available for public, school, and academic librarians.

For more information: ala.org/ala/onlinelearning/issues/censorship.cfm.

Public Library Association (PLA)

■ **Title:** Turning the Page 2.0 Advocacy Training Program (course).

Dates: Sessions beginning October 31, 2011;

March 19, 2012; and June 25, 2012.

Time: Weekly one-hour webinar. One to two hours of independent homework each week.

Registration Fee: Free.

Become your library's strongest advocate with "Turning the Page 2.0," a six-week blended learning program led by professional facilitators who will teach valuable skills and lead you through the creation of a customized Advocacy Work Plan for your library.

Audience: Open to all public librarians, library staff, and library supporters.

For more information: ala.org/pla/turningthepage.

Reference and User Services Association (RUSA)

■ **Title:** Genealogy 101 (course).

Date: Fall 2011.

Time: Asynchronous, unlimited access during course.

Registration Fee: $130 RUSA member; $175 ALA member; $210 nonmember; $100 student or retired member.

Genealogy 101 is aimed at reference staff with little or no experience in genealogy and will provide tools for assisting patrons with family history research. The goal of the class is to give students confidence and skill in assisting family history researchers.

Audience: Library students and reference staff.

For more information: ala.org/ala/mgrps/divs/rusa/development/genealogy101/index.cfm.

■ **Title:** The Reference Interview (course).

Date: November 1–December 9, 2011.

Time: Asynchronous, unlimited access during course.

Registration Fee: $130 RUSA member; $175 ALA member; $210 nonmember; $100 student or retired member.

A comprehensive course focusing on methods of evaluating reference service, behavioral aspects of reference service, and different types of questions that can be used to help patrons identify their need(s). Using images, audio, and video, this in-depth educational approach covers everything from the approachability of the librarian to how to follow up with a patron.

Audience: Support staff, library technicians, newly hired reference librarians, and librarians who want to brush up on their interview skills.

For more information: ala.org/ala/mgrps/divs/rusa/development/referenceinterview/index.cfm.

■ **Title:** Business Reference 101 (course).

Date: September 19–October 14; October 24–November 18, 2011.

Time: Asynchronous, unlimited access during course.

Registration Fee: $130 RUSA member; $175 ALA member; $210 nonmember; $100 student or retired member.

Four-week, web-based professional development course designed for academic, special, or public librarians and other researchers and library staff who have a basic understanding of some business resources but who do not work with them often enough to build expertise.

Audience: Public, special, and academic librarians and other researchers and library staff who may feel somewhat intimidated when faced with business reference questions.

For more information: ala.org/ala/mgrps/divs/rusa/development/businessreference101/index.cfm.

■ **Title:** Introduction to Spatial Literacy and Online Mapping (course).

Date: Fall 2011.

Time: Asynchronous, unlimited access during course.

Registration Fee: $130 RUSA member; $175 ALA member; $210 nonmember; $100 student or retired member.

Three-week course that will introduce students and library staff to a variety of mapping tools and GIS technologies that are of interest to both public and academic library users.

Audience: Any librarian interested in GIS and online mapping as a way to improve information delivery and for other uses in a library setting.

For more information: ala.org/ala/mgrps/divs/rusa/development/spatialliteracy/index.cfm.

Young Adult Library Services Association (YALSA)

■ **Title:** Secrets of the Seal: The Michael L. Printz Award (course).

Date: Fall 2011.

Registration Fee: $135 YALSA member; $175 ALA member; $195 nonmember.

Join YALSA for a brand new e-course this fall. The "Secrets of the Seal" course will explore the history of the award, the criteria for award winners, and how to connect readers with the Printz award winner and honor books.

Audience: Young adult librarians, school librarians, library workers, teachers, administrators, and any professional whose focus is teens and tweens.

For more information: ala.org/yalsa/onlinecourses.

■ **Title:** Webinars-on-Demand (webinars).

Time: Available anytime.

Registration Fee: $19 individual; $49 for a series of three.

Looking for professional guidance on teen services trends? Look no further than YALSA's Webinars-on-Demand. In these previously recorded webinars, experts from the field will guide you through hour-long sessions that you can put into practice at your library immediately.

Audience: Young adult librarians, school librarians, library workers, teachers, administrators, and any professional whose focus is teens and tweens.

For more information: ala.org/yalsa/webinars.

■ **Title:** Tweet, Like, Link: Creating a Social Media Policy for Your Library (webinar).

Date: September 15, 2011.

Time: 2–3 p.m. Eastern Time.

Registration Fee: $29 student; $39 member; $49 nonmember; $195 group.

In this webinar you'll learn what a social media policy is, why it's important to have one, what the policy should include, how the policy can help you support teens, and how you can use the policy as an advocacy tool.

Audience: Young adult librarians, school librarians, library workers, teachers, administrators, and any professional whose focus is teens and tweens.

For more information: ala.org/ala/mgrps/divs/yalsa/onlinecourses/webinar.cfm#live.

■ **Title:** What Is That Thing? Making QR Codes Work in Your Library (webinar).

Date: October 20, 2011.

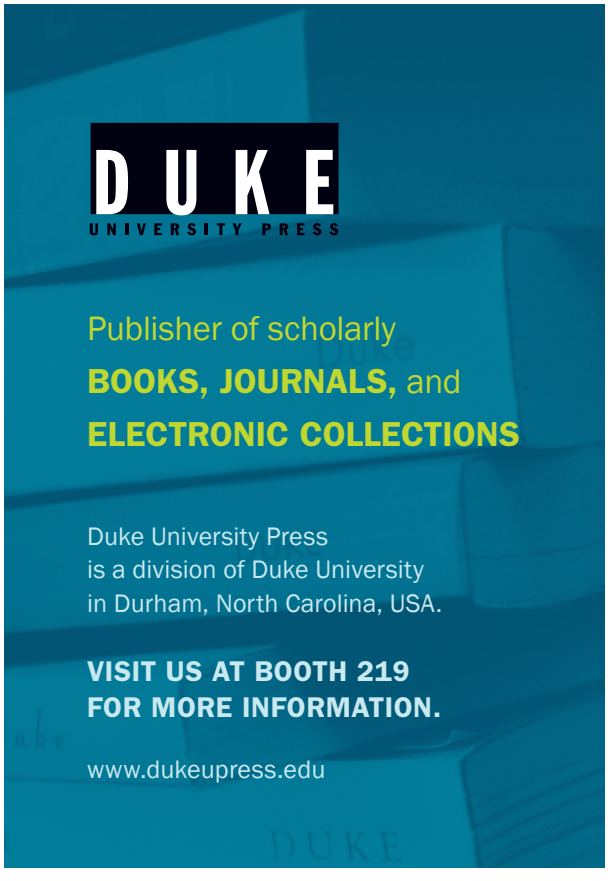
Time: 2–3 p.m. Eastern Time.

Registration Fee: $29 student; $39 member; $49 nonmember; $195 group.

In this webinar you'll learn what a QR code is, how to use QR codes to market library programming and events, and how to use QR codes as a bridge to teen-related content.

Audience: Young adult librarians, school librarians, library workers, teachers, administrators, and any professional whose focus is teens and tweens.

For more information: ala.org/ala/mgrps/divs/yalsa/onlinecourses/webinar.cfm#live. ■



Annual Conference

The Association invites international librarians to join colleagues in Anaheim, California

Come and join us at the 2012 ALA Annual Conference, to be held June 21–26 in Anaheim, California. Known as the "Land of Vacations," Anaheim has inviting beaches, world-famous attractions, hundreds of fashion-setting stores and boutiques, and restaurants, cafés, and microbreweries to suit every taste. Anaheim offers a wealth of activities for the entire family, from Disneyland to the Crystal Cathedral, drawing visitors to this center of entertainment and fun.

During the conference, you will have an opportunity to choose from hundreds of programs spanning the hot topics and current issues affecting libraries and the communities they serve. Planned by ALA's divisions, round tables, offices, and affiliated organizations, the programs presented at the Annual Conference are unparalleled in their breadth and depth of content for attendees from any size or type of library. In addition, your colleagues are planning more social events for networking and learning than you'll find at any other library event.

With your conference registration, you will have an opportunity to visit ALA's exhibit hall, the Stacks. With over 900 exhibiting organizations, the Stacks features 10 pavilions of targeted products and four stages with the hottest authors, chefs, poets, and illustrators. The exhibit floor is an integral part of the education that takes place at the Annual Conference and of the overall conference experience.

Especially for international visitors

- **Orientation**—A special introduction to ALA, the conference, and the city of Anaheim. During the orientation, you will have an opportunity to meet U.S. librarians who serve as advisors to help you navigate the conference. If you are interested, please check the mentor box on your registration form.
- **Preconference**—A half-day program that will focus on how U.S. libraries are managing some of the important issues that affect librarians around the world.
- **International poster sessions**—An opportunity to promote the activities of your library, showcase innovative programming, and share ideas with your colleagues worldwide.

ALA ANAHEIM
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- **International papers**—ALA invites you to submit a proposal for a paper on how your library or country is addressing a selected topic. To learn more about how to submit an application to present a paper, email ALA's International Relations Office at intl@ala.org.
- **International reception**—A special evening reception will be held in honor of international librarians, so you can meet other international guests as well as colleagues from the United States.
- **International visitors lounge**—A place where you can relax, review the conference program, or even hold a small meeting with newfound colleagues and friends. A computer with internet access will be provided. ALA volunteers will be available to answer questions and provide assistance.

Registration and information

Information on hotels and registration will be available in January 2012. You may preregister directly through ALA using the online registration form at the ALA website (ala.org) beginning in January.

RDA Toolkit

The online product is one year old and growing

In June, the Library of Congress, the U.S. National Library of Medicine, and the U.S. National Agricultural Library jointly announced that they will adopt RDA: Resource Description and Access as the new standard for bibliographic description, with implementation to begin sometime after January 1, 2013. Decisions regarding the implementation of RDA from other national libraries are still pending. This news and the one-year anniversary of RDA Toolkit provide a good opportunity to review its growth and look forward to the future.

RDA was designed for the digital world and its universe of users seeking to share metadata. As such, RDA marks a significant evolutionary step from its predecessor, AACR2. RDA Toolkit, the web-based manifestation of RDA, is a key element of this change; available online at www.rdatoolkit.org, it includes a flexible and interactive presentation of RDA content that is both searchable and browsable.

Recent additions

The RDA Toolkit staff was already at work on improvements to the product when the test committee submitted its recommendations; thus some of the requested enhancements are expected to appear on the site this autumn: The expanding/collapsing table of contents in the left-column navigation will be streamlined to reveal chapter headings at the top level; a "sort by instruction number" option will be added to search results in response to user requests; and the speed of RDA Toolkit will be improved with the insertion of page breaks that organize the chapters into more manageable chunks of data.

Some new enhancements are already active on RDA Toolkit. Users and RDA testers found that the book-style table of contents of the print version was especially useful in navigating RDA, so the print table of contents was developed into an online section of RDA Toolkit. A book-style index to supplement RDA Toolkit's full-text search capability has also been added. Unlike the full-text search, the index includes AACR2 terms such as "added entries" that aren't in RDA but will likely be searched on. The index is included in search and displays at the bottom of a hit list, alongside glossary search results.

New services

RDA Toolkit subscribers who also subscribe to Library of Congress's Cataloger's Desktop or OCLC's Connexion can now connect directly with RDA Toolkit from the user interface of those products. The MARC linking service allows users and vendors alike to create MARC-related links deep into RDA Toolkit. Creators of workflows, training materials, or other procedural materials can use this service to build links based on MARC data to RDA instructions. Vendors can use the service to create permanent links from their products to RDA Toolkit. Instructions for using this unique, free service and for building links based on RDA instructions numbers are available at www.rdatoolkit.org/userguides.

The RDA Toolkit Blog debuted in March 2011 at www.rdatoolkit.org/blog. Its mission is to provide a forum for the open exchange of information between the RDA copublishers and the international cataloging community. The blog will answer questions; report on the Joint Steering Committee's updating processes, timelines, and RDA Toolkit enhancements and fixes; and share tips and best practices for using RDA Toolkit.

Now in print

Despite the advances represented by the digital RDA Toolkit, many have expressed the need for traditional print.

The full-text print version of *RDA: Resource Description and Access* serves as an offline access point to help solo and part-time catalogers evaluate RDA, as well as to support training and classroom use in institutions of any size. The forthcoming print version of *RDA Element Set* collects relevant information based on cataloging workflow in one place for ease of use, and offers the full text of selected RDA instructions. Information on purchasing RDA print products, depending on where you are in the world, is at www.rdatoolkit.org/rdaprint.

RDA translations

Looking toward 2012, RDA Toolkit plans to continue to both improve the functionality of the website and expand the range of assets we offer. Among the most significant of these new assets will be the release of translated versions of RDA Toolkit and print RDA; preliminary work is underway for French- and German-language versions, with translation into Spanish and other languages to follow.

Special offers and free trials

A double-user offer has been extended for those who subscribe or renew at any site-license level to RDA Toolkit before August 31, 2012. The offer is intended to help institutions during initial implementation of RDA, when additional concurrent access is likely needed. To qualify, just subscribe to RDA Toolkit (or renew) for as many users as you think you will need. We will automatically double the number of users on your account for the subscription year.

RDA Toolkit also now offers an RDA Toolkit Free Trial (www.rdatoolkit.org/trial). Anyone can register for a one-time, 30-day trial of RDA Toolkit at no charge. The RDA Toolkit Free Trial is intended to provide the access required to make an informed decision about subscriptions. A separate free trial, RDA Post-Event Access (www.rdatoolkit.org/posteventaccess), is available through the leaders of RDA training events and also includes 30 days of access. These offers are available to all users everywhere in the world.

More information and ongoing updates

Bookmark www.rdatoolkit.org, where you can access webinar archives; pricing, subscription, and renewal information; the RDA Toolkit blog; an RDA training calendar; presenter/trainer materials; RDA print information; and related resources.

Sign up at www.rdatoolkit.org/rdalist to receive special offers, webinars, and product updates.

Sign up for a free 30-day trial at www.rdatoolkit.org/trial.

Special double-user offer through August 31, 2012; details at www.rdatoolkit.org/pricing.

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Campaign for the World's Libraries

Latvia and Barbados are the latest nations to join

Since launching their Campaign for the World's Libraries in 2001, the American Library Association (ALA) and the International Federation of Library Associations and Institutions (IFLA) have worked together to promote and highlight the project.

The public-awareness campaign is designed to showcase the unique and vital roles that public, school, academic, and special libraries play worldwide and to speak loudly and clearly about the value of libraries and librarians in the 21st century.

Over 30 countries have joined the Campaign for the World's Libraries. Latvia and Barbados recently initiated their campaigns.

Latvia

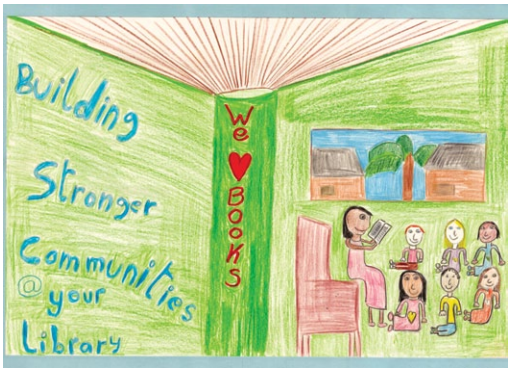
In 2010 the Latvian National Commission for UNESCO, the Latvian National Library, and the Library Association of Latvia organized their campaign, Pasaule t@vā bibliotēkā ("World @ Your Library"). Libraries from all parts of Latvia took part in the campaign and encouraged children and young people to inquire about exotic places and cultures. The Library Association of Latvia has gained valuable experience and is continuing with the second phase of its campaign The association created a web page for the campaign at www.stastulaiks.lv/en/bibliote-ka/1395/, where a special world map notes places participants learned about at Latvian libraries.

The 2011 theme for the campaign is the study and promotion of world cultural heritage, with two main objectives: first, to promote Latvian libraries as a modern information resource, and to invite children and young people to learn about other countries and cultures by reading books and maps and by using all the resources available at the library; and second, to encourage them to learn about the world and to promote understanding about its cultural heritage, based on UNESCO's world cultural heritage list, which contains more than 750 objects of culture and nature. The uniqueness and beauty of these places underscores the diversity of our planet and its inhabitants.

Barbados

The Library Association of Barbados (LAB) joined the Campaign for the World's Libraries in 2010 to make a commitment to expose the people of Barbados to the values of the campaign and to highlight the roles of libraries and the work of librarians.

LAB decided to launch a poster competition with the assistance of



Winning posters for the "Building Strong Communities @ your library" contest created by the Library Association of Barbados. Left, Jade Clark, 7–8 year-old winner. Right, Jabarry Bretney, 9–10 year-old winner.

the Library and Information Association of Jamaica, which had developed a similar contest. The competition was geared towards young people, allowing them to express how they saw the library in their community through the theme "Building Strong Communities @ your library." The competition, launched in September 2010, was divided into three age groups, drawing a total of over 300 entries.

The poster competition was very successful, based not only on the number of entries and the attention that it received, but also on the level of corporate sponsorship of prizes.

The posters will be printed and distributed across Barbados in schools, supermarkets, stores, bus stations, and other public spaces. LAB has met with the state-owned Transport Board, which has agreed to let the association use the sides of two buses to display the posters and other relevant messages.

As part of its overall strategy, LAB is engaging with the Association of Guidance Counselors, which runs careers showcases throughout the year in the nation's schools, to make them aware that librarianship is a viable and rewarding profession. As LAB continues its programs, it hopes they will result in a heightened awareness of the roles of libraries and librarians.

To learn more about the Campaign for the World's Libraries visit www.ifla.org/en/at-your-library.

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A Bavarian Librarian in California

A visitor finds an "academic paradise" at UCSD

by Angela Güntner

After touring libraries throughout the German state of Bavaria as part of a library-visiting program dealing with information-literacy training, I decided to extend that rewarding experience by taking part in the German-U.S. Librarian Exchange Opportunity cosponsored by the American Library Association and Berufsverband Information Bibliothek (BIB). I chose the University of California at San Diego Libraries as my preferred destination for a visit of four weeks in April and May of 2011.

The organization of the trip went extraordinarily well and without any complications. Soon after I had submitted my personal profile and my library preference to the associations, ALA International Relations Office Director Michael Dowling put me in touch with Marlo Young, the coordinator of my stay at UCSD. She created a schedule according to my interests and always was more than willing to give me any additional support (including a pickup at the airport).

Right after my arrival, I was given the opportunity to introduce myself, my hometown, and my home library at a very pleasant welcome reception. My working schedule as a visiting librarian consisted of getting tours through different departmental libraries, joining several committee meetings, and discussing all aspects of library life in one-on-one encounters with department heads, library managers, and other academic staff.

I was situated in the Social Sciences and Humanities Library, located in the main library building, which is named Geisel Library in honor of Theodor Seuss Geisel, better known as children's-book author Dr. Seuss. There I got my first big surprise, because there was no office waiting for me, just a cubicle. Though well-equipped and rather comfortable, this construction reminded me, the spoiled European, of a changing room at a German indoor swimming pool.

Working conditions in the United States are different from those in Germany in many ways. In San Diego, for the first time in my entire educational and professional career, I worked on both Good Friday and Easter Monday. What I liked much better was the fact that librarians at UCSD aren't required to use time clocks; it is a matter of mutual trust and personal responsibility to work one's hours properly and to get one's work done within the required amount of time.

But what I liked most were the outstanding and, to my mind, very successful efforts of the UCSD libraries to create a "living room for

learning" for their students and faculty. A living room just like at home—that was my impression when I first saw all the comfortable chairs and matching tables within the libraries and people sitting there, just talking or relaxing, next to those at their desks, working diligently at their computers.

Some were even taking a nap, and others were having a snack break, bringing their coffee, Coke, chips, and cookies. Food and drinks next to the books? Could that be true? Yes, it is. In response to my "German angst," I was told that theft and book damage have not increased since these concessions have been made to the contemporary student lifestyle.

In the lively learning and research environment the UCSD Libraries seek to provide, there is outreach, information, reference, and training everywhere. Librarians, as well as nonacademic library staff, are well prepared for any question that may arise at the Information and Reference Desk, which even offers the option of highly specialized one-on-one consultations. Library classes are offered in cooperation with faculty in order to fulfill courses' special needs concerning library use and academic research.

At the UCSD Libraries there is outreach, information, reference, and training everywhere.

Nevertheless, the libraries don't keep in contact with their patrons in person only. They have established a wide range of e-learning materials, such as a video clip about Geisel Library on YouTube or more conventional instructional videos offering a tour of the library, or help using databases or avoiding plagiarism.

My stay there led me to praise the UCSD Libraries as a sort of academic paradise; but sadly, a budget cut of $3 million means upcoming consolidations and reassignments. No one knows what the UCSD Libraries will look like in a couple of years; but I am sure they will still provide an atmosphere for all kinds of high-level learning. I offer thanks for this truly once-in-a-lifetime experience. ▮

ANGELA GÜNTNER *works at University of Passau Library in Lower Bavaria, Germany. ALA and the Berufsverband Information Bibliothek entered into an agreement in 2009 to work together to promote and facilitate exchanges between the two countries.*

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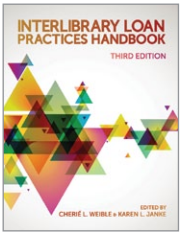
Interlibrary Loan Practices Handbook, Third Edition

edited by Cherié L. Weible and Karen L. Janke

2011, 144 p., 8.5" x 11", softcover, ISBN-13: 978-0-8389-1081-8, $85.00.

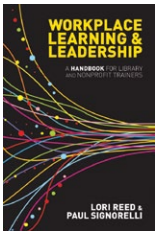


In their definitive new *Interlibrary Loan Practices Handbook*, editors Weible and Janke clearly explain the complexities for patrons of getting materials from outside of the library. This collection presents a complete view of the interlibrary loan process, with contributions from all areas of the technical services community.

Workplace Learning and Leadership: A Handbook for Library and Nonprofit Trainers

by Lori Reed and Paul Signorelli

2011, 176 p., 6" x 9", softcover, ISBN-13: 978-0-8389-1082-5, $55.00.

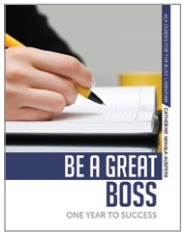


In this practical resource, leading workplace trainers Reed and Signorelli offer guidance on improving the effectiveness of training programs. Their book takes readers through the entire process of developing, implementing, and sustaining training programs and communities of learning.

Be a Great Boss: One Year to Success

by Catherine Hakala-Ausperk

2011, 252 p., 8.5" x 11", softcover, ISBN-13: 978-0-8389-1068-9, $50.00.

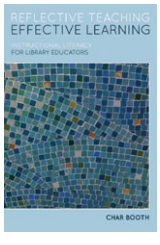


To help library managers improve their skills and acumen, renowned speaker and trainer Hakala-Ausperk presents a handy self-study guide to the dynamic role of being a boss. Organized in 52 modules, it's designed to cover a year of weekly sessions but is easily adaptable for any pace.

Reflective Teaching, Effective Learning: Instructional Literacy for Library Educators

by Char Booth

2011, 208 p., 8.5" x 11", softcover, ISBN-13: 978-0-8389-1052-8, $60.00.

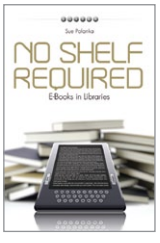


This much-needed book tackles the challenge of effective teaching and training head-on. Booth, an avid library education and technology advocate, introduces a series of concepts that will empower readers at any level of experience to become better designers and presenters, as well as building their confidence and satisfaction as library educators.

No Shelf Required: E-Books in Libraries

edited by Sue Polanka

2011, 200 p., 6" x 9", softcover, ISBN-13: 978-0-8389-1054-2,. $65.00.

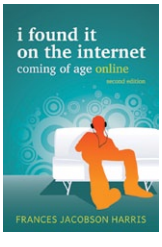


Polanka brings together a variety of professionals to share their expertise about e-books with librarians and publishers. They provide forward-thinking ideas while remaining grounded in practical information that can be implemented in all types of libraries.

I Found It on the Internet: Coming of Age Online, Second Edition

by Frances Jacobson Harris

2011, 248 p., 6" x 9", softcover, ISBN-13: 978-0-8389-1066-5, $45.00.

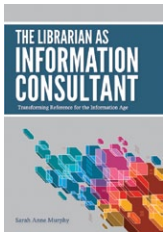


Texting, tweeting, chatting, blogging, and other social networking largely occur in a free-for-all environment of unbridled access; quality takes a backseat to quantity. To help librarians, educators, and parents step in to guide teens' decision-making, Harris offers a thoroughly updated edition of her classic book.

The Librarian as Information Consultant: Transforming Reference for the Information Age

by Sarah Anne Murphy

2011, 120 p., 7" x 10", softcover, ISBN-13: 978-0-8389-1086-3, $48.00.



Today's reference librarian must work in a whole new way—not only service-focused and businesslike, but even entrepreneurial. Murphy innovatively rethinks the philosophy behind current library reference services in this thought-provoking book.

Managing Library Volunteers, Second Edition

by Preston Driggers and Eileen Dumas

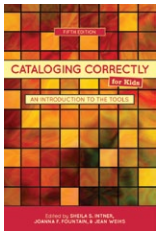
2011, 328 p., 6" x 9", softcover, ISBN-13: 978-0-8389-1064-1, $55.00.

Whether volunteers are Friends, trustees, or community members, managing them effectively is the key to harnessing their enthusiasm for the benefit of your library. Authors Driggers and Dumas completely overhaul their classic work, presenting a top-to-bottom toolkit for recruiting, interviewing, training, supervising, and evaluating volunteers.

Cataloging Correctly for Kids: An Introduction to the Tools, Fifth Edition

edited by Sheila S. Intner, Joanna F. Fountain, and Jean Weihs

2010, 240 p., 6" x 9", softcover, ISBN-13: 978-0-8389-3589-7, $55.00.



This new fifth edition points the way towards providing effective cataloging for materials intended for children and young adults. Based on guidelines issued by the Association for Library Collections and Technical Services (ALCTS), this handbook is a one-stop resource for librarians who organize information for children.

RDA: Resource Description and Access

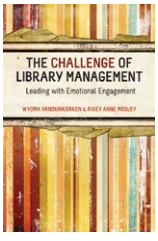
2011, 1,096 p., 8.5" x 11", drilled looseleaf format with tabs (note: binder not included), ISBN-13: 978-0-8389-1093-1, $150.00.

This full-text print version of RDA offers a snapshot that serves as an offline access point to help solo and part-time catalogers evaluate the new, unified cataloging standard, as well as to support training and classroom use in any size institution. An index is included.

The Challenge of Library Management: Leading with Emotional Engagement

by Wyoma vanDuinkerken and Pixey Anne Mosley

2011, 184 p., 6" x 9", softcover, ISBN-13: 978-0-8389-1102-0, $52.00.



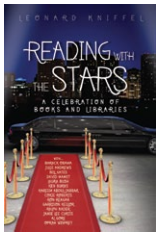
Most workplace changes are not ends in themselves but part of a continuous process of transition. Peppered with short narratives that use real-life examples of change principles, this book helps managers reassure their staff that change can be an opportunity for reflection and personal growth.

Reading with the Stars: A Celebration of Books and Libraries

edited by Leonard Kniffel

2011, 168 p., 5.5" x 8.25", hardcover, ISBN-13: 978-0-8389-3598-9, $17.95.

From President Barack Obama to actress Julie Andrews, from basketball



star Kareem Abdul-Jabbar to former First Lady and librarian Laura Bush and many others, stars of literature, politics, entertainment, and the public arena speak with Kniffel about the ways libraries have been critical in their lives.

The Frugal Librarian: Thriving in Tough Economic Times

edited by Carol Smallwood

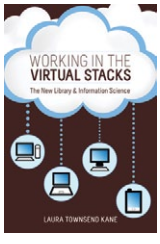
2011, 280 p., 6" x 9", softcover, ISBN-13: 978-0-8389-1075-7, $42.00.

Smallwood demonstrates that despite the obvious downsides, the necessity of doing business differently can be positive, leading to partnering, sharing, and innovating. This collection speaks to universal concerns, presenting creative and resourceful solutions from dozens of librarians representing a wide variety of institutions.

Working in the Virtual Stacks: The New Library and Information Science

edited by Laura Townsend Kane

184 p., 6" x 9", softcover, ISBN13: 978-0-8389-1103-7



Thanks in part to technology, the boundaries of library positions are dissolving. It is no longer practical to discuss the profession in terms of traditional library types, and in today's library, the relationship between librarians and technology is stronger than ever. In this informative volume, veteran author Kane interviews dozens of practicing librarians who are highly involved with technology as part of their day-to-day jobs.

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ALA's International Copyright Efforts

Advocating for policies that promote accessibility

by Carrie Russell

Trying to track and influence copyright developments in countries around the world that affect libraries is a daunting task, but necessary in our global information environment. The American Library Association's Office for Information Technology Policy (OITP) manages international copyright advocacy activities, primarily at the World Intellectual Property Organization (WIPO) in Geneva. WIPO is a specialized United Nations agency focusing on copyright, patent, and other intellectual property law.

OITP develops its advocacy strategy in partnership with two organizations, ALA's Association of College and Research Libraries and the Association of Research Libraries, as the Library Copyright Alliance (LCA). With its status as a nongovernmental organization (NGO), LCA can help shape international copyright policy affecting libraries by advocating for U.S. libraries at WIPO meetings and by working with the U.S. delegation to WIPO in Washington, D.C.

Copyright, now more than ever, is a primary engine of the world's economy. International treaties developed at WIPO affect each nation's individual laws, since the goal is to agree to some harmonization of laws from country to country. While the United States is a powerful force at WIPO and can shape the organization's agenda and priorities, each of the 184 member nations of WIPO has one vote.

The current issues at WIPO that are of most importance to libraries are: a treaty to benefit people with reading disabilities that would permit the making of an accessible copy for someone who is blind or has low vision or dyslexia; a proposed treaty on library limitations and exceptions (already established in U.S. law, but not in some foreign nations); and a treaty for the protection of traditional cultural expressions (TCEs) or folklore.

The treaty for people with reading disabilities is a high priority for the U.S. delegation and would greatly improve access to information for people with reading disabilities, especially in developing countries where less than 1% of published materials are available in accessible formats. If a treaty were passed, member nations of WIPO could share accessible content across borders. There has been great progress in moving this treaty or some other legal agreement forward.

LCA is also focusing on a proposed treaty for library exceptions and limitations, proposed by the International Federation of Library Associations and Institutions (IFLA) and Electronic Information for Libraries (eIFL), an NGO that advocates for the interests of libraries and library users. LCA has provided feedback and textual recommendations to WIPO on the current document.

LCA, IFLA, and eIFL all agree that library exceptions are very necessary for the free flow of information, particularly in developing nations, and that discussions about them must continue. LCA has conducted training sessions in several South American countries urging their governments to adopt copyright exceptions such as fair use in their own copyright laws.

Finally, a treaty for the protection of TCEs is slowly moving ahead. LCA opposes such a treaty because protections of TCEs as currently proposed would have many negative implications, including the removal of works from the public domain, and restrictions on access to and use of TCEs. The protection of TCEs is further complicated by the fact that there is no definitive definition of what a TCE is; some definitions are expansive, while others limit TCEs to intangible expressions. LCA has been working closely with the U.S. delegation to amend text in the current treaty version.

LCA comments and proposals on these treaties and other proposals can be found at www.librarycopyrightalliance.org.

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ALA Library: An International Resource

The Association's own library is here to help, in person and online

The ALA Library, established in 1924, has a two-pronged role within the American Library Association: It serves as the special library for ALA staff as they carry out the work of the Association, and it's also the "librarian's library" for ALA members and others seeking information on library issues of all types, from shelving books to planning budgets for new buildings.

Available resources

As electronic capabilities have expanded, our reference and information services have gone far beyond corresponding with international inquirers by mail. The following key resources are available via the internet:

- ALA Library Factsheets with the most commonly sought-after information: ala.org/library/factsheets.html
- An A-to-Z pathfinder to common topics and issues pursued by practicing librarians: ala.org/ala/professionalresources/atoz/index.cfm
- A ProfessionalTips Wiki: wikis.ala.org/professionaltips/
- ALA Standards and Guidelines: ala.org/ala/professionalresources/guidelines/standardsguidelines/index.cfm

The ALA Library provides current awareness and reaches out through both a Facebook page (www.facebook.com/alalibrary) and a Twitter feed (twitter.com/#!/ALALibrary).

Reference questions

Correspondents are encouraged to first use local and online resources. For those seeking further assistance from the ALA Library, the staff will respond to their reference and information needs to the extent possible. Please note that the scope of services does not include extensive background research for graduate projects, compilation of extensive bibliographies, fulfilling requests for information connected with contests, or completion of school or work assignments.

Questions may be sent in the following ways:

- Direct email to library@ala.org
- Text-a-Librarian by sending a text message to: 66746; begin message with: AskALA
- Through Facebook or Twitter, as noted above

In some cases, the questions may be answered through our Ask the ALA Librarian blog, which is part of American Libraries Online (americanlibrariesmagazine.org/askthelibrarian).

If English is not your first language, please bear with us if we don't answer your question completely on our first try. If you also send the question in your own (Roman-alphabet) language, one of the staff may have enough fluency in the language of your query to understand. All answers, however, will be in English.

Visitors to the library

The ALA Library is open to ALA staff and members, and to qualified researchers. The ALA Library is a special library supported solely by the American Library Association. Access by persons not part of the ALA community is strictly limited to those conducting research into the areas of library and information studies or association management. All visitors are asked to register. ▮

ASK the ala librarian

Q&A from the ALA Headquarters Library

ALA JobLIST: A Global Resource

The Association's jobs service offers positions in the U.S. and beyond

ALA JobLIST (joblist.ala.org) is well known as a key source for finding library and information science positions in the United States; but employers tell us that it's also a terrific place to promote jobs in other parts of the world. After all, part of the beauty of the World Wide Web is its worldwide reach. ALA JobLIST attracts 100,000 visits from more than 100 countries and territories every single month.

International employers advertising in ALA JobLIST attract the attention of adventurous leaders in the profession seeking new challenges, as well as multilingual job seekers sensitive to the unique needs of institutions serving multiple cultures.

At any given time, between 3% and 10% of ALA JobLIST's current listings come from outside the U.S., in such wide-ranging locations as Hong Kong, South Africa, Saudi Arabia, the United Arab Emirates, Egypt, Switzerland, the Bahamas, and, of course, Canada. Institutions from more than 40 countries have advertised positions on ALA JobLIST.

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

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

ALA JobLIST is a joint project of *American Libraries*, *College and Research Libraries News,* and ALA's Office for Human Resource Development and Recruitment (HRDR). In addition to the main site at joblist.ala.org, ALA JobLIST can also be found on Facebook, Twitter, and LinkedIn, as well as in its free biweekly newsletter, *JobLIST Direct*.

To sign up, go to ala.informz.net/ala/profile.asp?fid=1494.

RESOURCES

LOOK TO ALA FOR RESOURCES REGARDING THE EMPLOYMENT OF FOREIGN LIBRARIANS IN THE U.S.

Job seekers: Looking for a job in the U.S.? Get details on steps to take to get hired.
Employers: Need help hiring candidates with overseas library degrees? Get details on steps to take to evaluate non-U.S./Canadian credentials.

Visit ALA's website at: http://tinyurl.com/ForeignDegrees.

Sister Libraries

Pairing up to make lasting connections

Through its Sister Libraries initiative, the American Library Association encourages libraries around the world to form partnerships with those in the United States. Initiated by former ALA president Sarah Ann Long, Sister Libraries has found a home within the International Relations Round Table (IRRT). A committee of dedicated members oversees the program through the Sister Libraries Wiki and programming at conferences.

For libraries interested in participating, the Sister Libraries Wiki at wikis.ala.org/sisterlibraries is the place to start. It provides information, guidance, and an opportunity for you to request a sister library. It also includes examples of successful sister library partnerships.

Sister libraries choose their level of involvement, based on their mutual needs. Some partnerships may be informal, while others may involve personal contracts and ceremonies. It is a matter of what level of formality and commitment the libraries are comfortable with.

Successful sister libraries

Mountain connections

Appalachian State University sits atop the Appalachian range in Boone, North Carolina. It seems appropriate that their sister library partner is in Cochabamba, Bolivia, which is located in the Andes at an elevation of 2,574 meters (8,445 feet). The nurturing by the library school and library staff has grown into a partnership, with the whole university helping the Biblioteca Th'uruchapitas create the best library collection for children in Bolivia. Support has included a bookmobile to bring the collection beyond the walls of the library; and with help from their Bolivian colleagues, schools and libraries throughout North Carolina can now acquire multimedia educational kits on Bolivia.

The bookmobile of the Biblioteca Th'uruchapitas provides books to youngsters in Cochabamba, Bolivia.

Small libraries, big reach

You don't have to be a big library to have a sister library. The Antwerp Sunshine Library in Mattawan, Michigan (population 2,500), has not one but two sister libraries. Branch librarian Kay McAdam sent out emails to see if any libraries were interested in partnering around the library's 2011 Summer Reading Program's theme of "One World, Many Stories."

She found two willing partners in the Portstewart Library in Londonderry County, Northern Ireland, courtesy of Valerie Christie, children's services manager for Libraries Northern Ireland, and the Guam Public Library System in Hagåtña, thanks to GPLS Program Coordinator Frank Aflague. Children from each library shared stories, photos, and gifts with summer readers in Mattawan. Items received in exchange are on display in Mattawan throughout late summer and into fall.

Appalachian State University helped create this educational kit on Bolivian culture.

TRABAJANDO JUNTOS

Profesores y bibliotecarios colaborando para transformar el aprendizaje de los estudiantes

Good neighbors

Since 2005, librarians from the University of Maryland at College Park have partnered with the library and colleagues at the Tecnológico de Monterrey in Monterrey, Mexico. The libraries have hosted each other's staff and organized two symposiums. In 2008 the aptly titled "Working Together" conference focused on building relations between librarians and faculty, promoting information literacy, and assessing student learning. Librarians from both institutions have kept in contact through email and Facebook.

How to Become a Sister Library

- Read about the Sister Library Initiative at wikis.ala.org/sisterlibraries. Check the resources page for additional information and new updates.
- Educate your staff and administration about the sister library idea.
- Analyze your library's needs. How could your library benefit?
- Identify your library's resources. What could you offer a sister library?
- Determine the level of commitment that you and your institution can make and who will be responsible for overseeing the project.
- Determine your budget for this program.
- Get approval and financial backing from your institution (i.e., board, administration, advisory group).
- Get your community involved. First involve the library community; then involve the public or your school, university, college, or institutional community.
- Organize a local committee.
- Be flexible. The other library may have somewhat different objectives and expectations. Both libraries need to be involved in shaping the relationship. ▮

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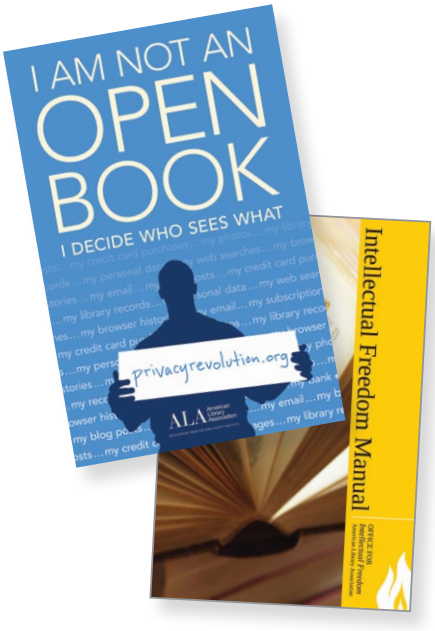
Intellectual Freedom: It's Global, It's Local

ALA's freedom-to-read commitment: 44 years old and growing.

by Barbara M. Jones

The American Library Association has been engaged in intellectual freedom issues for over 40 years, ever since Judith F. Krug founded the Office for Intellectual Freedom (OIF) in 1967 and the Freedom to Read Foundation in 1969. ALA's commitment to fight censorship and to promote the freedom to read and reader privacy is based on the guarantees of the First Amendment of the United States Constitution. ALA's policies are library-based applications of the First Amendment and include the *ALA Code of Ethics* and the *Library Bill of Rights and Its Interpretations.* These documents are constantly reviewed for relevance and updated to incorporate technological and other cultural change. They are published on the ALA website and in the frequently updated *Intellectual Freedom Manual,* now in its 8th edition (ifmanual.org).

The ALA organizational structure to support intellectual freedom includes the Office for Intellectual Freedom, based at its Chicago headquarters, and a variety of ALA membership groups and committees of ALA Council: the Committee on Professional Ethics; the Intellectual Freedom Committee (IFC); the IFC Privacy Subcommittee; and the Intellectual Freedom Round Table (IFRT). OIF encourages state library associations to establish their own intellectual freedom committees so that anticensorship education reaches to the grassroots of librarians and library users. OIF also houses the Freedom to Read Foundation, which helps monitor U.S. court decisions and often funds legal cases to support the freedom to read and reader privacy. The Leroy C. Merritt Humanitarian Fund helps support librarians who have lost their jobs in the defense of the freedom to read, or because of discrimination.



The international arena

ALA has long been an active and influential mover and shaker in international librarianship; seven ALA-related librarians attended the 1929 inaugural meeting in Rome of the International Federation of Library Associations (IFLA). ALA's International Relations Committee and International Relations Round Table are among the groups that have actively supported global relations among libraries for decades. Librarians from around the world have always attended ALA conferences and U.S. library schools.

As globalization increasingly influenced library content and services in the 1990s, ALA's participation accelerated. From 1991 through 1997, U.S. librarian Robert Wedgeworth presided over IFLA. Wedgeworth, who had previously served as ALA executive director from 1972 to 1985, was instrumental in the establishment of an intellectual freedom committee for IFLA called FAIFE: Freedom of Access to Information and Freedom of Expression, which was originally housed and sponsored by the National Library of Denmark. U.S. librarian Marianna Tax Choldin served on the first FAIFE committee. OIF founder Judith F. Krug was assigned an advisory role to FAIFE. As her successor, I also served as a FAIFE committee

member. U.S. librarians Al Kagan and Loida Garcia-Febo—both active in ALA—have also served on FAIFE.

Judith Krug believed passionately that the U.S. library intellectual freedom tradition should become a part of global librarianship, and she attended several IFLA meetings before her untimely death in 2009. ALA's Intellectual Freedom Committee had added an interpretation to the *Library Bill of Rights,* "The Universal Right to Free Expression," in 1991. All accredited U.S. library and information schools must now include intellectual freedom—part of the "philosophy, principles, and ethics of librarianship"—in the curriculum. These activities helped build an even stronger alliance between ALA's and IFLA's intellectual freedom communities.

ALA and FAIFE activities

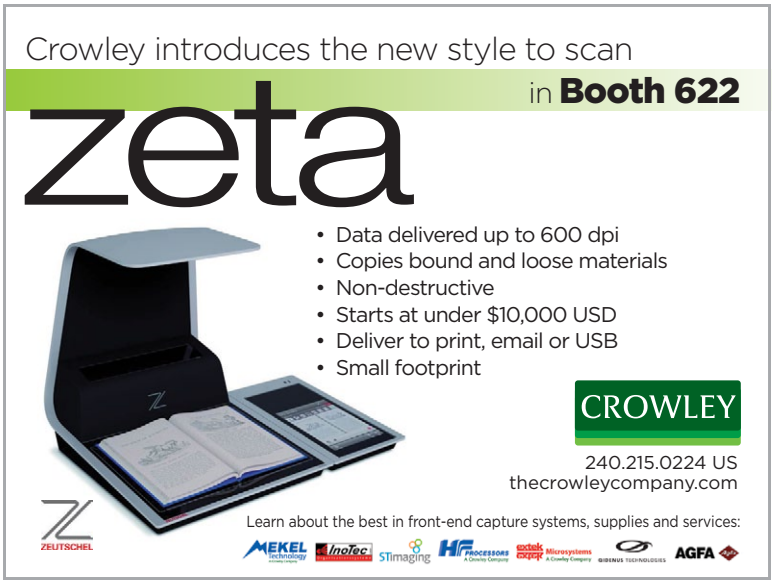
It is important to observe that while ALA's intellectual freedom infrastructure and experience did play an important role in the establishment of FAIFE and its ongoing activities, the international intellectual freedom committee has an identity all its own, with key distinctive characteristics that have made it effective in the international library arena:

- FAIFE principles are derived from Article 19 of the Universal Declaration of Human Rights, not from any particular nation's constitution or laws; so each time the committee gives a workshop, it includes local participants to update librarians on the local constitutional, legal, and political context for intellectual freedom in that nation's libraries.
- FAIFE's program officer at IFLA's office in The Hague, Netherlands, has intellectual freedom and intellectual property in his portfolio; in ALA, those two issues are divided, with the Washington Office working on intellectual property legislation in the national and international contexts. U.S. legal traditions have not defined copyright as a potential barrier to First Amendment guarantees of free expression; however, FAIFE programs and discussions have frequently made this link, and as copyright regimes become more rigid as applied to library content and services, this is likely to continue as a trend.
- ALA's intellectual freedom policies have not paid as much attention to the problems of poor telecommunications infrastructure as have those of FAIFE. Many FAIFE members come from the developing world, where internet censorship is not even a relevant topic of conversation because inadequate bandwidth makes internet access impossible.
- By the same token, FAIFE workshop curricula cover a much broader free-expression agenda. The newest curriculum is "Libraries, Transparency, and Good Governance." This is because most librarians at FAIFE workshops in the developing world have said that until corruption was eliminated, libraries could not operate with adequate information resources and staff.
- In FAIFE workshops, librarians are often surprised that the United States and some other countries advocate library professional ethics as a set of values separate from personal values. So, for example, some librarians are shocked that American librarians would allow anti-Muslim cartoons to be accessible in the library under the professional principles of free expression, even if the librarians do not condone the messages of the cartoons and might, indeed, even be Muslims. It is hoped that the IFLA Code of Ethics currently being written will assist with this important dilemma.

The future

FAIFE's "train the trainers" workshops continue to be extremely popular. ALA's Office for Intellectual Freedom is hoping to work with FAIFE colleagues to develop some workshops—perhaps the first will be on privacy—to be delivered via webcasts. U.S. librarians who encounter FAIFE for the first time—and vice versa—have much to learn from each tradition.

BARBARA M. JONES *(bjones@ala.org) is director of ALA's Office for Intellectual Freedom.*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Connecting to ALA and ALA Resources

Tools and tips are at your fingertips

Great resources from ALA are just a click away, 24 hours a day. ALA's website is a great resource for librarians around the world. Here is just a sampling of what you can access for free by searching the following terms at ala.org.

Accreditation

- Standards, Policies, and Procedures
- Resources for LIS Administrators

Advocacy

- Advocacy University
- Frontline Advocacy
- Our Authors, Our Advocates
- Advocacy Action Plan Workbook

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- Core Competencies for Librarianship
- Information Literacy Competencies
- Competencies for Librarians Serving Children in Public Libraries
- Young Adult Librarian Competencies

News and Discussion Lists

- *AL Direct* weekly e-newsletter
- ALA-World discussion list
- District Dispatch

Professional Development

- Emerging Leaders Program
- Business Librarian Professional Tools

Programming

- Programming Librarian website
- Money Smart Week @ your library
- Benefits of Public Programming for Libraries

Promotion

- Snapshot Days
- Preservation Week
- Teen Read Week
- Public Relations Tools and Resources
- John Cotton Dana Awards for Outstanding Promotion

Research and Reports

- Public Library Funding and Technology Access Study and Issue Briefs
- YALSA White Paper on Young Adult Services
- There's an App for That
- Checking Out the Future: Perspectives from the Library Community on Information Technology and 21st-Century Libraries

Social Media

- ALA and Division Facebook pages
- Blogs
- Twitter accounts
- Wikis
- ALA Connect

Standards and Guidelines

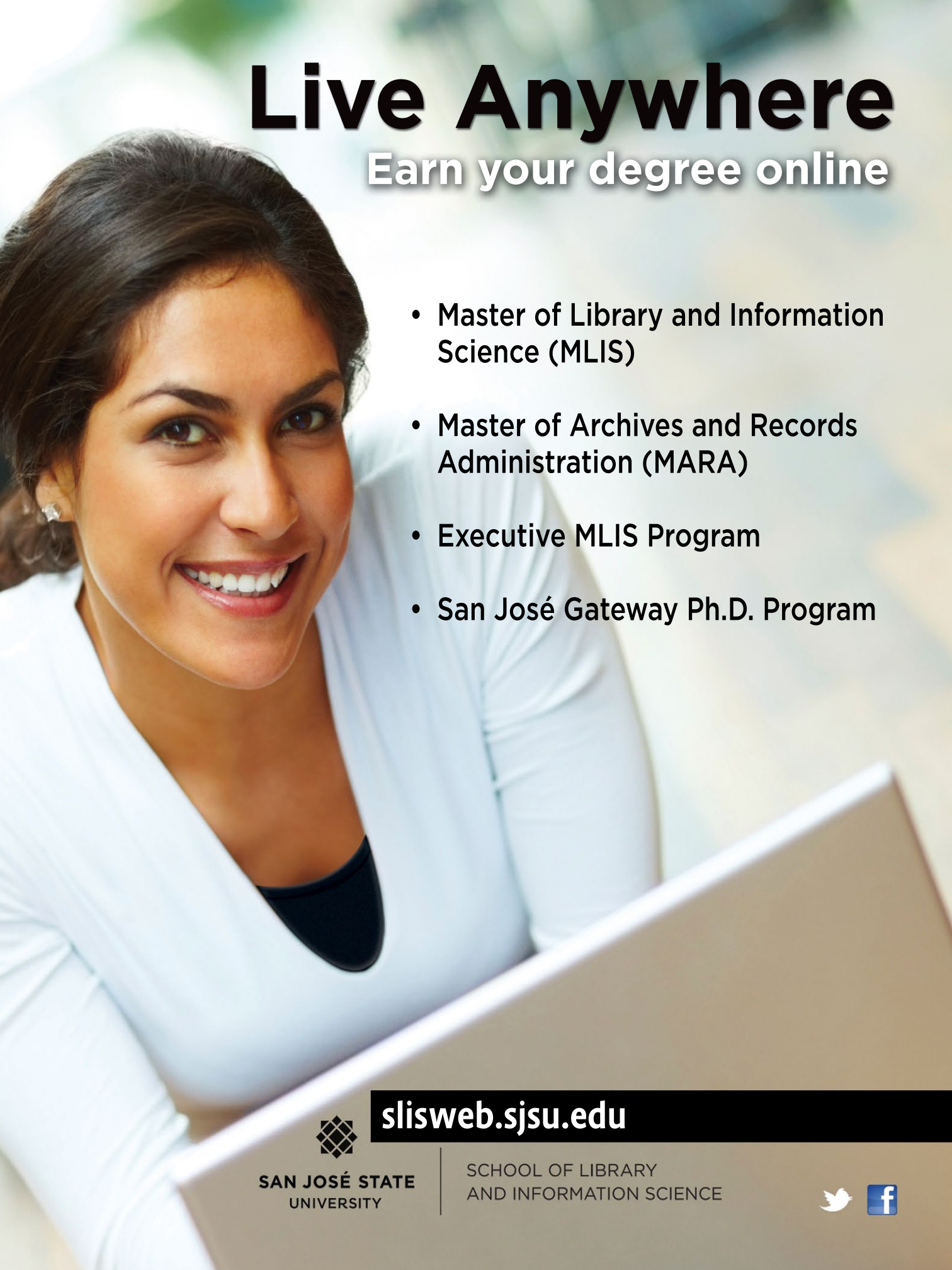
- Standards for the 21st-Century Learner
- Standards for Accreditation of Master's Programs in Library and Information Studies
- Standards for Libraries in Higher Education
- Guidelines for Information Services
- Guidelines for Library Services to Undergraduate Students
- Guidelines for Serving Teens: Ages 12–18

Toolkits

- E-Government Toolkit
- Frontline Fundraising Toolkit
- Librarians Guide to Gaming
- Rural and Small Libraries Toolkit

Value of Libraries

- Value of Academic Libraries
- Libraries Add Up for Kids
- Serving Seniors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