Fighting Censorship ■ Embracing Transformation ■ Privatization

american libraries

The **2012** State of
AMERICA'S LIBRARIES

A Report from the American Library Association

American Libraries
Digital Supplement
Special Issue

Top 10 Frequently Challenged Books
Publishers limit library ebook lending
Increased usage, lowered budgets

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As the national economy continues to struggle toward recovery from the Great Recession, 2011 was a year of grim headlines. The federal Library of Congress lost about 9% of its budget and 10% of its workforce. Detroit, a city in fiscal crisis, agonized all year over how many library branches to close. In Chicago, Mayor Rahm Emanuel proposed a budget that would eliminate 268 currently vacant positions and lay off almost 300 from the library system. (After he was met by hundreds of protesters of all ages, including a group of fist-pumping preschoolers, the mayor backtracked…somewhat.) The *Huffington Post* took note of it all and started a series in November headlined "Libraries in Crisis."

But there was good news as well. The Troy (Mich.) Public Library was saved from closing permanently after some 58% of voters, who had rejected two similar measures in the past few years, approved a five-year operating millage. In Los Angeles, voters in March approved by 63% a measure to increase dedicated spending for the Los Angeles Public Library system by $50 million over the next few years without raising taxes, allowing reinstated full-time hours for 73 branches.

And even some good humor emerged: The Gilpin County (Colo.) Public Library put up a roadside sign advertising "Free coffee, Internet, notary, phone, smiles, restrooms, and ideas" to all who entered.

Libraries continue to transform lives

What became clear through it all was that amid the shifting winds of an economic storm, libraries continue to transform lives, adapting to and adopting new and emerging technologies, and experimenting with innovative and transformational ideas to provide services that empower patrons. The public libraries in many major U.S. cities continue to see circulation rise, with Seattle leading the way with a whopping 50% increase in the past six years. The use of social media by libraries of all types increased dramatically, and the American Library Association (ALA), the world's largest and most influential library association, continues to provide leadership in the transformation of libraries and library services in a dynamic and increasing global digital information environment.

The rapid growth of ebooks has stimulated increased demand for them in libraries. Nationwide, more than two-thirds of public libraries offer ebooks, and availability and use are up. But libraries only have limited access to ebooks because of restrictions placed on their use by the nation's largest publishers. Macmillan, Hachette Book Group, and Simon & Schuster have refused to sell ebooks to libraries. HarperCollins imposed an arbitrary 26 loans per ebook license, and Penguin refused to let libraries lend its new titles at all. When Random House raised ebook prices, the ALA urged it to reconsider. "In a time of extreme financial constraint, a major price increase effectively curtails access for many libraries, and especially our communities that are hardest hit economically," Molly Raphael, ALA president, said in a statement.

Taking the lead in the American library community, several ALA units are addressing the issue of ebooks and libraries, and of digital content more generally. An ALA-wide body, the Digital Content and Libraries Working Group, was created to develop strategy and policy, as well as

provide advice to the ALA on a range of digital content issues. Sari Feldman, executive director of the Cuyahoga County (Ohio) Public Library, and Robert Wolven, associate university librarian at Columbia University, were named co-chairs. (They have their work cut out for them. The definition of a book has expanded so much that the National Book Foundation in 2011 accepted its first interactive ebook as a submission to the National Book Awards.)

On another front, Raphael joined about 50 other invitees and steering committee members in March 2011 to discuss the scope and content of the ambitious Digital Public Library of America project. A formal two-year endeavor was launched in October to find ways to make the American cultural and scientific record available online by creating a portal to allow the public to obtain easy online access to collections held at many different institutions. Among the challenges Raphael noted was how to ensure that the voices of constituencies that were absent at the meeting — such as school librarians — would be heard.

Meanwhile, the American Library Association continues to play a leading role in the seemingly endless battle against censorship. Banned Books Week, an annual event sponsored by the ALA and other organizations, celebrates the freedom to read and the importance of the First Amendment. Held during the last week of September, Banned Books Week highlights the benefits of free and open access to information while drawing attention to the harms of censorship by spotlighting actual or attempted banning of books across the United States. A perennial highlight is always the Top Ten List of Frequently Challenged Books, compiled annually by the ALA Office for Intellectual Freedom (OIF).

The suspect works in 2011 ranged from Lauren Myracle's "*ttyl*" series to stalwarts such as *Brave New World,* which was published 1932 — 80 years ago! — but is still a regular on the list; from *The Absolutely True Diary of a Part-Time Indian* to *The Hunger Games* (published in 2008 and made into a film that is now a smash box-office success).

Here's the OIF's Top Ten List of Frequently Challenged Books in 2011:

- *ttyl*; *ttfn*; *l8r*, *g8r* (series), by Lauren Myracle
- *The Color of Earth* (series), by Kim Dong Hwa
- *The Hunger Games* trilogy, by Suzanne Collins
- *My Mom's Having A Baby! A Kid's Month-by-Month Guide to Pregnancy*, by Dori Hillestad Butler
- *The Absolutely True Diary of a Part-Time Indian*, by Sherman Alexie
- *Alice* (series), by Phyllis Reynolds Naylor
- *Brave New World*, by Aldous Huxley
- *What My Mother Doesn't Know*, by Sonya Sones
- *Gossip Girl* (series), by Cecily Von Ziegesar
- *To Kill a Mockingbird*, by Harper Lee

Librarians active from New Zealand to Zuccotti Park

Libraries were in the news in other ways that might have been unexpected . . . by someone unfamiliar with librarians:

➢ Libraries and librarians worldwide shifted into relief mode after a series of natural disasters. Japan lost lives and libraries in a tsunami. New Zealand and Virginia endured earthquakes. Hurricane Irene and Tropical Storm Lee battered the East Coast. The ALA, other library associations, and library workers helped colleagues with funds and technical assistance.

➢ More and more libraries are "going green" in both new construction and renovation. Green roofs, solar panels, landscaping to manage storm water and other aspects of the local environment, and certification under the United States Green Building Council's Leadership in Energy and Environmental Design (LEED) program have all become more common. Geothermal well systems, which use the relatively stable temperature of the ground to heat buildings in winter and cool them in summer, are also gaining in popularity.

➢ "Guerrilla libraries" sprang up in various camps of the Occupy movement, most notably in Zuccotti Park in New York City, where Occupy Wall Street protesters set up the People's Library. By the time police cleared the park on Nov. 15, it held more than 5,500 volumes, showing that information is an essential ingredient to any community, however temporary.

Other key trends and events

➢ Among the other key trends and events in the library community that are detailed in this report on the State of America's Libraries 2012: The library profession continues its active efforts to make its ranks more accessible to members of ethnic and racial minority groups and to strengthen its outreach efforts to these underserved populations. The ALA's Spectrum Scholarship Program, for example, awarded 53 scholarships in 2011 to members of underrepresented groups to help them pursue master's degrees in library science.

➢ Belt-tightening at all levels of government presented school librarians with a series of challenges in 2011, and there was scant sign that the situation would improve in 2012. The budget-cutting began at the federal level in May, when the Department of Education eliminated fiscal 2011 funding for the Improving Literacy Through School Libraries program, the only federal program solely for school libraries in the United States. The effects were soon felt at the state and local levels, although Senator Reed (D-R.I.) was able to get $28.6 million back into the Fund for Improvement of Education (FIE) and half of that was earmarked for libraries.

➢ Academic librarians and their colleagues in higher education in the United States also continued to navigate a "new normal," characterized by stagnating budgets, unsustainable costs, increased student enrollments, and reduced staff, and the pressure on higher education to demonstrate value took on new urgency and importance in 2011–2012.

➢ U.S. libraries of all types are turning more and more to social media and Web 2.0 applications and tools, using a wide range of applications to connect with customers.

Facebook and Twitter in particular have proven themselves useful tools not only in publicizing the availability of online collections, but also in building trusted relationships with users.

➢ Topics such as ebooks, digital libraries, library lending models, and orphaned works were much discussed in a Washington driven by partisan politics. Little legislative action resulted. However, Internet-age versions of copyright and piracy issues shot to the fore as 2011 turned into 2012, and the acronyms SOPA (the Stop Online Piracy Act) and PIPA (the PROTECT IP Act of 2011) became part of the vocabulary as the library and First Amendment communities took a strong stand against proponents of the legislation.

➢ The American Association of School Librarians highlighted censorship awareness by designating Sept. 28, 2011, as Banned Websites Awareness Day in order to bring attention to the overly aggressive filtering of educational and social websites used by students and educators.

Introduction

An economy still recovering from the Great Recession and stubbornly high unemployment rates continues to generate increased demand for the free and varied services libraries provide, even as many revenue-challenged state and local governments have considered libraries the low-hanging fruit at budget-cutting time.

Even the Institute of Museum and Library Services (IMLS) took a budget hit, and the Library of Congress lost nearly 10% of its workforce, offering targeted voluntary buyouts to 349 employees in response to a proposed 9% budget cut.

Despite budget pressures, or perhaps as the other side of a two-edged sword, public libraries in many major U.S. cities continue to see circulation rise. Seattle led the way with a whopping 50% increase in the past six years.

Public library usage trends in 15 cities, 2011

	% change in library visits (2005-2011)	Library visits per capita (2011)	% change in circulation (2005-2011)	Circulation per capita (2011)
Atlanta	21	4.1	35	4.6
Baltimore	25	2.8	−9	2.0
Boston	−3	5.5	44	5.8
Brooklyn	13	4.9	31	8.1
Charlotte	−24	3.7	−5	6.1
Chicago	*	4.3	36	3.5
Columbus	−14	8.3	−12	17.2
Detroit	28	6.9	*	3.6
Los Angeles	−10	*	1	4.0
Philadelphia	11	4.0	12	4.7
Phoenix	2	3.0	13	9.6
Pittsburgh	16	4.8	7	7.5
Queens	−9	5.7	9	9.2
San Francisco	8	8.7	46	13.2
Seattle	22	11.4	50	18.7

* Figure not available because table covers only top 14 in each category.
Source: *The Pew Charitable Trusts, "The Library in the City: Changing Demands and a Challenging Future, March 7, 2012."*

Americans are becoming ever more keenly aware that libraries are prime sources for free access to books, magazines, ebooks, DVDs, the Internet, and professional assistance. And "public

libraries are also serving as a lifeline for people trying to adapt to challenging economic circumstances," said Molly Raphael, president of the American Library Association, "providing technology training and online resources for employment, access to government resources, continuing education, retooling for new careers, and starting a small business."

"Libraries are so essential for learning and for life," Raphael said after being inaugurated as ALA president at the 2011 Annual Conference in New Orleans. "Libraries will not just survive but will thrive when those who use and value libraries join with those who work in libraries to sustain the critical roles of libraries in our society."

ALA President Molly Raphael

With that in mind, Raphael is concentrating her presidency on advocacy and diversity. "Why Libraries Matter: Empowering Community Voices" will focus on how librarians can engage their communities to speak out more effectively for libraries of all types—not just during times of crisis but throughout the years. The diversity initiative will build on the effort to significantly increase funding for the Spectrum Scholarship; it will also promote inclusiveness in library leadership development efforts to help make sure that the library leaders of today and tomorrow are as diverse as the communities they serve.

In addition, Raphael pledged to continue to defend vigorously intellectual freedom, the right to privacy, and open access to information.

"We must continue to be vigilant and watchful, for those who wish to restrict access to information remain unrelenting in their quest," she said on her website. "People across this country and, indeed, around the world have witnessed the impact of ALA's leadership in protecting intellectual freedom, privacy, and open access to information. We must continue to build coalitions with those individuals and institutions, both in the United States and globally, that believe in the fundamental right and value of the free flow of ideas and an individual's right to privacy."

Help for libraries and librarians in Haiti and Japan

Despite numerous local and national challenges and opportunities, American librarians still

The public library in Petit Goâve after the 2010 earthquake.

found time to reach out internationally. Two years after a magnitude 7.0 earthquake devastated the already impoverished island of Haiti in 2010, the American Library Association had raised $55,000 for Haiti library reconstruction, much of which had already been dispersed to specific building projects:

➢ The *Bibliothèque Nationale* received $20,000 for a new library in Petit-Goâve, a town that was nearly leveled by the quake.

➢ The ***Haitian foundation FOKAL*** (Foundation for Knowledge and Liberty) received $10,000 to buy property for the construction of a new facility for the Centre Culturel Pyepoudre Community Library in Port-au-Prince.

➢ And the ***Bibliothèque Haïtienne des Pères du Saint-Esprit Library*** received $5,000, which helped build a temporary facility to house its archives, all of which were salvaged although the building was irreparably damaged. Founded in 1873, Bibliothèque Haïtienne is the oldest library in Haiti and holds resources documenting the nation's history.

"Our dollars are making a difference," ALA's Leonard Kniffel said after a visit, "but the need is so vast that we have to focus our efforts on sustainable projects that will advance the nation's recovery from one of the largest natural disasters on record."

The ALA and other librarian groups worldwide also responded to Japanese libraries following the almost unimaginable destruction caused by a massive 9.0 undersea earthquake and resulting tsunami on March 11, 2011. Nearly 20,000 people died, and libraries in the Tohoku region suffered the same fate as many other buildings. The Minami-Sanriku Town Library disappeared without a trace, and the chief librarian was killed. Rikuzen-Takata City sustained catastrophic damage, and all library staff there were killed or were missing. Seventy out of 355 public libraries in five prefectures are closed, and others are serving as shelters for those who have lost their homes.

The ALA set up a [Japan Library Relief website](#) to help take in donations from the United States for the Japan Library Association.

Similar efforts were begun after a huge earthquake and tsunami struck Chile on February 27, 2010; the ALA is still accepting contributions for aid to Chilean libraries through its [donation website](#).

And at a glance . . .
➢ ***Free speech and the freedom to read*** remain at the top of librarians' agenda, and readers across the United States and around the world made their case by participating in the first-ever virtual read-out of banned and challenged books during the annual Banned Books Week (Sept. 24–Oct. 1, 2011).

➢ ***Social media and Web 2.0*** applications and tools continue to gain currency among librarians, who are using a wide range of methods to connect with customers. Facebook and Twitter in particular have proven themselves as useful tools not only in publicizing the availability of online collections, but also in building trusted relationships with users.

➢ ***What color is a library?*** Increasingly, it's green, as newly built and renovated library structures feature green roofs, solar panels, landscaping to manage storm water and other aspects of the local environment, and certification under the United States Green Building Council's Leadership in Energy and Environmental Design (LEED) program. Geothermal well systems, which use the relatively stable temperature of the ground to heat buildings in winter and cool them in summer, are also gaining in popularity.

➢ ***The federal government in Washington,*** operating (or not) in a state of near paralysis,

held extensive discussions in 2011 on such topics as ebooks, digital libraries, library lending models, and orphaned works . . . but passed relatively little legislation. But Internet-age versions of copyright and piracy issues remain at the fore as the library and First Amendment communities debate copyright-related issues.

Public libraries

A patron at the Pierce County Job and Business center is helped by a library employee. Photo by Washington State Library.

Public libraries continue to be battered by a national economy whose recovery from the Great Recession is proving to be sluggish at best. Although many state and local governments view public libraries as an easy target for budget-slashing, "People depend on libraries now more than ever," said Susan Hildreth, director of the Institute of Museum and Library Services (IMLS). "Not only do visits and circulation continue to rise, the role of public libraries in providing Internet resources to the public continues to increase as well. . .

"Despite this demonstrated ability of libraries to adjust to meet the growing needs of the public, many libraries across the country face severe budget cuts," Hildreth said, commenting on an IMLS study of library use in the decade ending in 2009. "It's important to remember that this data ends with 2009, before even more severe budget crises put so many libraries and library programs at risk."

Libraries persevere through cumulative, ongoing funding cuts

Overall, funding for public libraries continues to be suppressed in 2011–2012 budgets, with 5% more states reporting decreased state funding for public libraries than in 2010–2011. The cumulative impact of cuts to public library funding at the state and local levels since 2008–2009 has led public libraries to continuous budget-rebalancing and tough choices regarding continuity of services.

An online survey of chief officers of state library agencies in November 2011 elicited responses from 49 of 50 states and the District of Columbia. Among the findings:

➢ Twenty-three states reported cuts in state funding for public libraries from 2010–2011 to 2011–2012. For three years in a row, more than 40% of participating states have reported decreased public library funding.

➢ Only two states reported increased funding, but one did so with a caveat. This state had experienced two cuts the previous year, followed by a legislative action to reset its program to a lower funding level.

➢ Seven states and the District of Columbia do not provide state funding.

➢ Sixteen states reported no change in funding from 2010–2011 to 2011–2012.

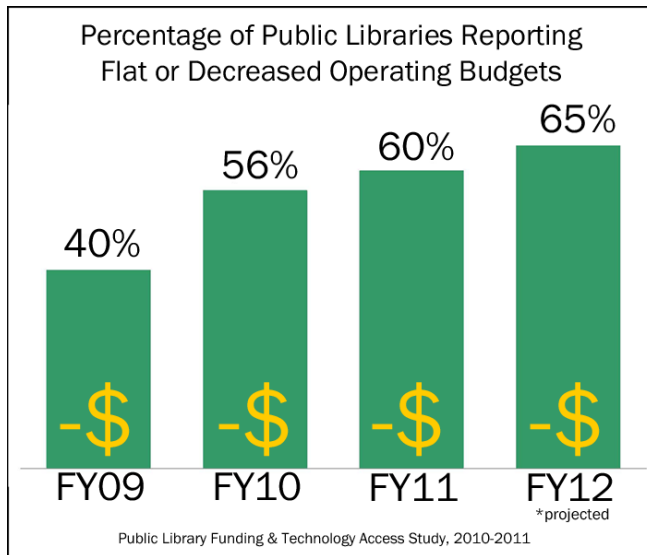➢ Only nine states anticipated decreased funding for 2012–2013 — 21% of last year's

respondents, compared with 37% of the previous year's. That may be the light at the end of the tunnel . . . or a train coming.

Cases in point:

- ➢ *California*'s 2011–2012 budget contained a 50% cut to the $30.4 million state-level support for public library programs, providing per capita allocations, support for interlibrary loan, and funding for literacy instruction. In December 2011, Governor Jerry Brown announced a mid-year adjustment that eliminates all remaining funding for these programs. His first budget for 2012–2013 continues to eliminate all funding for public library programs and makes a $1.1 million cut to the State Library administration budget to reflect a decrease in anticipated administrative workload resulting from the previous year's cuts. (Meanwhile, Los Angeles voters approved a ballot initiative that increases dedicated spending for the Los Angeles Public Library system by $50 million over the next few years without raising taxes.)

- ➢ *Texas* lived up to its reputation for doing things on a grand scale, cutting state funding for the Texas State Library and Archives Commission by 64% and funding for the agency's library programs by 88%. The overall state library budget will shrink from $19.8 million each year of the two-year budget to $7.2 million, while support for programs will go from $12.8 million to $1.6 million. The Library Development and Library Resource Sharing divisions are to be merged into a single division.

- ➢ In *Washington State,* a special legislative session cut nearly $1.4 million from the state library's 2011–2013 biennial budget, a 12.5% reduction. Since 2008, the Washington State Library budget has fallen by 30%, and staffing has decreased by 35%. The State Library's lobby is now unstaffed, and signs direct customers to the second floor, the building's only service point.

Budget cuts measured at the state level were intensified by continued cuts at the local level. For the second year in a row, 42% of states report that local funding for public libraries probably declined for a majority of libraries in the state.

The November 2011 questionnaire again asked about the number of libraries that had been closed as a result of funding cuts. Fewer states this year (12, compared with 17 the previous year) reported that they were aware of public library closures in their states in the past 12 months. Most states reported that fewer than five public library outlets were closed, although New Jersey reported closures of between 10 and 15 and Michigan reported that more than 20 were closed.

Percentage of Public Libraries Reporting Flat or Decreased Operating Budgets

40% FY09
56% FY10
60% FY11
65% FY12 *projected

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Public Library Funding & Technology Access Study, 2010-2011

Today's public libraries are grappling with a "new normal" of flat or decreased funding, paired with increased demand for public library technology resources.
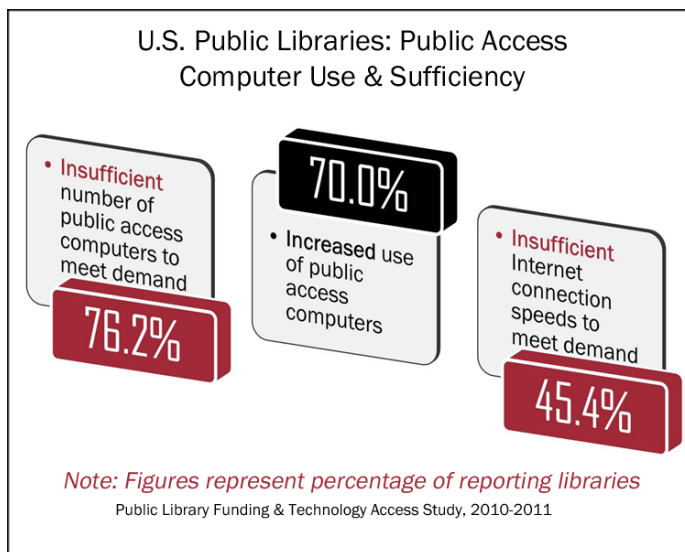**Source:** *Libraries Connect Communities: Public Library Funding and Technology Access Study, 2010–2011.*

According to the 2010–2011 Public Library Funding and Technology Access Study (PLFTAS), released in June 2011, for the third consecutive year an increasing number of libraries reported fiscal decreases. Nearly 60% of public libraries reported flat or decreased operating budgets in 2010–2011, up from 56% in 2009–2010 and 40% in 2008–2009. The study revealed that for many public libraries, the choice was not whether or not to make service cuts but where to make the cuts. Nationally, 16% of local libraries reported decreased operating hours; and for the third year in a row, the greatest impact was experienced by those living in urban communities: Nearly one-third of urban libraries reported reductions in hours.

Cases in point (a mixed bag):

➢ The ***Detroit Library Commission*** in November approved the closure of four of the Detroit Public Library's 23 branches. It could have been worse: The announcement followed almost a year of apocalyptic predictions that at one point included a threat (based on a botched budget projection) to close 18 branches. The closures were attributed to declining property values and shrinking city population. DPL, the largest library system in Michigan, is funded by a millage, but revenue has declined 12% each year for the past three years and is expected to continue to decline for the next three years.

➢ Like many other public libraries in Georgia, the ***DeKalb County Library System*** has weathered continuous budget cuts since the economic downturn. One of the greatest areas of impact has been the collection budget, which includes books (print and digital), databases, CDs, and DVDs. Since 2008, DeKalb has seen a 95% reduction in the collection budget, from $2.2 million to $100,000.

➢ On the other hand, voters in various ***Ohio communities*** approved 16 of the 17 public library issues on a May 2011 primary election ballot. Public library officials in Cuyahoga Falls and Hudson had explained to constituents that the levies would restore hundreds of thousands of dollars lost in state aid since 2007, with another 5% cut possible in the year ahead.

➢ And in ***Chicago,*** half a loaf was better than none: Mayor Rahm Emanuel backed off on a cost-cutting move to close libraries on Mondays, despite the library union's refusal to make concessions. In February 2012, the city rehired some employees who had been laid off and reopened the branches during the school year on Monday afternoons from 2 p.m. to 6 p.m.

On the technology front, a different picture

Public libraries are challenged to meet the increasing needs of their communities for public computers and sufficient connection speeds for Internet access.
Source: *Libraries Connect Communities: Public Library Funding and Technology Access Study, 2010–2011.*

Despite real economic strain, libraries are still striving to fulfill the needs of their communities and provide technology services that range from basic computer skills to homework help, from career advice to assistance in applying for social services. A majority (70%) of libraries reported increased use of public access computers. Yet demand remains so high that 76% of libraries report an insufficient number of computers to meet demand, and over 45% lack sufficient Internet connection speed.

Hundreds of communities in 26 states have received an expansion of library services through funding from the federal Broadband Technology Opportunity Program (BTOP) and Broadband Initiatives Program. The 33 grant awards secured range from $500,000 to more than $20 million. Funding provided infrastructure for essential expansion of broadband connectivity, new computers for public access and training for library staff for maintenance of the equipment, and a wide range of online resources for job seekers and students of all ages.

Case in point: In Idaho, the unemployment rate increased more than 150% from 2008 to 2011. In response to job losses in manufacturing, logging, mining, and construction, the unemployed are seeking general educational development (GED) degrees, computer skills, and new training to reenter the workforce. Seventy percent of public libraries in Idaho reported that they were the only free public Internet access point in their communities, but many said they were poorly equipped, with low bandwidth and too few computers. Thanks to the $1.9 million BTOP grant awarded to Idaho (and matching funds from the Bill and Melinda Gates Foundation and Idaho Public Television), 40% of the state's library buildings will increase bandwidth and the number of public access computers. Upon completion of the BTOP grant installations, bandwidth, computers, and Internet users are expected to increase by a factor of 10.

The need for speed and e-reads greater than ever

A 2010 national study by OCLC indicated that 4.4 million economically impacted Americans used the library for essential job-related activities. In response, libraries continue to increase their services to job seekers. Nearly 91% of libraries provide access to online job resources, including software to help patrons create résumés and employment materials; and nearly 72% of libraries help patrons complete online job applications.

Libraries provide a wealth of resources to support small business and entrepreneurs. According to the 2011 PLFTAS, services offered by libraries to develop business plans and other materials to support business start-ups increased by more than 20% from the previous year.

Case in point: Arlington Heights (Ill.) Memorial Library. Meeting the needs of job seekers and entrepreneurs can be difficult with decreased local and state funding. Arlington Heights Memorial Library has been able to expand services through the support of community partners such as the Rotary Club, which has given the library grants totaling $8,000 since 2010. The wide range of job-search resources and services includes a professional consultant that comes twice a week to review résumés, with appointments booked up to a month in advance. The local Chamber of Commerce recognized the library as the 2011 Business of the Year for its invaluable contributions to the business community.

The number of libraries providing ebooks continues to increase, supporting the exploding popularity of the format. More than 67% of libraries report offering downloadable ebooks, up from 38% just four years ago. Last year, nearly 28% of libraries reported providing e-readers and other mobile devices for checkout to patrons.

Modest increases in per capita income — and some belt-tightening

The latest *Public Library Data Service (PLDS) Statistical Report* (published in 2011, reflecting data gathered in 2010) showed modest increases in average library income per capita ($49.42, up 2.8% from 2009) and average library expenditures per capita ($46.52, up 2.6% from 2009). PLDS libraries spent an average of $7.88 per capita on materials. The top alternative funding sources reported were printing, overdue materials, replacement library cards, non-resident cards, and space rental.

The PLDS report is published annually by the Public Library Association, a division of the ALA. The 2011 report reflected data gathered from 1,461 public libraries (about 11% of public libraries) in the United States and Canada. PLDS libraries served 91.9 million registered patrons in 2010, 53.8% of a total legal service area population of 174 million in the United States and Canada. The participants' legal service areas ranged from 75 to more than 4 million people.

PLDS: Mean output per $1,000 of expenditures, all reporting libraries, 2010, 2011

	Number of libraries, 2010	Mean	Number of libraries, 2011	Mean	Change in mean
Library visits	889	168.2	1,250	179.5	6.7%
Circulation	941	254.4	1,288	259.6	2.0%
Program attendance	906	10.5	1,215	12.1	15.2%
Reference transactions	871	26.9	1,165	25.3	-5.9%
In-library use of materials	377	49.0	464	47.2	-3.6%
Library registrations	841	18.5	1,152	20.0	5.4%

Source: *Public Library Data Service Statistical Report, 2010, 2011.*

The PLDS data indicated that the number of items circulated, the number of reference transactions, and the number of patrons to whom programs were presented all declined about 24% from the previous year. As in previous years, the percentage of library registrations, per capita holdings, and library visits per capita greatly increased as the size of the population served decreased.

The PLDS data also indicated that libraries are continually trying to maximize their resources. The 2011 report showed that per $1,000 spent, libraries on average:
  ➢ Received 179 library visits (168 in 2009, 149 in 2008).
  ➢ Circulated 260 materials (254, 235).
  ➢ Saw 12.1 patrons attend programs (10.5, 9).
  ➢ Registered 20 new patrons (18.5, 17).

Only reference transactions and uses of materials within the library did not reflect the increased-output trend.

Some libraries look at merging . . . or privatizing

Some libraries responded to budget woes by merging. The five library systems serving libraries throughout northern Illinois, for example, combined to form RAILS (Reaching Across Illinois Library System). The decision to combine the Metropolitan, Alliance, DuPage, North Suburban, and Prairie Area library systems was made in answer to ongoing financial woes faced by the state-funded operations.

Others considered privatizing. Commissioners in Osceola County, Florida, turned over management of libraries to a private company to save money. Maryland-based Library Systems and Services, Inc. (LSSI) began running the six branches in January; the county will pay the company $4.71 million during the first year of a five-year contract, which commissioners said would not result in reductions in operating hours or services. Savings-conscious administrators in Santa Clarita, California, also signed on with LSSI . . . but a new California law, effective Jan. 1,

2012, mandates that proponents of privatization make their case with hard numbers.

The American Library Association sounded a cautionary note on privatization and formed a Task Force on Privatization to grapple with the issue. "Experience has shown that privatization of public services has not necessarily produced substantial cost savings," reads the introduction to the task force report, *Keeping Public Libraries Public: A Checklist for Communities Considering Privatization* (PDF). "As local officials review [their] choices, they should understand the full scope of services their libraries offer, and the impact that libraries have on their communities."

ALA Editions published *Privatizing Libraries*, a special report that provides an overview of the privatization of public libraries. Authors Jane Jerrard, Nancy Bolt, and Karen Strege provide background on the trend of local and state governments to privatize public services and assets and examine the history of public library privatization up to the recently introduced California legislation to mandate transparency when cities consider privatizing library services.

From the Creative Responses Department:

The **Adams Memorial Library** in Central Falls, Rhode Island, closed in July due to a $5.6 million budget deficit — but opened its door three days a week in August, staffed by about two dozen volunteers. The Adams Library Trust's $200,000 building endowment is being used to cover operating expenses (but that money cannot be used for salaries). . . . The **Clinton Community Library** in Rhinebeck, New York, opened a branch in a refurbished 1960s English telephone booth with 150 books and a solar panel installed on the roof that keeps a light on long enough for a patron to replace an old book with a new one. . . . The Potrero branch of the **San Francisco Public Library** has opened a seed-lending library at which patrons "check out" vegetable seeds to plant on their own. After harvesting the crops, they save and return seeds to be used in the next growing season. . . . And **nationwide,** advocates united to persuade politicians that libraries matter enough to fight for them: Zombies crawled in Oakland, California ("Zombies love brains"); cute kids and parents held read-ins from Chicago to California; and 200 folks held hands and hugged the New York Public Library.

It's a fact: Grant supports information literacy

The ALA has received a $722,000 grant from the Open Society Foundations of New York City to fund an initiative intended to engage librarians, journalists, news ethicists, and students nationally in news literacy education and projects.

The goals of the two-year project, "News Know-how: Libraries and News Literacy for a Better Democracy," are to raise awareness of the corrosive effects of the increased polarization of civic

discourse; arm the public, particularly young people, against misinformation and deceptive media practices; increase the critical thinking and information-evaluation skills needed for informed civic participation; and create a global connection among librarians and young citizen journalists.

The program will create partnerships and collaborations for a nonpartisan, critical analysis of news and information across the political spectrum. High school students, with public libraries as their "newsroom," will learn how to distinguish facts from opinions, check the source and validity of news and information, and identify propaganda and misinformation. The students will also apply the library profession's information literacy principles to analyzing and thinking critically about the news in all formats.

The lead training organization for News Know-how is the News Literacy Project, a national nonprofit education program that is active in schools in New York City, Chicago, Washington, D.C., and Bethesda, Maryland. The participants for the first round of projects are the public libraries in Chicago and Oak Park, Illinois; Baltimore, Maryland; and a group of rural and urban libraries working with the State Library of Iowa.

Technology footnote: Most PLDS libraries (95.8%) had websites, with the most popular content being programming information, online catalogs, and community links. For the first time, the PLDS survey included social media usage questions and found that:
- 68.3% use Facebook.
- 39.2% use Twitter.
- 34.3% host a blog.
- 29.2% use some form of photo-sharing service.

(More in the Social Networking section, below.)

New focus on ebooks

Library community reacts to a price increase

Teen using e-reader at Myrtle Grove Middle School, Wilmington, North Carolina.

The proportion of U.S. libraries that made ebooks available almost doubled over the past five years, climbing from 38.3% in 2007 to 67.2% in 2011, according to the American Library Association's Public Library Funding and Technology Access Study. The increase paralleled skyrocketing sales of these popular new reading devices.

Not surprisingly, the twin surges engendered an ongoing dialogue between the publishing and library communities concerning prices and the rules surrounding ebook use. After simmering for many months, the issue moved to a front burner March 1 when Random House increased its ebook prices by 100-200%.

Debra Oberhausen, manager of collection services at the Louisville (Ky.) Free Public Library, was among those who felt the sting.

On Feb. 29, Oberhausen had bought *Eisenhower in War and Peace,* by Jean Edward Smith, for $40; on March 1, the price was $120. (The print version of the book, with the library's discount, is a little over $20; it retails at $40). For *Blessings,* by Anna Quindlen, the ebook price went from $15 to $45.

The publisher's increase was to distributors, such as OverDrive, which in turn can add its own increase. OverDrive is by far the largest distributor of ebooks to public libraries.

"We're very concerned," Oberhausen said. "We want to provide this service, but this kind of pricing is really going to take a huge chunk of our budget. . . . This price increase is really, really hard."

ALA asks publisher to reconsider

The American Library Association (ALA) immediately called on Random House to reconsider its decision.

"While I appreciate Random House's engagement with libraries and its commitment to perpetual access," ALA President Molly Raphael said in a statement, "I am deeply disappointed in the severe escalation in ebook pricing reported today [March 1, 2012]. Calling on our history together and our hope to satisfy mutual goals moving forward, the American Library Association strongly urges Random House to reconsider its decision. In a time of extreme financial constraint, a major price increase effectively curtails access for many libraries, and especially our communities that are hardest hit economically."

Raphael acknowledged that both the library community and publishers lacked sound data concerning issues of access and profitability, and she pledged "to work quickly and collaboratively to address this concern. We must have better data to inform decisions that have such wide and deep implications."

"Libraries belong at the center of this digital revolution, not on the periphery," Raphael said. "We continue to seek partners to further our shared goals of connecting readers and authors well into the 21st century."

Increase had been announced — but not the prices

Random House, which had first announced the price hike (without specifying the prices) on Feb. 2 when it reaffirmed its commitment to the library ebook market, provided the following breakdown for what it is now charging library ebook distributors:
- ➢ Titles available in print as new hardcovers: $65–$85.
- ➢ Titles available for several months, or generally timed to paperback release: $25–$50.
- ➢ New children's titles available in print as hardcovers: $35–$85.
- ➢ Older children's titles and children's paperbacks: $25–$45.

"We believe our new library e-pricing reflects the high value placed on perpetuity of lending and simultaneity of availability for our titles," said Stuart Applebaum, a Random House spokesperson. "Understandably, every library will have its own perspective on this topic, and we are prepared to listen, learn, and adapt as appropriate," he said.

Applebaum said Random House welcomed "continuing discussions on the value we place on the unrestricted perpetuity, as well as the simultaneous release of our titles to retail booksellers and public libraries, the key differentiating factors determining our new pricing to library wholesalers."

"We are requesting data that libraries can share about their patrons' borrowing patterns that over time will better enable us to establish mutually workable pricing levels that will best serve the overall ebook ecosystem," Applebaum said. He also noted that the new pricing does not affect Random House titles already in a library's collection.

Other things you should know about ebooks and libraries:

➢ Ebook sales are expected to generate $9.7 billion worldwide in 2016, according to one forecaster.

➢ While library ebook circulation is still very low compared to print book collections, many libraries have experienced significant increases in ebook circulation.

➢ Mobile devices, including ebook readers and netbooks, are available at 27.8% of libraries.

➢ In many cases ebook circulation is hindered by e-reader compatibility issues and the complexity of ebook downloads, digital rights management issues, and availability of popular titles.

Price hike followed talks with publishers, distributors

The discussions concerning ebook pricing and availability had assumed new urgency in January, when ALA officials met with representatives of Penguin, Macmillan, Random House, Simon & Schuster, and Perseus in New York. (Macmillan, Hachette Book Group, and Simon & Schuster have refused to sell ebooks to libraries, and Penguin refused to let libraries lend its new titles.) The officials then met with ebook distributors, including OverDrive, Baker & Taylor, Ingram, and 3M, during a Public Library Association conference in mid-March.

"We explored possibilities for collaboration to conceptualize and develop business models and improve everyone's understanding of how library ebook lending advances the marketability and availability of titles for all," Raphael said. "Indeed, some distributors have library ebook lending pilots planned in the near future toward that end.

"Though ebook demand is growing rapidly, print books still comprise a significant portion of acquisitions in public libraries. Several of the distributors discussed how print books, ebooks with perpetual licenses, and ebooks with limited licenses each provide different functionality and should be viewed as a portfolio of varied resources, rather than mutually exclusive."

"Talk does not equal the action that ALA members urgently need, but it is a necessary prerequisite to action," Raphael said. "In our discussions, it has become clear that not everyone has a good understanding of how libraries operate, much less how libraries do (or could) operate in the ebook context. Correspondingly, it became clear that we in the library community do not have a good understanding of the ebook business—whether from the viewpoint of publishers or distributors. We all are learning, and I'm optimistic that this engagement will lead to tangible progress through our assertive efforts on behalf of our communities."

HarperCollins policy: 26 loans per ebook

HarperCollins had adopted something of a compromise position about a year ago, when it became the only major publisher to change the traditional ebook arrangements with libraries. Starting in March 2011, HarperCollins stopped selling ebooks to libraries for unlimited use, which it had been doing since 2001, and began licensing use of each ebook copy for a maximum of 26 loans. The move affects only the most popular titles and has no practical effect on others. After the limit is reached, the library can repurchase access rights at a lower cost than the original price.

The policy came under fire from the ALA, authors, libraries, and librarians, among others. A petition against the change garnered more than 70,000 online "signatures," though the 26-loan policy started looking much better on March 1 of this year. HarperCollins said the policy stemmed from concerns that continuing to sell ebooks on the old, unlimited terms would "in the end lead to a decrease in book sales and royalties paid to authors."

Before the Random House move, publishers had been holding back, watching for an industrywide approach to gel. Any agreement still seems elusive, in part because, as David Young, chief executive of Hachette Book Group, says, "Publishers can't meet to discuss standards because of antitrust concerns. This has had a chilling effect on reaching consensus."

Discussion in the blogosphere

The questions swirling around ebooks—and the lack of data available to answer those questions—have fueled widespread commentary in the blogosphere.

"The reluctance of most big publishers to make ebooks available through library lending is a topic of widespread attention and concern," wrote Mike Shatzkin, a blogger at The Idea Logical Company (www.idealog.com/blog), on March 27.

"What really rang true [after the Random House decision] was the fear that the consumers in an emerging ebook ecosystem would 'learn' that getting 'free' ebooks from libraries was just as easy as getting ebooks from retailers and paying for them," Shatzkin said. "Given that all this requires is pointing your web browser in a different direction, it looked to many of the publishers like a really poor bet to enable ebook lending by libraries. Sales of ebooks to libraries isn't a huge market, so the upside is limited. And with many ebook retailers struggling to gain traction in an Amazon-dominated marketplace, the consequences of even a small loss in sales could knock players out of the game."

Amazon's Kindle is in competition with other makers of ebooks, including Apple with its iPad, Barnes & Noble (the Nook), Kobo, and Sony (the Sony Reader). And there's a lot at stake: Sales of adult ebook titles rose 49.4% between January 2011 and January 2012 ($66.6 million versus $99.5 million), while ebook sales in the children and young adult segment shot up 475% ($3.9 million versus $22.6 million).

Again, the lack of data in a field that is developing at warp speed means that "publishers are implementing policies that they know will result in their revenue being reduced immediately in order to develop what they believe will be a stronger and more diversified distribution network for ebooks in the long run," Shatzkin said. "As most people know who are following the tribulations of libraries trying to stock ebooks, four of the Big Six publishers [Hachette Book Group, HarperCollins, Macmillan, Penguin Group, Random House, and Simon & Schuster] are not making any ebooks available to libraries at all (except titles already sold in the past.)"

One possibility: Make ebooks available through libraries after the titles have started on a downward sales trajectory at retail. "Yes, this is windowing," Shatzkin said. "If publishers did it on their big ebook titles, they'd be doing exactly what Hollywood is doing with DVDs of major movies, which are also withheld from library distribution until the theatrical and early DVD revenues have been harvested."

In sum, no one is quite sure where the ebook–library relationship is going. Is this a marriage that's breaking up or an engagement that's just going through a rough period? Time will tell, and more data will certainly help.

Meanwhile, it's worth recalling that in 1992—ancient times, in this context—Sony launched the Data Discman, an electronic book reader that could read ebooks stored on CD-ROM. One of those ebooks was a collection of titles called *The Library of the Future*.

A bad year on the budget front, with no end in sight

Library at Northwest High School, Cedar Hill, Missouri. Photo by Linda Dougherty

Belt-tightening at all levels of government presented school librarians with a series of challenges in 2011and 2012.

The budget-cutting began at the federal level in May 2011, when the Department of Education eliminated fiscal 2011 funding for the Improving Literacy Through School Libraries program, the only federal program solely for school libraries in the United States. This program supports local education agencies in improving reading achievement by providing students with increased access to up-to-date school library materials; well-equipped, technologically advanced school libraries; and professionally certified school librarians. Senator Reed (D-R.I.) was able to get $28.6 million back into the Fund for Improvement of Education (FIE) and half of that was earmarked for libraries.

Federal cuts quickly affected state school and school-library budgets and from there trickled down to school districts nationwide. The situation may have most severe in California, where the number of certified teacher-librarians dropped to 895 this school year. Los Angeles Unified School District laid off dozens of library staff, interviewing them for a chance to be reassigned to a classroom.

Headlines from the rest of the nation were not lacking. A sampling:
  ➢ "Budget cuts affect school library services"—Kalispell (Mont.) Public Schools.
  ➢ "Fifth-graders step in to help fill school's library budget cut gap" —Evergreen, Colorado.
  ➢ "School budget cuts: Librarians are far more important than the latest gadget"—Manlius, New York.
  ➢ "Cutbacks shut elementary's library, threaten middle school's"—Columbus, Ohio.
  ➢ "Preliminary 2011–2012 school budget cuts equivalent of 10 staff"—Pelham, New York.

Tracey Weiss Suits, a 25-year teacher who worked for the last six years as a media specialist in a Land O'Lakes, Florida, school, summed it up succinctly: "Anything that is not a classroom where you have 30 kids in front of you for six, seven hours a day is probably a soft target in today's economic times," she said in a Huffington Post interview. Suits was laid off in 2011.

AASL president sounds an alarm

Nancy Everhart, 2010–2011 president of the American Association of School Librarians (AASL), sounded an alarm in response to the elimination of school librarian positions in schools facing budget shortfalls.

"Faced with the pandemic loss of school librarian positions due to drastic and alarming cuts in educational spending, AASL continues to advocate for the school librarian as an indispensable member of the educational team," Everhart said. "Not only do strong school library programs create an environment where independent reading is valued, promoted, and encouraged, but studies have repeatedly demonstrated that students in schools with strong school library programs learn more, get better grades, and score higher on standardized tests.

AASL President Nancy Everhart

"By eliminating school librarians, schools are losing a vital collaborator whose educational specialty is teaching lifelong, independent learning skills. Without these crucial skills, how will today's students succeed in tomorrow's global economy?"

Everhart issued her statement in connection with a visit to Luther Elementary School in Fort Atkinson, Wisconsin, one of a number of states that faced impending budget cuts and the elimination of more school librarian positions. The visit was part of her "Vision Tour" of school library programs across the country.

More school librarians means higher ACT test scores

Students in programs with more school librarians and extended library hours scored 8.4% to 21.8% higher on ACT English tests and 11.7% to 16.7% higher on ACT Reading tests compared to students in schools where libraries had fewer resources, according to the Young Adult Library Services Association (YALSA). Ninety percent of students recognize that their school library helps boost their confidence in sorting and analyzing information they gather from books and other materials, while nearly 92% of the students appreciate the school library's help in sorting and analyzing information and attaining media literacy.

Public libraries also offer important educational resources: 79.6% of public libraries offer online homework resources and 89.6% offer access to online databases, with content in virtually every school subject. Three-quarters of Americans believe it is a high priority for public libraries to offer places where teenagers can study and congregate.

Meanwhile, YALSA has updated its National Research Agenda, which was developed by members of YALSA's 2010 and 2011 research committees. These groups of library science educators, working in graduate schools nationwide, surveyed the field to identify gaps in research and determine the questions that needed to be answered in order to fill those gaps.

More than 25,000 back petition to the White House

A petition in support of school library programs created by Carl A. Harvey II, 2011–2012 AASL president, took school librarians' case directly to the White House . . . electronically.

By using the "We the People" petition website provided at whitehouse.gov, Harvey called on the administration to ensure that every child in America has access to an effective school library program by using the reauthorization of the Elementary and Secondary Education Act (ESEA) to provide dedicated funding to help support those programs. Posted on Jan. 5, 2012, the petition had one month to garner the 25,000 signatures needed to require a response from the White House. Through grassroots communication efforts, the threshold was crossed Jan. 31 — with four days to spare.

"The petition was a way to build awareness of the importance of including school libraries in the reauthorization of ESEA," said Harvey, school librarian at North Elementary School, Noblesville, Indiana. "By raising the required signatures, not only did we put the petition in the hands of the White House administration, but it gave school librarians an opportunity to reach out past their normal networks and garner support for their programs in a way that hasn't been done before."

The petition drive gained support from authors as well, including Neil Gaiman, Brad Meltzer, and John Green.

"WE PETITION THE OBAMA ADMINISTRATION TO:

"Ensure that every child in America has access to an effective school library program.

"Every child in America deserves access to an effective school library program. We ask that the reauthorization of the Elementary and Secondary Education Act (ESEA) provide dedicated funding to help support effective school library programs. Such action will ensure more students have access to the resources and tools that constitute a 21st century learning environment. Reductions in school library programs are creating an 'access gap' between schools in wealthier communities versus those where there are high levels of poverty. All students should have an equal opportunity to acquire the skills necessary to learn, to participate, and to compete in today's world."

But the budgetary bad news continues

The petition notwithstanding, dedicated federal funding for school libraries seemed in danger of disappearing altogether in fiscal 2013. President Obama's budget proposal for fiscal 2013, released less than two weeks after the petition was filed, eliminates $28.6 million that was earmarked for literacy programs under the Fund for Improvement of Education (FIE) in fiscal 2012 and put into the budget by Congress at the end of 2011.

Sen. Jack Reed (D-R.I.) spearheaded the push to bring funds to school libraries, with half going to library facilities and the rest to national nonprofit literacy organizations such as Reading Is Fundamental.

"Reducing support for literacy under the Fund for Improvement of Education (FIE) takes books, valuable technological services, and critical learning programs away from at-risk children nationwide," ALA President Molly Raphael said. "We are disappointed the President has chosen to cut programs for this already struggling population. We hope Congress will restore support to help provide at-risk children with a 21st-century education, preparing them for college and career."

Congress had added the $28.6 million after funding for the Improving Literacy Through School Libraries program had been zeroed out for both fiscal 2011 and 2012; it was meant to cover the same areas that the Improving Literacy program had addressed, according to Jeff Kratz, assistant director of the ALA's Office of Government Relations. But the president did not request that the literacy funding under FIE continue in his current proposal. In addition, he consolidated the Improving Literacy Through School Libraries program with five other literacy programs, giving them $187 million collectively — but not allocating dedicated funding to any one of them. That decision leaves school libraries without any funds specifically earmarked for them, Kratz said.

Technology installations level off, but remote access increases

Technology acquisitions in school libraries across the nation appear to be leveling, according to trend data collected by the American Association of School Librarians (AASL), a division of the American Library Association.

However, remote access to school library databases is rapidly increasing. Sixty-five percent of the respondents taking part in the AASL's inaugural School Libraries Count! (PDF) survey in 2007 indicated that their students had access to their school library's licensed databases remotely (i.e., from any computer with access to the Internet). A steady increase in remote access was noted each subsequent year, and in 2011, 82% of the 4,887 participating libraries made databases available to students outside of the school confines.

Summary of changes in technology installation

	2007	2008	2009	2010	2011	2011 increase
Average number of computers in school libraries	22.7	23.9	25.6	27.4	27.9	+0.5 (1.8%)
Average number of school computers outside library, with network access to library services	136.8	168.3	178.4	194.0	193.4	-0.6 (0%)
Total of school library and library-networked computers	159.2	190.6	203.6	220.4	221.1	+0.7 (0%)

Source: *American Association of School Librarians, School Libraries Count! National Longitudinal Survey of School Library Programs,* 2011.

The availability of remote database access rises with school level. In 2011, participants reported 78% of elementary schools, 85% of middle schools, 90% of high schools, and 72% of combined schools offered offsite access to licensed databases. The largest expansion in access since the launch of the *School Libraries Count!* survey was seen in elementary school libraries, with a 21% increase in availability between 2007 and 2011. Other notable increases were seen in middle schools (15%) and combined schools (14%).

There were, however, regional differences. While still significantly higher than reported in 2007, remote access in schools in the Western United States decreased by 6% from 2010 to 2011. In 2007, 6 in 10 respondents in the Western states reported that their students had access to licensed databases outside of the school building. This percentage steadily grew through 2010 when 81% of schools offered access. While access dropped to 75% of respondents in the Western region in 2011, other regions of the United States remained constant (Midwest) or increased (Northeast and South).

Question: Who teaches digital citizenship in your school or district?

School librarian	52%
Collaborative effort between classroom teacher and school librarian	36%
Collaborative effort between classroom teacher, technology instructor, and school librarian	33%
Technology instructor	28%
Classroom teacher	27%
Collaborative effort between technology instructor and school librarian	19%
Collaborative effort between classroom teacher and technology instructor	13%
Other	3%

A very 2012 concern: Digital citizenship

The 2011 *School Libraries Count!* survey showed that 71% of school librarians surveyed are including digital citizenship — appropriate and responsible technology use — as part of their school or district curriculum, and 52% of respondents indicated they were the primary teacher of digital citizenship in their school or district.

Collaborative efforts between school librarians and other educators within the school were also reported, including those between school librarians and classroom teachers (36%) and school librarians, classroom teachers, and technology instructors (33%). Eighty percent of respondents preferred this collaborative approach to teaching digital citizenship; however, 42% of respondents indicated a lack of a collaborative curriculum as the biggest barrier to instruction.

When asked what areas of digital citizenship are incorporated into curriculum, the more traditional citizenship content — plagiarism, copyright, and creative commons — received the

highest response, with 95% of respondents. The more common school library program material of evaluating electronic content received 88% of responses. Cheating and dishonesty were the top two behaviors addressed (82% and 79% respectively) in digital citizenship curriculum.

In regards to online safety, frequently taught curriculum areas included electronic responsibility for actions and deeds (79%); cyberbullying, harassment, and stalking (70%); electronic precautions to guarantee safety including personal information sharing (68%); and appropriate postings on social networking sites (47%). While bullying is often included in digital citizen instruction (72%), other malevolent behaviors such as slander (32%) and hacking (24%) are included less often.

Question: Which areas of digital citizenship are incorporated into your curriculum? (Check all that apply)

Plagiarism, copyright, and creative rights	95%
Evaluating electronic information to determine validity of material (websites)	88%
Responsibility (electronic responsibility for actions and deeds)	79%
Cyberbullying, harassment, and stalking	70%
Security: Self-protection (electronic precautions to guarantee safety including personal information sharing)	68%
Etiquette of use (texting in class, IMing, cellphones in schools, disruptive behavior, and appropriate settings)	66%
Access and rights (freedom of information and intellectual freedom)	56%
Students seek divergent perspectives during information gathering and assessment	53%
Security: Hardware/data protection (including viruses, hoaxes, power surges, and data back-up)	47%
Social networking (appropriate postings/pages)	47%
Safety (physical well-being/ergonomics)	40%
Commerce (electronic buying and selling of goods)	14%

Academic libraries

Photo by Kurt Wagner

As academic librarians and their colleagues in higher education in the United States continued to navigate the "new normal," characterized by stagnating budgets, unsustainable costs, increased student enrollments, and reduced staff, the pressure on higher education to demonstrate value took on new urgency and importance in 2011–2012. While several stinging reports concluded that learning outcomes for students in postsecondary institutions are limited and that students are "academically adrift" and do not work very hard, others saw a "value gap" and questioned whether going to any college at any price was worth it.

Given the new focus on academic rigor as part of the value proposition, the contributions of academic librarians to student learning and critical thinking assumed an even more important role than before. Most students entering college in the fall of 2011 acknowledged that they lacked the research skills needed to complete assignments and be successful in an information-intensive economy: A survey of incoming first-year students found that 60% do not evaluate the quality or reliability of information; 75% do not know how to locate research articles and resources; and 44% do not know how to integrate knowledge from different sources.

A key issue: Student information literacy

Accreditation commissions and postsecondary institutions have acknowledged the importance of developing students' information-literacy capacities. At a national summit funded by the Institute of Museum and Library Services (IMLS) and convened by the Association of College and Research Libraries (ACRL) to find new ways to help academic libraries demonstrate their value, accreditation officials affirmed the importance of information literacy and the contribution librarians make to developing students' capacity to think critically.

A recent ACRL survey found that information literacy has been incorporated into the student learning outcomes at 56% of associate-degree-granting institutions, 44% of baccalaureate institutions, 52% of comprehensive universities, and 43% of doctoral-degree-granting/research institutions. The National Survey of Student Engagement has formed a working group to develop an information-literacy assessment module for the 2013 survey, and the IMLS-funded Rubric Assessment of Information Literacy Skills project is using the Valid Assessment of Learning in Undergraduate Education (VALUE) to create a suite of rubrics that can be used by librarians and disciplinary faculty to assess information-literacy outcomes. Learning analytics (defined as "the interpretation of a wide range of data produced by and gathered on behalf of students in order to assess academic progress, predict future performance, and spot potential issues") is expected to become a key focus for institutions, including academic libraries,within the next four or five

years.

It was in this context that the ACRL, in 2011, published *Standards for Libraries in Higher Education* (PDF), which emphasizes the importance of establishing and measuring outcomes that contribute to institutional effectiveness.

What is the role of the academic library?

The question posed in a 2010 survey by Ithaka S&R was: "How important to you is it that your college or university library provides each of the [six] functions below?" This is how the functions ranked:

1. "The library supports and facilitates faculty teaching activities."
2. "The library helps undergraduates develop research and information literacy skills."
3. "The library provides active support that helps increase the productivity of faculty research and scholarship."
4. "The library pays for resources faculty members need, from academic journals to books to electronic databases."
5. "The library serves as a repository of resources; in other words, it archives, preserves, and keeps track of resources."
6. "The library serves as a starting point or 'gateway' for locating information for faculty research."

Source: *Ithaka S+R Library Survey 2010: Insights from U.S. Academic Library Directors.*

Academic libraries embrace transformation

Academic libraries are working to transform programs and services by repurposing space, migrating collections, and redeploying staff in the digital resources environment. Recent expenditure data reflect libraries juggling their historical role in managing print materials and new demands for digital resources and services. Spending on ebooks jumped from $133.6 million in 2008 to $152.4 million in 2010, an increase of 13% in inflation-adjusted dollars. Expenditures for electronic journals increased from $1 billion in 2008 to $1.25 billion in 2010, an increase of almost 24% when adjusted for inflation. Spending on print books (and other non-journal material) declined almost 22% since 2008 (from $661.1 million in 2008 to $515.9 million in 2010).

The cost of providing access to scholarly resources, including journals and databases, continued to rise at what many believe is an unsustainable rate: Library expenditures for ebooks, electronic journals, and database subscriptions increased 23% (more than $264 million) since 2008. Not surprisingly, a recent ACRL survey showed that the top challenge for the profession is redefining the role of libraries and librarians in an environment in which Google, Amazon, Wikipedia, and HathiTrust provide easier access and richer collections.

According to new data from the National Center for Education Statistics (NCES), libraries spent a total of $6.83 billion in 2010, compared to $6.78 billion in 2008 (the equivalent of $6.87 billion in 2010 dollars). Library expenditures represented 0.62% of all postsecondary expenditures in 2010, less than half the 1.33% of 2008. And academic libraries are spending less per student. In 2010 libraries spent $332 per student, down from $355 in 2008 ($359 in 2010 dollars).

Usage of academic libraries, on the other hand, is up: Increased enrollments have pushed library gate counts up 8.89% over 2008. Student enrollments are expected to increase by 14% between fall 2010 and fall 2019. Although staffing has declined by 4.5% since 2008, more libraries are expanding hours. Sixty-four percent (2,362) of academic libraries were open between 60–99 hours during a typical week. Another 15.2% (564) were open 100 or more hours per week, an increase of 6% over 2008.

Libraries loaned 11.2 million documents to other libraries in 2010, an increase of 1% over 2008. Presentations to groups increased 4.4% over 2008, from 498,337 to 520,122 and reached 7.7% more individuals. Other electronic services provided by academic libraries have increased dramatically: 40.8% provide document digitization services (up from 35.7% in 2008); 17.1% support electronic thesis and dissertation production (up from 13.3% in 2008); 54.1% provide technology to support patrons with disabilities (up from 48.8% in 2008).

New roles, new responsibilities

Academic libraries find themselves embracing new roles in at least two key areas:

➢ *Publishing.* More academic libraries are entering the world of scholarly publishing by creating or expanding services. About half the respondents in a recent survey had (or were developing) library publishing services in order to support change in scholarly publication. Three quarters of the respondents indicated they published journals, while half indicated they were publishing monographs and/or conference proceedings. The most common services provided included digital repository, author copyright advisory, digitization services, and management of research data.

➢ *Data curation.* Funding agencies including the National Science Foundation (NSF) and National Institutes of Health (NIH) now have requirements that promote open access to the underlying data gathered during grant-funded research projects. The NSF states, "Investigators are expected to share with other researchers, at no more than incremental cost and within a reasonable time, the primary data, samples, physical collections, and other supporting materials created or gathered in the course of work under NSF grants." Since January 2011, proposals submitted to NSF must include a brief supplementary document describing a data management plan. Some academic libraries are already creating services that help campus researchers comply with the requirements to create the plans and to archive and share the data once it is gathered while many more are preparing to "embrace the role of data curator to remain relevant and vital to our scholars."

Staffing in academic libraries off sharply

Academic libraries — like libraries of all types — have sustained staff reductions: 88,943 full-time equivalent (FTE) staff worked in 3,689 academic libraries during the fall of 2010, a decrease of 4.8% (4,495 positions) since 2008 according to the NCES. The number of academic librarians has decreased 1.2% since 2008 to a total of 26,706 FTE positions. At the same time, FTE student enrollments have increased by 7.3%, to 20.6 million students. Librarians accounted for about 30% of the total number of FTE staff in academic libraries.

Rapidly changing needs and tightened budgets have made permanent staffing decisions more difficult than ever. Some academic libraries have responded by hiring highly specialized professionals or post-docs and sharing their time with other units or departments on campus. Other libraries are training existing staff to support new digital initiatives. Academic libraries provided 17.7% of all jobs for new library school graduates in 2011, up from 11.5% in 2010. With the economic downturn, many older librarians are not retiring, and generational differences and conflict is one of the top personnel issues in the workplace.

Total expenditures for salaries and wages accounted for 49.8% of total academic/research library expenditures in 2010, up from 49.3% in 2008. Although the median Association of Research Libraries (ARL) salary increased only 1.5% over 2010, it compared favorably to the 1.2% increase in the CPI. The ALA salary survey below shows mean salaries increased for most positions over 2009.

Academic salary data, 2009-2010

Position	2009 mean	2010 mean	Percentage increase	Number reporting (2009)	Number reporting (2010)
Director/dean/chief officer	92,996	97,767	5.13	459	217
Deputy/associate/assistant director	80,895	81,897	1.23	573	282
Department head/branch manager/coordinator/senior manager	62,007	65,320	5.34	505	261
Manager/supervisor of support staff	55,704	55,732	0.05	680	347
Librarian who does not supervise	55,073	57,079	3.64	2458	1260
Beginning librarian	46,459	47,000	1.16	441	153
Total				5116	2520

Source: *ALA-APA Salary Survey: Librarian—Public and Academic: A Survey of Positions with an ALA- Accredited Master's Degree, 2009 and 2010.*

Librarians keep an eye on legislation

In order to help shape the future of higher education, academic libraries and librarians continued to monitor and speak out about legislation that would either enhance or hinder their ability to provide access to information and pave the way for innovation. Issues of critical interest in 2011 included:

- *Expanded public access to taxpayer-funded research.* In April 2011, ACRL sent letters to the NIH, U.S. Department of Health and Human Services (HHS), and the White House Office of Science and Technology Policy (OSTP) in support of public access to federally funded research. The letters, sent to commemorate the third anniversary of the NIH Public Access Policy on April 7, asked the NIH to shorten the current embargo and asked Health and Human Services and the OSTP to expand public access policies to other federal agencies. In December, ALA and ACRL submitted comments in response to a request for recommendations on approaches for ensuring long-term stewardship and broad public access to the peer-reviewed scholarly publications that result from federally funded scientific research issued by the OSTP. ALA and ACRL have long believed that ensuring public access to the fruits of federally funded research is a logical, feasible, and widely beneficial goal.

- *Google Book Search settlement.* Members of the academic library community continued to monitor progress toward a Google Book Search settlement. In response to the March 2011 rejection of the proposed settlement, the Library Copyright Alliance (LCA) — consisting of ALA, ACRL, and ARL) — issued a statement saying that copyright law continues to present significant barriers to libraries interested in mass digitization initiatives because of orphan-works issues. The group also released "A Guide for the Perplexed Part IV: The Rejection of the Google Books Settlement (PDF)," an analysis of the latest decision in the Google book case and its potential effect on libraries. This guide is the latest in a series prepared by LCA legal counsel Jonathan Band to help inform the library community about this landmark legal dispute.

   In the wake of the settlement rejection, several interested parties were discussing with renewed vigor the issues of orphan works, mass digitization, and even modernization of Section 108 of the U.S. Copyright Act ("Limitations on Exclusive Rights: Reproduction by Libraries and Archives"). As part of this initiative, the LCA released a statement (PDF) describing the key features copyright reform proposals should include in order to constitute significant improvement over current law for libraries and their users. The statement, which represents the needs of library stakeholders in these debates, provides helpful guideposts for these discussions.

- *Access to information in the digital environment.* The LCA works toward a unified voice and common strategy for the library community in responding to and developing proposals to amend national and international copyright law and policy for the digital environment. The group filed briefs in 2011 on a variety of cases related to fair use and other copyright issues. In November 2011, the LCA submitted comments (PDF) to the Library of Congress in response to its Notice of Inquiry on exceptions to anticircumvention provisions in the Digital Millennium Copyright Act that place technological protections on copyrighted works. The LCA asked that the previous exemptions for the prohibition of circumvention of copyright protection systems for access control technologies be renewed.

Also in November, the LCA sent a letter to members of the House Judiciary Committee outlining the group's concerns with the Stop Online Piracy Act (SOPA). The comments focused on Section 201, specifically the definition of willfulness in Section 201(c) and the expansion of criminal penalties to public performances in Section 201(a), which together could threaten important library and educational activities. Exactly one month later, LCA wrote to congratulate (PDF) committee members for their "vigorous advocacy of First Amendment rights and the value of an open and secure Internet. Complete details on LCA activities are available on the alliance website at www.librarycopyrightalliance.org/.

Finally, in a related development in late February, the cosponsors of the controversial Research Works Act declared the legislation dead, just hours after the science-publishing giant Elsevier pulled its support for the bill. H.R. 3699, which would have prevented agencies of the federal government from requiring public access to federally subsidized research, had been submitted by Reps. Darrell Issa (R-Calif.) and Carolyn Maloney (D-N.Y.). Open-access advocates credited a scholarly boycott of Elsevier for the publisher's change of course, but Elsevier called its decision a response to feedback from the scholars who continue to work with it.

Social networking

U.S. libraries of all types are turning more and more to social media and Web 2.0 applications and tools, using a wide range of applications to connect with customers. Facebook and Twitter in particular have proven themselves as useful tools not only in publicizing the availability of online collections, but also in building trusted relationships with users.

In a report published in February 2012, 87% of respondents in a survey conducted by the South Carolina State Library cited social networks as the top use of Web 2.0 applications to promote and market library services. Blogs remained the second-highest response (52%), and many libraries continue to use photo-sharing tools (40%) and online video (33%). Virtual worlds (2%) continue to be the least used.

Libraries that have already implemented Web 2.0 tools mostly use them for:

	2010	2011
Promoting general library services	83%	88%
Marketing specific adult programs and/or services	70%	72%
Providing quick updates to users	66%	75%
Reaching a new audience of potential users	51%	54%

Source: *Social Media, Libraries, and Web 2.0: How American Libraries Are Using New Tools for Public Relations and to Attract New Users — Fourth Annual Survey, November 2011.*

An overwhelming proportion of respondents (96%) said they find Web 2.0 tools important for marketing and promoting library services, and many provided detailed comments. Asked to rate each tool's effectiveness in achieving marketing or promotion goals on a scale of 1 (not effective) to 5 (very effective), respondents continued to rank social networks as the highest, with an average of 3.7 (slightly higher than last year). Coming in second was online video with an average of 3.3.

The majority of respondents said that people 18–25 years old were the most likely to be influenced by the library's use of Web 2.0 tools, with ages 26–35 and 36–45 ranking second and third. A total of 749 individuals began the survey, and 548 (73%) completed it. Almost two-thirds of the respondents represented public libraries, and one-fourth represented academic libraries.

A wide range of applications

Social networking is used to publicize library events such as gaming nights; to alert users to additions to collections; to provide links to articles, videos, or Web content that might prove relevant or helpful to patrons; and to provide a conduit for community information. Social media also play an important role in fostering relationships with the community by allowing patrons to ask questions or provide feedback about library services.

Which social media/Web 2.0 tools does your library use?
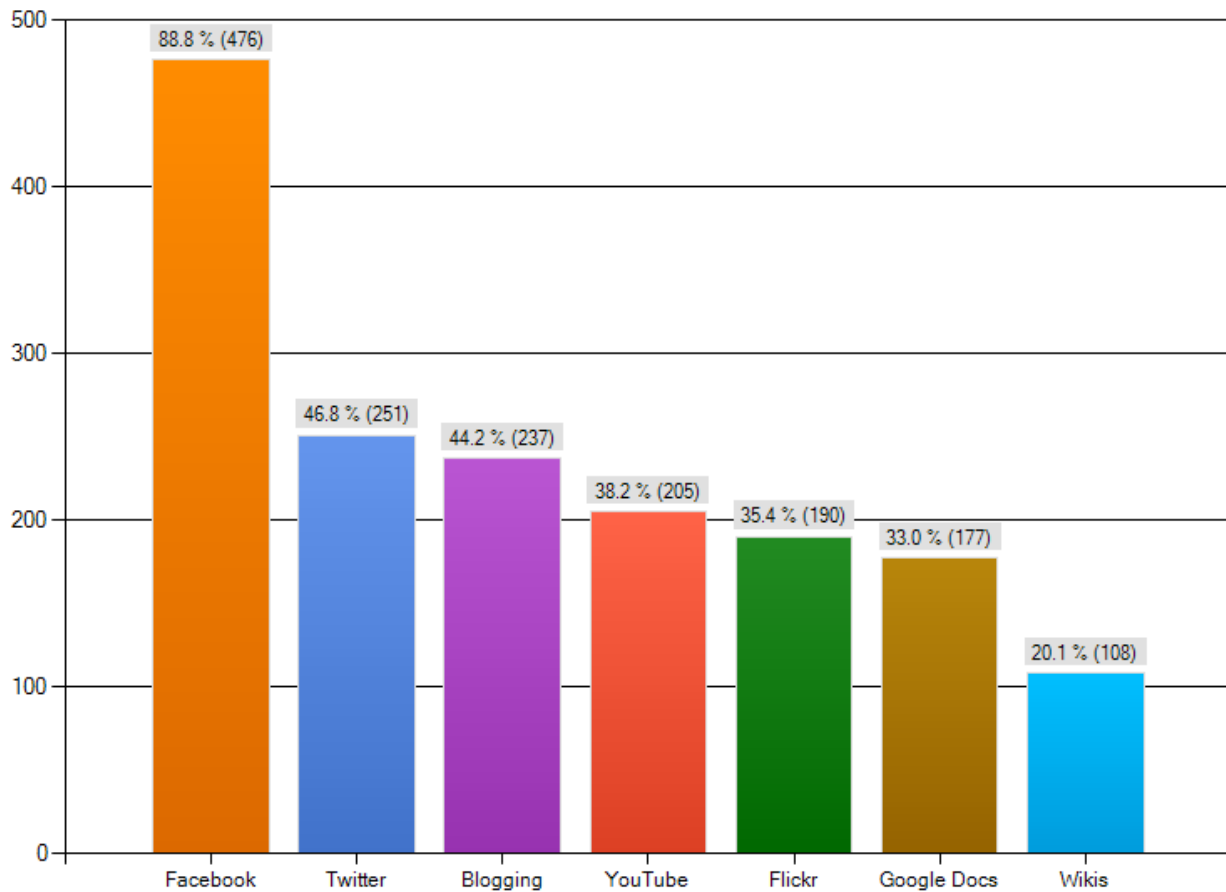
Bar chart showing percentages and counts:
- Facebook: 88.8 % (476)
- Twitter: 46.8 % (251)
- Blogging: 44.2 % (237)
- YouTube: 38.2 % (205)
- Flickr: 35.4 % (190)
- Google Docs: 33.0 % (177)
- Wikis: 20.1 % (108)

Source: *Social Media, Libraries, and Web 2.0: How American Libraries Are Using New Tools for Public Relations and to Attract New Users — Fourth Annual Survey, November 2011* (PDF). *Columbia, S.C., South Carolina State Library, 2012.*

Consider the case of Meg Gerritsen Knodl, senior librarian of information and online services at Hennepin County Library, Minnetonka, Minnesota. Knodl "manages Bookspace, the library's internal social network that includes a blog, book lists, and other readers' advisory tools, and maintains profiles with thousands of followers on Twitter, Facebook, Flickr, and YouTube," according to an article in *Library Journal*.

Knodl is one of countless librarians who have tapped into the vast potential of social media.

"The number of users on popular social media sites is growing at exponential rates," said Andy Burkhardt, writing in the January 2010 *College and Research Libraries News*. "Facebook has more than 300 million active users, which rivals the population of the United States. [As of December 31, 2011, Facebook had 845 million active users, 2.7 times the population of the United States.] From February 2008 to February 2009, Twitter experienced [a] 1,382% growth rate. Millions of people are using these tools as part of their everyday lives for both work and play."

Facebook use huge, and growing

Facebook is in fact arguably the king of all social networking platforms for libraries. OCLC reports that about 11% of larger public libraries have Facebook pages. As of January 2011, Facebook had more than 15,000 URLs with the word "libraries" in them.

In the spring of 2010, Library Research Service visited the websites of 689 public libraries in the United States and found that one in three had a Facebook presence. According to the LRS study (PDF), "Of all the web technologies examined in this study [*U.S. Public Libraries and the Use of Web Technologies*], public libraries have seen the greatest change in social media. This arena, which was nonexistent a few years ago, and into which very few public libraries had ventured even in 2008, has seen a veritable explosion of growth."

The study said that Facebook in particular has seen tremendous use — eight out of 10 public libraries serving 500,000 or more people had a Facebook presence. Facebook representation, it said, was strong in nearly all population ranges. More than half (58%) of the libraries in the study in the 100,000–499,999 and 25,000–99,999 ranges and nearly half (44%) of those serving 10,000–24,999 people had a Facebook presence. Even among the smallest libraries—those in communities of 10,000—nearly one in five (18%) interacted with its patrons via Facebook.

A day in the life of a Facebook-connected librarian

David Lee King, digital branch and services manager for the Topeka and Shawnee County (Kans.) Public Library, in his May/June 2011 *American Libraries* article "Facebook for Libraries" recounted some of his activities on one particular day.

"Today, I spent part of the day connecting with people. I complained about a silly election video, chatted with a college friend about a band, and put some finishing touches on plans for a conference taking place at the library. I did all this through Facebook."

King said he surveyed other librarians regarding what works on their library's Facebook page. One said, "Using Facebook to post events brought new users to events by making our users the advocates."

Using the example of posting an event as a status update, he wrote, "Five of your 'fans' share the event. If they each have 130 Facebook friends, that information was just, in essence, forwarded to 650 more Facebook users — most of whom are likely to live in or near your community. When your library's Facebook followers share the library's content, they are acting as a type of advocate for the library by helping spread its message."

Texting, Twitter, and Google+

Even the lowly text message has assumed a significant role in how libraries communicate with their customers, Diana Silveira and Chad Mairn of Novare Library Services noted in a presentation in May 2011. The average "mobile teen" in the United States now sends or receives an astonishing average of 2,899 text messages per month, compared to 191 calls. And libraries

are part of that interaction.

The Text a Librarian mobile reference service made its debut in 2008 and is currently used in 800 public and academic libraries in the United States, according to a post in The Digital Shift, which says that the service evolved from patrons initiating interaction with the library to libraries beginning the conversation by such means as texting an announcement about an in-library event. Now Mosio, makers of Text a Librarian, have announced the launch of Mobile PRM ("Patron Relationship Management"), a set of new features that let libraries send out text-message alerts and announcements to subscriber lists or individual patrons.

Twitter is also a popular platform for libraries to communicate with patrons. An article in *Collection Management* noted that one list tracked more than 850 accounts held by libraries or affiliated groups.

Libraries like the New York Public Library are also using Google+ to connect with users.

Google's social networking site, Google+, was launched in June 2011 and has since built up a membership of more than 40 million users. But only in November 2011 did Google begin allowing organizations, and not just individuals, to create their own pages on the site, David Rapp writes in The Digital Shift. Following Google's change in policy, Rapp says, dozens of libraries created Google+ pages, from large public libraries such as the New York Public Library to smaller, tech-savvy one such as Darien (Conn.) Library and Skokie (Ill.) Public Library. Several academic libraries have staked out Google+ pages, as well.

Like, catch you online, Dude

Fully 95% of all teens 12–17 years old are now online, and 80% of them are users of social media sites, according to research from the Pew Institute.

Comments, and a comment on the comments

In the South Carolina State Library survey, a last open-ended comment option was provided for respondents. Below are selected comments:

➢ "Many school libraries do not permit the use of Web 2.0 tools because of their content filters. This is the case at my school for most tools. It is unfortunate because these tools could really help promote our library and learning."

➢ "I think social networking has been way oversold. I don't know of a single library that relies on these gimmicks to achieve their core mission. Mostly a waste of time that would be better spent providing direct service to customers."

➢ "Non-library administrators are too afraid of 'bad press' to even let us try to use social media of any type! It is extremely frustrating to be stuck in basically a pre-Internet age. We only have online video tutorials accessible from our webpage. <sigh>"

➢ "I don't believe the average public library patron is acutely aware of Web 2.0 technologies and what they can do for/with them. It would be great to see more PSAs

[public service announcements] about libraries and library services."

In a press release, study author Curtis R. Rogers added his own comment concerning the comments: "It was difficult to filter all of the comments because so many library staff members had so much to say about their successes with social media. It was also interesting to see that some libraries are still not employing these free tools, especially in such tough economic times."

Library construction and renovation

The Stephens Central Library in San Angelo, Texas, took over a vacant downtown department store building. Photo by Tom Kessler.

When it comes to environmental sustainability — and innovative design in general — libraries continue to take the LEED.

Green roofs, solar panels, landscaping to manage storm water and other aspects of the local environment, and certification under the United States Green Building Council's Leadership in Energy and Environmental Design (LEED) program are becoming almost commonplace. Another feature that's gaining popularity: geothermal well systems, which use the relatively stable temperature of the ground to heat buildings in winter and cool them in summer.

(The LEED rating system offers four certification levels for new construction — Certified, Silver, Gold, and Platinum — that correspond to the number of credits accrued in five green design categories: sustainable sites, water efficiency, energy and atmosphere, materials and resources, and indoor environmental quality.)

"As focal centers of our neighborhoods and towns, libraries are uniquely positioned to take the lead in helping communities learn and understand what green buildings and LEED mean for them," Jacquelyn Marie Erdman, a knowledge exchange coordinator for the U.S. Green Building Council, writes in *American Libraries*. "Green building initiatives go beyond the construction of the singular building and consider how the structure will integrate into the landscape and neighborhoods by encouraging participation in building healthier environments in which we live and work."

A careful choice of construction material, for example, can enhance the performance and aesthetics of a building. Vibrant and colorful spaces can entice children and help turn them into lifelong learners. Libraries can encourage connections to the outside world by using windows and daylight to bring the outside in or including features that draw patrons outside. And libraries are recognizing that teens have different needs, including technology, flexible and collaborative space, and a separate area where they can be themselves.

Academic libraries, for their part, have embraced the concept of the learning commons, sacrificing shelving for comfort, collaboration, and connectivity. The new, renovated, or expanded building projects completed in 2011 are dramatic examples of how buildings can reposition the library as the intellectual center of campus. The Lemieux Library and McGoldrick Learning Commons renovation at Seattle University, for example, created an expandable 24-hour

zone, café, math lab, and media production center, presenting students with a one-stop shop for almost any academic need.

Kathryn Miller sums it up in *Public Libraries Going Green:* "Environmental leadership and education are growth opportunities for the twenty-first century library."

First LEED Gold–certified building in Alaska: A library

The Mountain View branch of the Anchorage (Alaska) Public Library, for example, is the first LEED Gold–certified building in Alaska. The Mountain View construction project, which renovated and expanded the former home of the Anchorage Parks and Recreation Department, maintained 95% of the building's existing walls, floors, and roof. Light is provided by 50,000-hour-lifespan LED lights with daylight sensors that automatically adjust illumination based on incoming daylight.

A few other examples of sustainable library construction:
  ➢ The *Maricopa County (Ariz.) Library District*'s White Tank branch library and Nature Center. The White Tank Library is the first LEED Platinum–certified public library in Arizona. Power for the building is generated entirely from clean energy sources, 27% of it from a photovoltaic collector array that covers half the building roof. The library has concrete exterior walls that moderate heat absorption, perforated metal overhangs and shade fins that help to shield the building against sun while preserving views, low-flow plumbing fixtures, and a system that filters wastewater and infiltrates it into the site, allowing the facility to remain unconnected to public sewers.
  ➢ *Milwaukee Public Library*'s Central Library. The need to replace the leaky roof of the 1954 Beaux-Arts addition offered an opportunity to enhance both sustainability and education. The 30,000-square-foot roof is planted with native grasses and sedums that give the roof a variety of textures and colors year-round, while a 30-kilowatt photovoltaic array generates power for the building. The roof also features an observation deck, while a formerly unused alcove on the first floor now houses an education center about sustainability with a live webcam of the roof and monitors that stream rooftop data.
  ➢ The High Prairie branch of the *Pikes Peak Library District,* Falcon, Colorado. The construction of this library was funded in part by a Congestion Mitigation Air Quality grant from the U.S. Department of Transportation. The building uses geothermal heating and cooling augmented by ceiling fans, a system that is tied to vents in the clerestory ceiling that open when the outside temperature is between 65 and 75 degrees to maintain building temperature naturally. Other green features include low-flush toilets, occupancy sensors on lights, drought-tolerant landscaping, careful management of natural light, and interior surfaces furnished in pine that was reclaimed from forests devastated by pine beetles.
  ➢ *Hennepin County (Minn.) Library,* Maple Grove branch. The Maple Grove Library exceeds the Minnesota energy code by more than 40%, saving energy through daylight harvesting and the use of renewable energy sources. An onsite lake provides hydrothermal heat and cooling. The library has a green roof and an efficient under-floor distribution system for conditioned air, and was built using low- to no-VOC (volatile

organic compound) paints, sealants, and glues.

Innovations support everyday functions and innovative programming

Libraries are also demonstrating that new construction is not the only way to go. A few examples of how buildings support innovative library programming — or how they support everyday functions in a novel way:

➤ Having been built in 1901, the **Bolton (Mass.) Public Library** building had history on its side, but because it hadn't been expanded or renovated since construction, it had space for materials but not for other functions. An expansion project increased the size of the library from 2,000 to 16,000 square feet — 700% — making space for a community room, technology spaces, quiet study areas, and a separate children's area with a story and crafts room — all while retaining the library's historic character.

➤ The new **Kendall Neighborhood Library,** a branch of the Houston (Tex.) Public Library, is the city's first combined library and community center, which allowed the library to share costs with the Parks and Recreation Department and reduce overall costs. While the community center occupies the first floors, a drive-up window and check-in and -out services on the first story offer convenient service for library patrons.

Renovation and expansion may add up to reincarnation

Some libraries started life as something other than libraries and have assumed a new form and function:

➤ **Virginia School for the Deaf and the Blind Library Media Center,** Staunton. The Stuart Building, which now houses a 4,400-square-foot library and a student center, was built in 1914 and originally held classrooms, workshops, and a swimming pool. For many years, however, the building had been used for storage. The renovation created a flexible and accessible space within the framework of the historical building, with a new passenger elevator and exposed ceiling-beam architecture.

➤ The renovation and expansion of the **New Castle (Del.) Public Library** incorporated the original 5,625-square-foot building, a historic 2,467-square-foot house adjacent to the property, and a two-story, 9,135-square-foot glass addition to connect the two. The expansion increased meeting space, seating areas, and the children's section; created a new teen section; and improved building accessibility.

➤ Jolliffe Hall, which houses the **Manhattan (Kans.) Christian College Library** as well as classrooms and a chapel, was built in 1927 and is the oldest building on campus. The building was gutted and renovated, which doubled the size of the library to 6,400 square feet and brought it into ADA compliance. The project added an entryway with stairs and an elevator on the south side of the building.

"The library is more than a place for books," Greg Landgraf wrote in introducing *American Libraries'* annual review of new and renovated libraries. "It's a place for people and a place for the community."

Expanding literacy efforts for English-language learners

The American dream became a reality at 73 public libraries in 24 states in 2011, as adult English-language learners completed American Dream projects in a program administered by the American Library Association.

Francisco and Ingrid Maldonado of Benton County, Arkansas, became naturalized citizens at U.S. naturalization ceremony hosted at Bentonville Public Library.

The ALA's "American Dream Starts @ your library" literacy initiative is devoted to developing innovative and exemplary literacy services for this group of adults and their families. American Dream projects unfolded in 2011 in libraries in large cities and rural towns in 24 states. The overwhelming majority of them (95%) used some or all of their funding to expand their print and digital collections, with print purchases outweighing digital by two to one:

➢ In rural libraries, 60% of collection expenses supported print and 40% digital.
➢ In urban libraries, 68% for print and 32% for digital.
➢ In suburban libraries, 75% for print and 25% for digital.

American Dream libraries partnered with almost 400 local organizations, agencies, and businesses to achieve their program goals.

➢ Rural libraries engaged the most partners, working with elected officials, school districts, literacy programs, faith-based organizations, and small businesses.
➢ Suburban libraries partnered with educational organizations including literacy programs and local schools.
➢ Urban libraries partnered most frequently with community-based literacy providers.

The libraries report that they are continuing to provide literacy services to adult English-language learners and their families by leveraging the social capital and community goodwill built during the American Dream Starts @ your library grant. The American Dream programs are also soliciting and receiving support under the Library Services and Technology Act, through reallocation of library funding, and from community partners and local funding organizations.

The American Dream Starts @ your library is funded by the Dollar General Foundation. More information is available at www.americandreamtoolkit.org.

53 members of underrepresented groups receive Spectrum scholarships

Fifty-three members of groups underrepresented in the library profession received scholarships in 2011 to help them pursue master's degrees. The awards were made by the ALA's Spectrum Scholarship Program as it continued its efforts to make the profession more accessible to members of ethnic and racial minorities and to strengthen the ALA's outreach efforts to these underserved populations. Since 1998, the American Library Association has awarded more than 730 Spectrum Scholarships.

The Spectrum program also provides access to a network of library professionals, ALA support in finding a position in the field, and free admission to national and local professional development events.

Spectrum's professional development and leadership components draw together advocacy efforts across many library organizations, providing a model and mechanisms by which they can diversify their membership and involve proven new leaders with diverse perspectives in their programs and initiatives. Eighty-five percent of Spectrum graduates are working full-time in a library or information setting; they include the library director for the U.S. Environmental Protection Agency, the manager of rare books and special collections for the Princeton University Library, the director of diversity programs at the Association of Research Libraries, and the librarian in a Bureau of Indian Affairs school in the Navajo Nation in New Mexico.

The Spectrum program received a grant from the Bill and Melinda Gates Foundation to support more scholarships in 2011 and 2012 and to provide more professional development opportunities to scholarship recipients, with a particular focus on developing their capacity to use technology to serve underserved communities.

The ALA began a Spectrum Presidential Initiative in 2009 as a special campaign to raise $1 million for the Spectrum Scholarship Program. Through this initiative, ALA aims to meet the critical needs of supporting master's-level scholarships for students from diverse racial and ethnic backgrounds. The Association expects to reach its fundraising goal this year.

The ALA's Spectrum Doctoral Fellowship Program received a grant from the Institute of Museum and Library Services (IMLS), an independent federal grant-making agency, which has allowed it to initiate a new round of fellowships. Under the new project, ALA will continue its efforts to recruit doctoral candidates from ethnically diverse backgrounds and work with participating academic programs to support their education and attainment of their degrees.

More information about the Spectrum program is available at www.ala.org/spectrum.

National Bookmobile Day rolls through second year

The second celebration of National Bookmobile Day on April 13, 2011, saw the first-ever inclusion of an honorary spokesperson, Audrey Niffenegger, library supporter and author of the illustrated novel *The Night Bookmobile* (though probably better known for *The Time Traveler's Wife*) and *Her Fearful Symmetry*.

The event recognizes the contributions of the nation's bookmobiles and the professionals who make bookmobile outreach possible in their communities. Bookmobile use has surged during the economic downturn, paralleling the increased use of fixed libraries and often providing services not just to schools but to targeted groups such as senior citizen homes, preschool children, adult education centers, drug and alcohol rehabilitation facilities, and even correctional facilities. The range of materials they circulate has expanded with their more varied destinations. Many bookmobiles have low floors for easy entry, and many also provide Internet access.

National Bookmobile Day is a collaborative effort of the ALA Office for Literacy and Outreach Services, the Association of Bookmobile and Outreach Services, and the Association for Rural and Small Libraries, and is intended to honor the nation's bookmobiles and the dedicated professionals who provide valuable and essential mobile library service every day.

Rural libraries win big support in communities

Small and rural libraries play important roles within their communities, and a new toolkit, "The Small But Powerful Guide to Winning Big Support for Your Rural Library," is designed to maintain support for these institutions. The toolkit features strategies on advocating for and promoting library services to rural communities, tips for using technology in advocacy efforts, and examples of essential marketing and promotion tools. In addition to a print version, the toolkit is available for free download, both in regular and large print formats (details at www.ala.org/offices/olos/toolkits/rural).

In its first three months, librarians requested more than 1,000 copies of this free resource, and nearly 500 librarians registered for a free webinar developed around the toolkit.

Coretta Scott King–Virginia Hamilton Award for Lifetime Achievement

The 2011 winner of the Coretta Scott King–Virginia Hamilton Award for Lifetime Achievement

Henrietta Mays Smith

was Henrietta Mays Smith, professor emerita at the University of South Florida School of Library and Information Science in Tampa**,** who was recognized for her life's work influencing generations of library professionals and readers to embrace the full diversity of children's literature.

Presented by the Coretta Scott King Book Awards Committee, the award is named in memory of children's author Virginia Hamilton and is presented in even years to an African-American author or illustrator for a significant body of published books for children and young adults and in alternate years to a practitioner for substantial contributions to youth education using award-winning African-American youth literature.

Rita Williams-Garcia, author of *One Crazy Summer*, and Bryan Collier, illustrator of *Dave the Potter: Artist, Poet, Slave*, won

the 2011 Coretta Scott King Book Awards honoring African-American authors and illustrators of outstanding books for children and young adults. *One Crazy Summer*, published by Amistad, an imprint of HarperCollins, tells the story of 11-year-old Delphine and her two younger sisters as they travel to Oakland, California, in 1968 to face the emotional challenge of reaching out to a distant mother and learn about a different side of the civil rights movement. In *Dave the Potter: Artist, Poet, Slave*, written by Laban Carrick Hill and published by Little, Brown and Company, Dave, a slave in 19th-century South Carolina, demonstrates extraordinary talent and skill to achieve creative success. At a time when it was illegal for slaves to read and write, the eloquent poetry on Dave's remarkable pots provided inspiration and hope to those who had none.

Stonewall Book Awards

Celebrating its 40th anniversary, the 2011 Stonewall Book Awards administered by the ALA Gay, Lesbian, Bisexual, and Transgender Round Table included the Stonewall Book Awards–Barbara Gittings Literature Award presented to Barb Johnson for *More of This World or Maybe Another,* published by Harper Perennial; the Stonewall Book Awards–Israel Fishman Non-Fiction Award, presented to Emma Donoghue for *Inseparable: Desire between Women in Literature*, published by Knopf; and the Stonewall Children's and Young Adult Literature Award, presented to Brian Katcher for *Almost Perfect,* published by Delacorte Press.

Alire recognized for achievement in library diversity research

Camila Alire, dean emerita at the University of New Mexico Libraries and Colorado State University Libraries, was named the 2011 Achievement in Library Diversity Research Honoree by the ALA Office for Diversity. Alire's contributions to the professional literature include titles on leadership and diversity, recruitment and retention of librarians of color, library service to Latinos and diverse populations, library marketing and advocacy, and disaster recovery. Alire has served as 2009–2010 president of ALA, president of the Association of College and Research Libraries, and president of the National Association to Promote Library and Information Services to Latinos and the Spanish Speaking (Reforma). She received her master's in library science from the University of Denver and a doctorate in education from the University of Northern Colorado.

100,000-plus *niños* attend ALSC-sponsored events

Well over 100,000 people — mostly children — attended events sponsored by the Association for Library Service to Children (ALSC) in 2011 under its El día de los niños / El día de los libros (Children's Day / Book Day) program. More than 300 libraries took part, and the ALSC launched a new [Día website](#) in November 2011 that provides libraries with a free, downloadable resource guide containing programming for both public and school libraries, outreach, book lists, activity sheets, and resources for parents. The core objective of *Día* is to nurture children's cognitive and literary development in ways that honor and respect their home language and culture.

A lot of discussion took place in 2011 on such topics as ebooks, digital libraries, library lending models, and orphaned works, but it all yielded little legislative action in a Washington riven by partisan politics. Internet-age versions of copyright and piracy issues shot to the fore as 2011 turned into 2012, however, and the acronyms SOPA (the Stop Online Piracy Act) and PIPA (the Preventing Real Online Threats to Economic Creativity and Theft of Intellectual Property Act of 2011, a.k.a. the PROTECT IP Act of 2011, hence PIPA) became part of the national vocabulary as the library and First Amendment communities verbally slugged it out with proponents of the legislation such as the Recording Industry Association of America.

The battle over SOPA and PIPA

SOPA was introduced in the House in October by Rep. Lamar S. Smith (R-Tex.) to expand the power of U.S. law enforcement to fight online trafficking in copyrighted intellectual property and counterfeit goods. The bill would allow the government to request court orders to bar advertising networks and payment facilities from doing business with infringing websites and search engines from linking to the sites, and court orders requiring Internet service providers to block access to the sites. The law would expand existing criminal laws to include unauthorized streaming of copyrighted content, imposing a maximum penalty of five years in prison.

Proponents of the legislation say it will protect the intellectual-property market and corresponding industry, jobs, and revenue and is needed to bolster enforcement of copyright laws, especially against foreign websites. Opponents feel that the legislation threatens free speech and innovation and empowers law enforcement to block access to entire Internet domains due to infringing content posted on a single blog or webpage. They have raised concerns that SOPA would bypass the "safe harbor" protections from liability presently afforded to Internet sites by the Digital Millennium Copyright Act.

The library community, including ALA, has expressed concerns that the legislation's emphasis on stronger copyright enforcement would expose libraries to prosecution. Other opponents state that requiring search engines to delete a domain name could begin a worldwide arms race of unprecedented censorship of the Web and violates the First Amendment.

Wikipedia participated in a 24-hour blackout to protest proposed SOPA and PIPA legislation.

On January 18, the English-language Wikipedia and an estimated 7,000 other websites coordinated a service blackout to raise awareness of the issues. Other protests against SOPA and PIPA included petition drives, boycotts of companies that support the legislation, and a rally held in New York City. The sites of several pro-SOPA organizations such as the Recording Industry Association of America, CBS.com, and others were slowed or shut down with denial-of-service attacks.

Opponents of the bill have proposed the Online Protection and Enforcement of Digital Trade Act

(OPEN) as an alternative, but the issue remained unresolved as the new year unfolded.

A parallel bill in the Senate, the PROTECT IP Act of 2011, or PIPA, had been introduced in May 2011 by Sen. Patrick Leahy (D-Vt.) to crack down on rogue websites dedicated to the sale of infringing counterfeit goods. The library community is concerned about the bill's potential impact on First Amendment rights. The bill was considered in committee, which recommended it be considered by the Senate, but the motion to proceed was withdrawn by unanimous consent in January after failure of a cloture motion.

Library Copyright Alliance handles a full agenda

The Library Copyright Alliance (LCA) acted on a number of issues in 2011, commenting on pending legislation and court cases, joining briefs, and releasing papers and guides on a wide range of copyright and fair use issues, including the Google Book Search settlement and the lending rights of libraries. LCA members include the ALA (mainly through its Office for Information Technology Policy, or OITP), the Association of Research Libraries, and the Association of College and Research Libraries (ACRL).

In response to the March 2011 rejection of the proposed Google Book Search settlement, the LCA issued a statement saying that copyright law continues to present significant barriers to libraries interested in mass digitization initiatives because of orphan-works issues. The group also released "A Guide for the Perplexed Part IV: The Rejection of the Google Books Settlement" (PDF), an analysis of the latest decision in the Google Book Search case and its potential effect on libraries. This guide is the latest in a series prepared by LCA legal counsel Jonathan Band to help inform the library community about this landmark legal dispute.

In the wake of the settlement rejection, several interested parties were discussing with renewed vigor the issues of orphan works, mass digitization, and even modernization of Section 108 of the U.S. Copyright Act, which permits libraries and archives to make certain uses of copyrighted materials in order to serve the public and ensure the availability of works over time. As part of this initiative, the LCA released a statement describing the key features that copyright reform proposals should include in order to constitute significant improvement over current law for libraries and their users. The statement, which represents the needs of library stakeholders in these debates, provides helpful guideposts for these discussions.

In April, ACRL, an ALA division, sent letters to the National Institutes of Health (NIH), the Department of Health and Human Services (HHS), and the White House Office of Science and Technology Policy (OSTP) in support of public access to federally funded research. The letters asked the NIH to shorten the current embargo and asked the HHS and the OSTP to expand public access policies to other federal agencies.

The ALA's Office of Government Relations (OGR) and the OITP continue to monitor copyright-related court cases that have the potential to affect libraries, including *Golan v. Holder* (dealing with a challenge to the constitutionality of restoring the copyright of foreign works that were previously in the U.S. public domain) and *Cambridge University et al. v. Patton et al.* (which has to do with Georgia State University's electronic reserves policy).

International copyright issues remain largely unresolved

Library copyright exceptions and limitations, a proposed treaty for an exception for people with print disabilities, and a proposed treaty on the protection of traditional cultural expressions remain among the key issues under consideration — and largely unresolved — at the World Intellectual Property Organization (WIPO). The LCA coordinates U.S. library advocacy at the WIPO Standing Committee on Copyright and Related Rights.

A treaty or legal instrument for copyright exceptions would mandate that all member countries of the WIPO endorse and potentially implement library exceptions such as preservation, reproduction and supply, library lending, and liability limits for libraries and archives. These exceptions already exist under U.S. copyright law but not in other countries.

At the WIPO, a treaty on an exception for people with print disabilities has been on the agenda for several years. The LCA supports a treaty that would allow accessible copies of works to be created for the print-disabled without authorization and would allow the cross-border sharing of accessible content. English-speaking nations could borrow accessible content from the United States to meet the needs of the print-disabled. The international publishing community opposes this proposal, but there were signs in 2011 that some type of instrument will be accepted.

Finally, the LCA continues to oppose any agreement that would give copyright protection to traditional cultural expressions (TCEs). The LCA recognizes the issues facing indigenous communities in the United States that want to restrict access to TCEs, particularly sacred objects or ceremonies, but supports collaboration with indigenous communities to identify shared interests to address both TCE protection and access to information. (These collaborations already take place in U.S. libraries and archives.) The LCA feels that a TCE treaty would threaten the public domain, freedom of inquiry, research, scholarship and critique, preservation, and the ability to create derivative works.

Libraries play a key role in digital literacy efforts

In the fall of 2011, Julius Genachowski, chairman of the Federal Communications Commission, announced a plan to create a digital literacy corps that would provide training in schools and libraries across the country. Genachowski also announced a series of digital literacy initiatives including a public-private partnership, Connect to Compete, that will provide eligible low-income families with less expensive computers and Internet connections, as well as skills training. Both projects are in the planning stages and are to be further developed in 2012.

Libraries of all types have always had programs that build information literacy skills for students and patrons. As technologies have changed and influenced how people search for, find, and use information, libraries have adapted their programs to ensure that their users have the requisite skills — both technical and cognitive — to be able to take advantage of the resources and opportunities afforded by the Internet and the digitization of information. As national attention on these issues increased, the ALA's OITP began working closely with the FCC and staff of the National Telecommunications and Information Administration (NTIA) to ensure that libraries were front and center in the conversations.

In the National Broadband Plan, released in 2010, federal agencies focused on the issues that were identified as barriers to broadband adoption in the home. The NTIA, in partnership with nine other federal agencies, created a digital literacy portal (DigitalLiteracy.gov) to collect resources for librarians, educators, and other professionals who provide digital literacy training. The OITP staff reviewed the portal functionality and collected library resources for inclusion in the portal before its launch in May 2011, and materials from school, public, and academic libraries, as well as state library initiatives, continue to be added to the portal. Emphasis on job creation, workforce development, and economic growth make the portal a resource for librarians working with people looking for a job or in need of upgrading their job skills.

One outgrowth of the OITP's work with the FCC and the NTIA was to establish a Digital Literacy Task Force comprised of ALA members from school, public, and academic libraries. The task force is charged with identifying best practices among libraries, where there might be gaps in practice, and where there are opportunities for libraries to excel in digital literacy work. The work of the task force continues into 2012 and highlights the multiple roles libraries play in supporting a digitally literate society.

Coalition preparing technology benchmarks for public libraries

A national coalition was formed in 2011 to design and pilot a series of public-access technology benchmarks for public libraries, a framework of goals and indicators that will help them evaluate and continually improve their public technology services for communities. Called the Edge Initiative, the coalition comprises library and government organizations, including the OITP and the Public Library Association, and has received $2.8 million in funding from the Bill and Melinda Gates Foundation.

The Edge benchmarks will be supported by training and a toolkit of customizable materials that will help library staff demonstrate the quality of their technology services to the communities they serve and convince decision-makers to reinvest in public technology access in libraries. The benchmarks and toolkit will be designed to be responsive to the needs of the library field.

With the Urban Libraries Council as the project lead and facilitator, the coalition also includes the State Libraries of California, Oklahoma, and Texas; Lyrasis; OCLC's WebJunction; researchers at the University of Maryland and the University of Washington; the International City/County Management Association; TechSoup Global; and the Gates Foundation.

Benchmark development will include three phases. To begin, the coalition will draft prototype benchmarks and collect feedback from the library field and local government leaders to ensure the benchmarks are meaningful and useful. Next, the group will test an initial set of benchmarks in communities in California, Oklahoma, and Texas. The prototype benchmarks will then be refined with feedback from the pilot communities and the library field. It is anticipated the Edge benchmarks will be launched in the second half of 2012.

School libraries amendment dropped from education bill

The Elementary and Secondary Education Act (ESEA), the successor to No Child Left Behind, continued to struggle in 2011, and school libraries were left out of the picture even as the bill

Capitol Hill. Photo by Elliot P.

made halting progress late in the year.

The Senate Health, Education, Labor, and Pensions (HELP) Committee in October 2011 reported out the ESEA on a 15–7 vote — without an ALA-backed amendment that would have ensured that every school was served by a state-certified media specialist and that library programs had access to the resources students need to become lifelong learners.

In July 2011, in a bipartisan effort, Sen. Jack Reed (D-R.I.) and Sen. Thad Cochran (R-Miss.) had introduced the Strengthening Kids' Interest in Learning and Libraries (SKILLS) Act (S. 1328) that would have amended the ESEA to include school libraries and help improve student academic achievement by ensuring that more students have access to effective school library programs. The bill was cosponsored by Democratic Sens. John Kerry (Mass.), Patty Murray (Wash.), John Rockefeller (W.Va.), Tim Johnson (S.Dak.), and Sheldon Whitehouse (R.I.).

Sen. Whitehouse withdrew the SKILLS amendment before a committee vote because of lack of support from other members on the committee but said he planned to reintroduce it later.

"We are very disappointed that the Senate HELP Committee did not recognize the crucial part an effective school library program plays in every child's education," Emily Sheketoff, executive director of the ALA's Washington office, said.

In the House, the Education and Workforce Committee in May 2011 reported out a series of smaller reauthorization bills, only one of which deals with school libraries. The bill, H.R. 1891, would repeal 43 different Department of Education programs, including Improving Literacy Through School Libraries. The full House had not taken up the bill by year's end.

Libraries' product safety requirements clarified

Resolution was finally reached in 2011 on issues raised by the Consumer Product Safety Improvement Act (CPSIA), passed in 2008. The bill sought to decrease the levels of lead and phthalates in products intended for children under age 12; the law is enforced by the Consumer Product Safety Commission (CPSC). Under the CPSC general counsel's interpretation of the law, books were initially considered subject to the same testing standards as children's toys. Given the high cost of testing, this was not a feasible option for libraries, and the ALA's Office of Government Relations (OGR) and other concerned parties spent much of the last three years seeking to change the interpretation.

Then, in late 2011, Congress passed Public Law No. 112-28, which provides the safety commission with greater authority and discretion in enforcing the consumer product safety laws,

and for other purposes. The law clarified libraries' responsibilities concerning CPSIA requirements in two ways: first by requiring book manufacturers to ensure that their processes are safe and fall within the limits of the law; and second by excluding ordinary books and paper-based printed materials from third-party testing requirements.

Other library-related actions (or inactions) in the nation's capital:

➢ ***First Amendment threats.*** Three so-called anti-piracy or online copyright-infringing bills were introduced in the Senate and the House in 2011. All took aim at any website beyond U.S. borders that distributed counterfeit or copyright-infringing products, and two of the three went further in that they also incentivized Internet companies to cut off access to websites. The OGR considered that such tactics had a potential chilling effect on First Amendment rights and intellectual freedom and would have weakened cyber-security and threatened privacy. The OGR therefore worked to slow the progress of the legislation and to ensure that fundamental library principles are not eroded, an effort that continues into 2012.

➢ ***Net neutrality.*** The OGR and ALA members worked to help defeat anti–net neutrality legislation in the Senate in 2011. The Federal Communications Commission had codified and put into place during the year an order to help ensure net neutrality — a principle that advocates no restrictions by Internet service providers or governments on consumers' access to networks that participate in the Internet. Senate legislation would have stripped the FCC of the ability to enforce the order. Grassroots advocacy by ALA members coupled with targeted lobbying by the OGR helped defeat the bill in a close, partisan vote, which was seen by library advocates as a message to Congress that libraries and the public they serve care deeply about a nondiscriminatory Internet and depend on it to provide unfettered access to all types of information.

➢ ***National Library Legislative Day.*** National Library Legislative Day, held May 9–10, drew 361 people from 47 states, plus an additional 5,000 individuals who participated in Virtual Library Legislative Day. A first day of briefings was followed by a reception hosted by ALA'sWashington Office honoring Rep. Raúl Grijalva (D-Ariz.) for his support of libraries. The next day, participants met with their federally elected officials, and OGR staff and advocates met with several congressional committees and outside groups, including the Senate Health, Education, Labor, and Pensions Committee; the National Telecommunications and Information Administration; the House Education and Workforce Committee; the Institute of Museum and Library Services; the American Federation of Teachers; and the National Education Association.

Library advocates who couldn't make it to Capitol Hill for the event were still able to be a part of the effort by calling and/or emailing their elected officials on May 10 or any time the week of May 9–13. ALA's Association of Library Trustees, Advocates, Friends, and Foundations; the Washington Office; Chapter Relations Office; and the Office for Library Advocacy led Virtual Library Legislative Day, an opportunity for all library advocates to make their voices heard on a national level. The 2011 effort saw four times as many messages sent as the prior year.

➢ ***PATRIOT Act extension.*** Congress in May 2011 reauthorized three key sections of the USA PATRIOT Act, without any changes, until the next sunset deadline of June 1, 2015. The renewal included none of the reader-privacy and Fourth Amendment protections sought by freedom-to-read groups such as the ALA, the Association of Research

Libraries, and the American Booksellers Foundation for Free Expression. The PATRIOT Sunsets Extension Act of 2011 includes what has become known as the library provision, or Section 215, which allows federal authorities conducting a counterterrorism investigation to seize someone's library or business records unbeknownst to the individual and without a court order. Members of the Senate Intelligence Committee expressed reservations about the renewal. "When the American people find out how their government has secretly interpreted the PATRIOT Act, they will be stunned and they will be angry," Sen. Ron Wyden (D-Ore.) said on the Senate floor.

And finally, may we have the envelopes, please . . .

Patrice McDermott, director of OpenTheGovernment.org, won the 2011 James Madison Award, presented to her by ALA President Roberta Stevens during the 13th annual National Freedom of Information Day Conference. . . . The 2011 L. Ray Patterson Copyright Award went to Peter Suber, professor of philosophy at Earlham College, senior researcher at the Scholarly Publishing and Academic Resources Coalition, and fellow at Harvard University Library's Office for Scholarly Communication. Suber was recognized for his work in the open access movement to provide free public access to scientific information for the public good. The award, which is sponsored by the OITP and the Copyright Advisory Subcommittee, is named for a key legal figure who explained and justified the importance of the public domain and fair use.

Intellectual freedom

Banned Books Week Virtual Read-Out celebrates the freedom to read

Screenshot: Whoopi Goldberg video for 2011 Banned Books Week Virtual Read-Out.

More than 800 readers from across the United States and around the world demonstrated their support for free speech by participating in the first-ever virtual read-out of banned and challenged books during the annual Banned Books Week (Sept. 24-Oct. 1, 2011), the only national celebration of the freedom to read. People of all ages and from all over the world were filmed in bookstores, libraries, and homes; they were joined by Whoopi Goldberg and many authors whose books have been challenged, including Judy Blume, Lauren Myracle, Jay Asher, and Chris Crutcher. The videos are posted at www.youtube.com/bannedbooksweek.

More than 400 news groups published Banned Books Week data and book lists from the ALA's Office for Intellectual Freedom (OIF), and Al Jazeera television posted an interview with an OIF representative.

"We are absolutely delighted with the response to our first virtual read-out," Barbara Jones, the director of the American Library Association's Office for Intellectual Freedom, said. "Without question, this is the largest number of people to ever participate in a read-out, and we will be looking for ways to expand next year during the 30th anniversary of Banned Books Week, which will take place Sept. 30 through Oct. 6, 2012."

The best of the banned

Old friends and new were among the books challenged in 2011. A few highlights (or lowlights):

➢ **Vonnegut slaughtered again ("So it goes")** — Two out of three books singled out in a 2010 complaint were removed in July 2011 from the Republic (Mo.) high school curriculum and library. The school board voted to keep Laurie Halse Anderson's *Speak* but to remove Kurt Vonnegut's *Slaughterhouse-Five* and Sarah Ockler's *Twenty Boy Summer.* The school board acted after a Republic resident with no children in school in the district complained about the books, arguing that they teach "principles contrary to Biblical morality and truth," The school board ruled that the books should be removed . . . on the grounds of "age appropriateness." In 2010, Anderson and Ockler — along with a national community of librarians, teachers and readers — had mobilized a protest via social media that developed into the "Speak Loudly" anti-censorship campaign. In response to the board's actions, the Kurt Vonnegut Memorial Library in Indianapolis announced that it would offer free copies of *Slaughterhouse-Five* to 150 Republic students.

➢ ***Part-Time Indian* faces full-time scrutiny** — Sherman Alexie's National Book Award–

winning young-adult novel, *The Absolutely True Diary of a Part-Time Indian,* faced heated challenges in schools and libraries. The Richland (Wash.) School Board voted in June 2011 to prohibit its use in classrooms of any grade level after concerns were raised about its use in freshman classes. Board members conceded that none of them had read the book, and the decision was subsequently reversed in July, restoring access to the book for all levels in the high school. (Two board members who had originally ruled against the book later said their votes had been a mistake and promised that in the future they will read every book they are to vote on.) *Part-Time Indian* was also challenged but retained in the Helena, Montana, high school curriculum following a public hearing attended by more than 100 people.

➢ **Sherlock Holmes? Case closed! —** Elementary, my dear Watson — A parent at one of the middle schools in the Albemarle County (Va.) School District objected to the Sherlock Holmes mystery *A Study in Scarlet,* by Arthur Conan Doyle, on the grounds that it portrays Mormons in a negative light. One ninth-grader at the hearing in August 2011 told the school board she objected to banning the book. "I was capable of reading it in sixth grade," she said. "I think it was a good challenge. I'm upset that they're removing it." But remove it they did.

➢ **Health ed books deemed unhealthy —** Books for young people that describe or depict health information were widely challenged in 2011. In Florida, *It's Perfectly Normal* by Robie Harris was challenged in public libraries, while *What's the Big Secret?* faced scrutiny in a Washington elementary school library. *My Mom's Having a Baby* by Dori Hillestad Butler was challenged in public libraries in Florida and Texas. In each case, the books faced objections due to their frank consideration, including illustrations, of health and sexual issues for young people.

➢ **Bias perceived in third-grade text —** The year saw a surge of controversy over perceived bias in textbooks, often stirred or instigated by political pundits, prompting challenges to these books in schools nationwide. *Social Studies Alive!* was publicly challenged in St. Charles (Ill.) Unit District 303 and in Frederick County (Md.) schools. The third-grade textbook faced national criticism from conservatives like Glenn Beck for promoting a "liberal agenda." In Virginia, textbooks were targeted by Tea Party members for showing bias toward Islam.
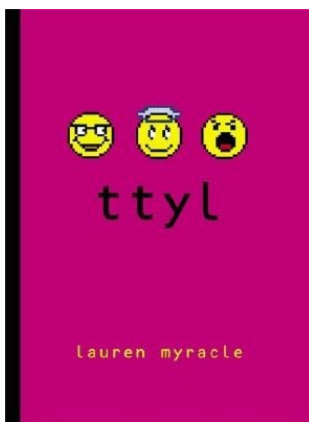
Lauren Myracle's *"ttyl"* series was most frequently challenged book in 2011.

Here's the complete list of the Top 10 Banned Books of 2011, as compiled by the OIF from 326 recorded challenges:

➢ *ttyl*; *ttfn*; *l8r*, *g8r* (series), by Lauren Myracle (offensive language; religious viewpoint; sexually explicit; unsuited to age group)

➢ *The Color of Earth* (series), by Kim Dong Hwa (nudity; sex education; sexually explicit; unsuited to age group)

➢ *The Hunger Games* trilogy, by Suzanne Collins (anti-ethnic; anti-family; insensitivity; offensive language; occult/satanic; violence)

➢ *My Mom's Having A Baby! A Kid's Month-by-Month Guide to Pregnancy*, by Dori Hillestad Butler (nudity; sex education; sexually explicit; unsuited to age group)

- *The Absolutely True Diary of a Part-Time Indian*, by Sherman Alexie (offensive language; racism; religious viewpoint; sexually explicit; unsuited to age group)
- *Alice* (series), by Phyllis Reynolds Naylor (nudity; offensive language; religious viewpoint)
- *Brave New World*, by Aldous Huxley (insensitivity; nudity; racism; religious viewpoint; sexually explicit)
- *What My Mother Doesn't Know*, by Sonya Sones (nudity; offensive language; sexually explicit)
- *Gossip Girl* (series), by Cecily Von Ziegesar (drugs; offensive language; sexually explicit)
- *To Kill a Mockingbird*, by Harper Lee (offensive language; racism)

School librarians institute Banned Websites Awareness Day

Taking the Banned Books theme and running with it, the American Association of School Librarians highlighted censorship awareness by designating Sept. 28, 2011, as Banned Websites Awareness Day in order to bring attention to the overly aggressive filtering of educational and social websites used by students and educators.

"Many schools filter far beyond the requirements of the Children's Internet Protection Act because they wish to protect students," Carl Harvey, AASL president, said. "Students must develop skills to evaluate information from all types of sources in multiple formats, including the Internet. Relying solely on filters does not teach young citizens how to be savvy searchers or how to evaluate the accuracy of information.

"The use of social media in education . . . is an ideal way to engage students," Harvey said. "In order to make school more relevant to students and enhance their learning experiences, we need to incorporate those same social interactions that are successful outside of school into authentic assignments in the school setting."

Choose Privacy Week 2011

The ALA chose the first week of May for the annual Choose Privacy Week, which had garnered significant attention and participation in its first two years. The initiative has developed, sustained, and grown a strong social media presence on its blog, Facebook, and Twitter. The Choose Privacy Week video, which formed the focal point of the first-ever national event, has been viewed more than 20,000 times.

In 2011, the ALA offered a Choose Privacy Week webinar featuring a panel of experts on "hot topics" in privacy, plus practical tips and tools for developing programs to engage library users. Slides from the event and an archived version of the webinar are available online. Topics included the USA PATRIOT Act and reader privacy, airport screening and surveillance, and current research on privacy attitudes of young people. More than 200 attendees learned about tools for libraries to develop programs and events to start conversations on such issues in their communities.

The theme for Choose Privacy Week 2012 is "Freedom from Surveillance," with a focus on the impact of government surveillance on civil liberties.

ACLU sues library regarding website access

Banned books . . . and now banned (or partially blocked) websites.

The American Civil Liberties Union filed suit in January against the Salem (Mo.) Public Library for allegedly blocking websites related to the modern Pagan religion Wicca.

The case dates from 2010, when, Salem resident Anaka Hunter says, she tried to access websites about Wicca, Native American religions, and astrology for her personal research but the library's filtering software blocked them. She said library Director Glenda Wofford unblocked portions of the sites for her but that much of the material remained inaccessible.

The ACLU lawsuit claims that Wofford said she would only unblock the sites for patrons who had a "legitimate reason" to view them and that she had an "obligation" to report people to the "proper authorities" if she felt they would misuse the information they were attempting to access.

She said in a post to the Washington, D.C.–based newspaper *The Hill*'s Hillicon Valley technology blog that she would have been happy to unblock the specific websites Hunter sought but that Hunter refused on privacy grounds to specify which sites she wanted to access. "It's not our intent to prohibit reasonable use of the Internet for research or any other legitimate reason," Wofford said. "All they have to do is ask, and we'll unblock the sites."

"It's unbelievable that I should have to justify why I want to access completely harmless websites on the Internet simply because they discuss a minority viewpoint," Hunter said in an ACLU press release.

Said Anthony Rothert, legal director of the ACLU of Eastern Missouri: "Rather than dismissing the concerns of its patrons, the library should make every effort to ensure that its filtering software [Netsweeper] doesn't illegally deny access to educational resources on discriminatory grounds. The library is the last place that should be censoring information about different cultures."

Federal judge in Alaska voids sexual imagery statute

The Federal District Court in Anchorage, Alaska, permanently barred enforcement of a state statute criminalizing the online posting of sexual imagery that is "harmful to minors." Chief U.S. District Judge Ralph Beistline ruled June 30, 2011, that the law threatened to reduce all speech on the Internet "to only what is fit for children" and that Senate Bill 222, signed last year by Governor Sean Parnell, violates First Amendment rights of free speech and would have chilled free expression.

New technologies raise old issues

New technologies and digital platforms that enable user access to ebooks and other digital content offered by libraries are spurring new concerns about readers' privacy in the library. Library users' personally identifiable information and materials use records may be placed in the hands of vendors and content providers who enable access to digital library materials; this data may be vulnerable to theft, disclosure, or misuse. Librarians continue to work with vendors and users alike to address these concerns via education, library policy, and effective agreements that protect library users' data.

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Feedback and contact information

The American Library Association's Public Information Office coordinated the preparation of this report with contributions from the following ALA units:

➢ American Association of School Librarians
➢ *American Libraries* magazine, including *American Libraries Direct* e-newsletter
➢ Association for Library Service to Children
➢ Association of College and Research Libraries
➢ Office for Diversity
➢ Office of Government Relations
➢ Office for Information Technology Policy
➢ Office for Intellectual Freedom
➢ Office for Library Advocacy
➢ Office for Literacy and Outreach Services
➢ Office for Research and Statistics
➢ Public Information Office
➢ Public Library Association
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