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INTERNATIONAL DIGITAL EDITION
AUGUST 2012

american libraries

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

Connecting with Colleagues

■ IFLA 2012 Wrap-Up

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- What's New in Online Education
- Progress Report on Haiti Libraries
- The Latest on RDA Implementation
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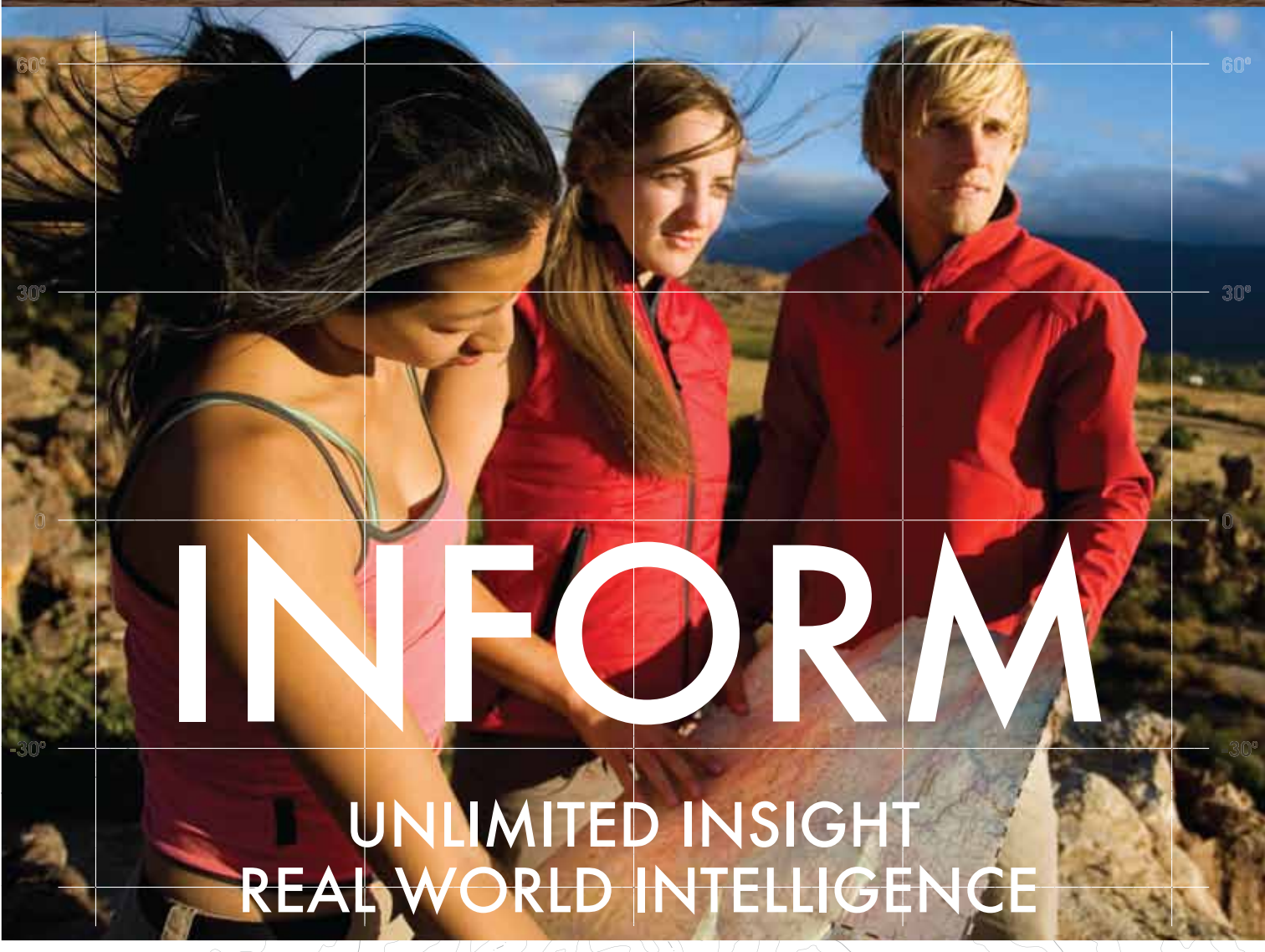

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ALA: A Global Association

by Maureen Sullivan

On behalf of the membership and staff of the American Library Association (ALA), I am pleased to present the 2012 edition of the International Supplement to *American Libraries* magazine. ALA is a global association, and we are very proud to have nearly 2,000 members in 108 countries outside the United States who believe in ALA's mission to provide "for the development, promotion, and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all."

One of my key initiatives this year will be community engagement, which will include reaching out to our international members and customers. ALA is preparing a new international development plan to increase communication and improve access to the wealth of its products and services. I am thrilled to be part of this effort and will be providing a first-of-its-kind ALA presidential webinar early next year for the Association's international members.

ALA is proud to have nearly 2,000 members in 108 countries.

This supplement highlights a number of other initiatives that are already underway. The first is the new *International AL Direct* e-newsletter, a bimonthly communication for international members. ALA has also made improvements to its ALA Store, which now allows international members and customers to easily download the Association's growing collection of e-content (books, journals, webinars, and courses).

There may be no greater improvement to the library community than the full implementation in 2013 of RDA (Resource Description and Access) as the new, unified cataloging standard designed for the digital world and the expanding universe of metadata users. Be sure to read the article on page 15 for the latest update.

ALA continues to promote community outreach through its successful public advocacy initiative, the Campaign for the World's Libraries, and by making lasting connections via Sister Libraries. We are indeed a global association, and it is heartening to read the report on Haiti and how ALA members and other library supporters have helped reopen the public library in Petit-Goâve, a coastal town that was virtually leveled by the 2010 earthquake.

I will be at the IFLA Conference in Helsinki in August, and I hope to connect with many of you there—or at the ALA Annual Conference in Chicago next summer.

Enjoy this new International Supplement!

Maureen Sullivan
2012–2013 ALA President

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ALA Welcomes International Members

Membership is not just for librarians in the United States

Nearly 2,000 international librarians around the globe belong to the American Library Association (ALA). Personal membership in ALA is available at discounted rates for librarians and library workers practicing outside of the United States. For an annual fee of $78 US, international members receive the full rights and benefits of ALA membership.

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

All ALA members receive equal access to ALA resources and benefits, and all personal members have the same eligibility to vote in ALA elections, hold office, and serve on committees. You gain access to online learning, professional development, peer interaction, and support from ALA staff experts.

Direct benefits of personal membership include a subscription to *American Libraries* magazine and the weekly e-newsletter *American Libraries Direct*, plus discounts on registration for the ALA Annual Conference and ALA books and e-content.

While many divisions and round tables will be of interest to international librarians, ALA's International Relations Round Table (IRRT) is particularly relevant. As an international member of ALA, you receive complimentary membership in the IRRT. IRRT creates connections among librarians in the United States and many countries throughout the world, providing you with access to counterparts around the globe who are interested in similar areas of librarianship as well as issues affecting library service delivery in various communities.

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

Helsinki Hosts IFLA Delegates

4,000 attendees assemble for 2012 WLIC in Finland's capital

by Leonard Kniffel

Even before the World Library and Information Congress of the International Federation of Library Associations and Institutions began in Helsinki, Finland, on August 12, some 300 conference delegates from the US caucused and heard reports and program recommendations from a few of the most active American IFLA delegates. On August 11, Donna Scheeder, treasurer of the IFLA Governing Board, talked about a number of programs and activities, among them efforts around building strong library associations, open access, e-lending, multilingualism, and religion and dialogue. "IFLA offers a space for everyone," she said. Winston Tabb updated the group with feelings of "optimism and anxiety" about IFLA's work with the World Intellectual Property Organization to create an exception for libraries in international copyright law in an atmosphere of corporate globalization.

The largest and most important international conference of its kind in the world, the IFLA World Library and Information Congress ran through August 17 and featured some 218 sessions with close to 4,000 attendees, 1,000 of them from Finland. The next largest delegate group came from the United States, with 354 attendees. See more photos and news on *American Libraries*' Global Reach blog and the *IFLA Express* website.

The Helsinki Exhibition and Convention Centre stands ready for the 2012 IFLA World Library and Information Congress, which took place in August.

The conference was also supported by 108 library vendors who displayed and demonstrated their wares in the exhibit hall, the City of Helsinki, HSL Helsinki Region Transport (which provided free passes on public transportation to delegates for the duration of the conference), and the Ministry of Education and Culture, which oversees public libraries in Finland.

After the opening session, the Committee on Free Access to Information and Freedom of Expression (FAIFE) sponsored a program titled "Sleepwalking into a Control Society," featuring, among other speakers, Siva Vaidhyanathan of the University of Virginia, who challenged the audience to consider the ways in which corporations "are trying to become the operating systems of our lives" as dataflow enters every aspect of living. "Now, there is no difference between online and offline," he said. Other speakers talked about the IFLA Code of Ethics, "10 Must-Know Trends," "Censorship and Control in the Internet Age," censorship in Turkey, and the FAIFE Book Club and the American Library Association's Banned Books Week, explained by Jonathan Kelley and Barbara Jones, respectively, of ALA's Office for Intellectual Freedom. Finnish speakers Jani Nieminen and Panu Somerma entertained the crowd with a look at their Banned Books Week Advent Calendar.

Photos: International Federation of Library Associations and Institutions

Spotlight on OCLC

"We've got to do much more to deliver knowledge with all that is available to us, much more than we do today," said OCLC President and CEO Jay Jordan at a presentation titled "WorldShare: Cloud Computing, Webscale, and Building the Future with Libraries." After screening a video demonstrating how vastly the library user experience could be enhanced, Jordan envisioned how accessibility can be made easier and thoroughly appealing through technologies that are available but not yet fully harnessed in the library world.

Jordan talked about OCLC history and programs and described the cooperative as "a truly a global organization" with a Global Council "to give us advice and scold us occasionally when we don't behave as members want us to." He noted that about 60% of the catalog is now in languages other than English, with a new focus on Arabic records.

During the session, Andrew Pace, who is OCLC's executive director for networked library services, cited a Japanese proverb to illustrate OCLC's approach to development: "Vision without action is a daydream; action without vision is a nightmare." He emphasized that decisions are based on feedback to "ensure that our libraries remain relevant. Address issues of relevance first," he said, "and budget issues are not so insurmountable."

Above: An IFLA attendee zooms in on a program on library standards. Below: A panel ponders copyright law and legal deposit for audiovisual materials.

Dominican Republic nabs Gates million

The Dominican Republic came up the big winner August 13 when the Bill & Melinda Gates Foundation presented its 2012 Access to Learning Award of $1 million to the Caribbean nation's Community Technology Centers. The foundation called the centers "a groundbreaking network of facilities that provide all residents free access to high-tech tools, training courses, and a wide variety of other services to help them improve their lives." In Finland to accept the award was Dominican First Lady Margarita Cedeño de Fernández, who was recently elected as the nation's vice president and who has championed the cause of building libraries in her country.

"The problems confronting the Dominican Republic include high poverty rates, unemployment, and lack of health education that leads to the spread of diseases," the foundation stated in its formal announcement, adding, "The Community Technology Centers address these issues by giving people the knowledge and skills they need to find employment, start and run their own businesses, improve their health, and strengthen their communities." Microsoft, a foundation partner, will donate approximately $18 million in software to the centers as part of its Global Citizenship commitment to bring the benefits of relevant and accessible technology to communities.

"Cloud Computing: Its Impact on Privacy, Jurisdiction, Security, Lawful Access, Ownership, and Permanence of Data," sponsored by the Committee on Copyright and Other Legal Matters, featured panelists Patrick Flaherty and Christine Runnegar, both attorneys, and technol-

An IFLA delegate (top) attends a session on democratizing access to knowledge through libraries. Another celebrates Lyon, France, becoming the 2014 WLIC venue.

ogy guru Clifford Lynch.

The program offered practical advice for library and information professionals who are considering outsourcing various functions to a vendor. Lynch noted that cloud computing that crosses national borders can create issues, especially when the vendor subcontracts across additional borders. Runnegar said that cloud computing offers storage that is cheap, data sharing that is easily proliferated, search tools that recognize voice and image, and the ability to track over time and across location. "It is easier to store and link than to weed and discard," she said, noting that privacy is likely to become the litmus test that will force cloud vendors to honor users' preferences.

Flaherty talked about "whether to cloud or not to cloud" and said that "jurisdictional uncertainty should not deter anyone from harnessing the benefits of what the cloud can provide." His assessment of benefits and risks included specific recommendations for librarians and a checklist of contract considerations.

Some 100 IFLA delegates attended a special seminar at the library of Helsinki University, where they heard Maija Berndtson, director of Helsinki City Library and chair of the IFLA National Organizing Committee, discuss plans for a new public library in the center of the city. Matti Huhtamies, of Antrinen Oiva Architects, discussed the building of the university's new Kaisa House library and led a tour through the dazzling new university facility, which was designed to bring light and a sense of space to a small city lot.

Googlization, public awareness

Siva Vaidhyanathan, author of *The Googlization of Everything (And Why We Should Worry)* and professor of media studies and law at the University of Virginia, delivered a dynamic and challenging speech August 15. Realizing that more businesses fail than succeed, whereas most libraries are successful for the long term, he recommended that librarians stop looking to business for planning models.

"I approve of Google doing what is good for Google," he said, "but I don't approve of Google presuming that it is doing what is good for us." Segueing from a plenary session to a panel presentation, Vaidhyanathan went on to discuss the ways in which Google is changing its strategy to achieve its stated goal: "To organize the world's information and make it universally accessible." Originally Google did not interfere with search results; instead it shifted responsibility to the computer or the web, Vaidhyanathan said. Over the past 36 months, Google has moved toward more personalization of search results, more localization, higher user satisfaction, and "speed speed speed, more more more, new new new." This is all about customer satisfaction, he observed, not any sense of universality or knowledge. Google, Facebook, Microsoft, "they want to become the operating system of your life," Vaidhyanathan said, "to monetize the data flow in every part of our lives." This has nothing to do with maintaining good libraries, he posited, chiding librar-

ians for too eagerly relinquishing responsibility for book digitization to Google Books.

At the same session Päivikki Karhula of Finland talked about internet censorship, citing the *Finnish Research Project Censorship and Control in the Internet Age.* A digital civil rights policy is needed, she said. Karhula screened a film about a new Canadian law that allows surveillance without judicial oversight. Program emcee Stuart Hamilton, IFLA senior policy advisor, recommended studying the IFLA Code of Ethics with regard to censorship and access.

IFLA delegates also shared ideas for implementing the Campaign for the World's Libraries (@ your library) during a session led by Michael Dowling, director of the American Library Association's International Relations Office. The presentation focused on how to increase the public visibility of libraries on a shoestring budget by using the materials available through the campaign. Li-Hsiang Lai of Taiwan, Silvija Tret Jakova of Latvia, and Claudette Thomas of Jamaica talked about their successful efforts. Thomas said the Jamaican campaign stressed reaching reluctant readers with the message "You can be a great athlete *and* a great reader."

Above (front row, right of podium): IFLA Secretary General Jennefer Nicholson, President Ingrid Parent, and 2013 IFLA chair Elaine Ng with Singapore delegates. Below: Attendees make time to explore Helsinki's cultural offerings in the evening.

Next up: Singapore, Lyon

Several longtime members and activists were honored on the final day, including Winston Tabb and Jay Jordan of the US. IFLA awarded its highest honor to Tabb, making him an Honorary Fellow for his more than 20 years of service, especially his work on the Committee on Copyright and Other Legal Matters as an IFLA representative to the World Intellectual Property Organization.

2009–2011 IFLA President Ellen Tise of South Africa was also made an Honorary Fellow for her work in bringing together the many library associations in her country once separated by apartheid and persuading them to join IFLA.

The coveted IFLA Medal went to OCLC President and CEO Jay Jordan for his leadership in the globalization of library services and his support of the Jay Jordan IFLA/OCLC Early Career Development Fellowship Program.

The IFLA Medal also went to Eeva Kristiina Murtomaa, director of the National Library of Finland, "for her work in improving bibliographic standards and the development of new cataloging and authority models." Helena Asamoah-Hassan of Ghana also won the Medal for her "significant contributions to IFLA and international librarianship through her work in building bridges across Africa and between African countries and the rest of the world."

WLIC will be hosted by Singapore next year, and by Lyon, France, in 2014.

Read more about the 2012 World Library and Information Congress, upcoming events, IFLA awards and programs, and membership on the IFLA website. ▮

—Leonard Kniffel
former editor and publisher
American Libraries

International AL Direct

New bimonthly e-newsletter

Following the success of *American Libraries'* weekly e-newsletter, *AL Direct,* ALA's International Relations Office launched *ALA International Direct* this June—which has since been renamed *International AL Direct.* This new bimonthly newsletter will be sent to every ALA international member, as well as anyone else who would like to receive it.

With everything ALA has going on—new products, services, resources—it can often be hard to keep up. *International AL Direct*'s mission is to increase communication between ALA and librarians everywhere, highlighting opportunities and information that would be especially beneficial. You'll also get a sneak peek behind the scenes at ALA, showcasing various departments within the Association. The newsletter will also feature international members, their projects, and their libraries. For example, Chifeng Lin, ALA member and a library professor from Taiwan, describes her involvement in ALA and how it has helped her professional development.

International AL DIRECT

A publication of American Libraries Direct

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ALA Initiatives & Resource
ALA International
Continuing Professional Development
ALA Publications
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An e-newsletter from the American Library Association International Relations Office | June 21, 2012

VIRTUAL CONFERENCE
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July 18 & 19, 2012 | American Library Association

ALA News

Welcome to the first International ALDirect!

The ALA International Relations Office (IRO) announces the launch of the international version of *AL Direct*, ALA's popular and informative weekly electronic newsletter sent to ALA members and other subscribers. IRO's *International ALDirect* will be a bimonthly electronic newsletter. *International ALDirect* will focus on ALA's international members and those interested in international issues and trends, and will feature news about libraries and librarians around the world, ALA activities and products, conferences and institutes, continuing education opportunities, awards and grants, international exchanges, and much more. Don't forget to share it with your co-workers and friends.

ALA International members can now access digital products

The ALA Online Store, with its many resources for improving library programs, building on best practices, developing leadership, and personal professional development, is pleased to announce the availability anywhere in the world of digitally delivered products. Now you can save time (and sometimes money, too) by downloading library-focused resources immediately

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Calendar

June 24-28
IFLA's Media and Information Literacy for Knowledge Societies, Moscow, Russia.

July 2-4
International Conference on

What can you expect from *International AL Direct*? The e-newsletter leads off with some important news items that are specific to ALA initiatives and resources. You can learn about free ALA toolkits that provide useful guidance on topics from scholarly communication to privacy. *International AL Direct* also provides more tailored information for different types of librarians. For example, does your library offer services to teenagers? YALSA has a new set of guidelines for teen spaces that you may find informative. With *International AL Direct,* you can find important resources more easily.

In addition, each issue will include information about upcoming ALA publications and professional education opportunities—so you'll never miss out. You'll also learn about ALA's international initiatives and how you may be able to participate. *International AL Direct* will also take a look beyond ALA by providing valuable information on other projects, grants, and conferences going on around the world.

ALA is excited to be bringing this new e-newsletter to you. To sign up for *International AL Direct,* visit ala.org/offices/ala-international-direct.

There Is More to ALA

Discover the benefits of membership divisions

More than 60% of American Library Association members also belong to at least one of the Association's 11 membership divisions, each of which focuses on a type of library or type of library function. ALA divisions provide a home for many members, where they can interact with colleagues with similar interests and responsibilities. Here are descriptions of the various divisions:

■ **American Association of School Librarians** (AASL) promotes the improvement and extension of library services in elementary and secondary schools as a means to help strengthen the total education program. Its mission is to advocate excellence, facilitate change, and develop leaders in the school library field.

■ **Association of College and Research Libraries** (ACRL) is a professional association of academic and research librarians and other interested individuals. ACRL develops programs, products, and services to meet the unique needs of academic and research librarians. Its initiatives enable the higher education community to understand the role that academic libraries play in the teaching, learning, and research environments.

■ **Association for Library Collections and Technical Services** (ALCTS) is the premier resource for information specialists in collection management, preservation, metadata, and technical services, as well as the development of principles, standards, and best practices for creating, managing, organizing, and preserving information resources.

■ **Association for Library Service to Children** (ALSC) is a network of children's and youth librarians, literature experts, and youth services advocates dedicated to creating a better future for children through the support and enhancement of library service to children. ALSC advocates for its members; provides quality continuing education; and is committed to access to library services. Through its membership of leaders and innovators, ALSC is changing the way that libraries serve children.

■ **United for Libraries: the Association of Library Trustees, Advocates, Friends, and Foundations** (ALTAFF) supports those who govern, promote, advocate, and raise funds for libraries. ALTAFF brings together library trustees, advocates, Friends, and foundations into a partnership that creates a powerful force for libraries in the 21st century.

■ **Association of Specialized and Cooperative Library Agencies** (ASCLA) enhances the effectiveness of library service by advocating for and providing high-quality networking, enrichment, and educational opportunities for its diverse members, who represent state library agencies, libraries serving special populations, library cooperatives, and library consultants.

■ **Library and Information Technology Association** (LITA) is concerned with the planning, development, design, application, and integration of technologies within the library and information environment, with the impact of emerging technologies on library service, and with the effect of automated technologies on people. Its major focus is on interdisciplinary issues and emerging technologies. LITA disseminates information, pro-

vides educational opportunities for learning about information technologies and forums for the discussion of common concerns, monitors new technologies with potential applications in information science, encourages and fosters research, promotes the development of technical standards, and examines the effects of library systems and networks.

■ **Library Leadership and Management Association** (LLAMA) is committed to providing the necessary knowledge, skills, and resources to advance outstanding leadership and management practices in library and information services. It encourages and nurtures individual excellence in current and aspiring library leaders.

■ **Public Library Association** (PLA) provides resources for the development and support of public library professionals. Through premier education events, peer-written publications, advocacy efforts, member-based leadership, and more, PLA offers its community of members the opportunity to connect and grow within their profession.

■ **Reference and User Services Association** (RUSA) is responsible for stimulating and supporting excellence in the delivery of general library services and materials and the provision of reference and information services, collection development, readers' advisory, and resource sharing for all ages, in every type of library.

■ **Young Adult Library Services Association** (YALSA) is an association of librarians, library workers, and advocates whose mission is to expand and strengthen library services for young adults, ages 12–18. Through its member-driven advocacy, research, and professional development initiatives, YALSA builds the capacity of libraries and librarians to engage, serve, and empower teens.

To find out more about what each division offers and information about how to join, visit ala.org/groups/divs. ▮

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ALA Learning at Your Fingertips

Attend one of these web-based training sessions from the comfort of your home or work

The American Library Association now makes it easy for librarians around the world to access ALA's renowned online learning opportunities. From the comfort of your home or desk at work, attend one of ALA's growing array of web-based trainings from the experts.

Through ALA's Online Learning website, library employees across the globe can find continuing education on topics that cover all facets of the profession, from advocacy to management to youth services. You will find courses and webinars available 24 hours a day (asynchronous, no live instruction), and others that are scheduled for particular dates and times, so be mindful of time zones. Online learning fees are listed in US dollars, and many courses are free.

Here is just a sampling of some of the great learning opportunities from ALA this fall. For a full list of ALA online offerings throughout the year, visit ala.org/onlinelearning.

Advocacy

Turning the Page 2.0

Turning the Page 2.0 is a free library advocacy training course developed and presented by the Public Library Association (PLA) with generous support from the Bill & Melinda Gates Foundation. In this six-week facilitated online course, library staff and supporters will learn how to create and tell their library's story, deliver effective presentations, develop a compelling case for support, and build and sustain partnerships along the way.

- **Time:** September 24–October 29, 2012
- **Audience:** Public library staff and supporters
- **ALA Unit:** PLA
- **Registration fee:** Free
- **Website:** ala.org/pla/education/turningthepage

Children's Programs and Services

Reading Instruction and Children's Books (web course)

This course will provide children's librarians with an understanding of different methodologies for reading instruction and ways that the grade level of reading materials is determined. Books, periodicals, websites, and other material that children need to read will be evaluated from these perspectives. Librarians will be encouraged to develop strategies for explaining these grading formulae to parents and to communicate more effectively with teachers as a result of their understanding.

- **Time:** Five-week web-based course, Fall Session (begins September 3, 2012) and Spring Session (begins April 8, 2013)
- **Audience:** Children's librarians in public libraries and schools; library paraprofessional and support staff who are working with students, parents, and teachers. Teachers who are not trained in reading instruction would also benefit from this course.
- **ALA Unit:** ALSC
- **Registration fee:** $115 for ALSC personal members; $165 for ALA personal members; $185 for nonmembers
- **Website:** ala.org/alsc/edcareeers/profdevelopment/alscweb

The Fine Art of Children's Book Illustration (webinar)

In honor of the Caldecott Award's 75th anniversary, this presentation focuses on the 10 principles for illustrating a great picture book. Following each principle there will be illustrations of images from children's books to illuminate the principle. The artists featured include David Wiesner, winner of three gold Caldecott medals, Betsy Lewin, the illustrator of the wildly successful

Click Clack Moo series, and Brian Selznick, who wrote and illustrated *The Invention of Hugo Cabret* (which became the Oscar-winning film *Hugo*).

- **Time:** Live webinar, one hour; September 18, 2012, and November 8, 2012, at 3 p.m. Central time
- **Audience:** Children's librarians and library paraprofessional and support staff in public and school libraries who work with young children.
- **ALA Unit:** ALSC
- **Registration fee:** Free for ALSC personal members; $55 for nonmembers; $195 for groups
- **Website:** ala.org/alsc/edcareeers/profdevelopment/alscweb/webinars

Collection Management

Fundamentals of Acquisitions (web course)

This course focuses on the basics of library acquisitions, including: goals and methods of acquiring monographs and serials; financial management of library collections budgets; and relationships among acquisitions librarians, library booksellers, subscription agents, and publishers. The course will provide a broad overview of the operations involved in acquiring materials after the selection decision is made.

- **Time:** Four-week web-based course offered many times during the year
- **Audience**: For librarians and paraprofessionals new to the acquisitions field, in all types and sizes of libraries.
- **ALA Unit:** ALCTS
- **Registration fee:** $109 ALCTS members; $129 nonmembers
- **Website:** ala.org/alcts/confevents

Fundamentals of Electronic Resources Acquisitions (web course)

This course provides an overview of acquiring, providing access to, administering, supporting, and monitoring access to electronic resources. The course gives a basic background in electronic resource acquisitions including product trials, licensing, purchasing methods, and pricing models, and discusses the sometimes complex relationships between vendors, publishers, platform providers, and libraries.

- **Time:** Four-week web-based course offered many times during the year
- **Audience:** Will appeal to anyone interested in the topic, with no previous experience necessary.
- **ALA Unit:** ALCTS
- **Registration fee:** $109 ALCTS members; $129 nonmembers
- **Website:** ala.org/alcts/confevents

Fundamentals of Collection Development and Management (web course)

This course addresses the basic components of collection development and management (CDM) in libraries.

Sections include: collections policies and budgets as part of library planning, collection development (selecting for and building collections), collection management (evaluating and making decisions about existing collections, including decisions about withdrawal, transfer, and preservation), collection analysis (why and how to do it), outreach, liaison, marketing, trends, and some suggestions about the future for collection development and management.

- **Time:** Four-week web-based course offered many times during the year
- **Audience:** Will appeal to anyone interested in the topic, with no previous experience necessary.
- **ALA Unit:** ALCTS
- **Registration fee:** $109 ALCTS members; $129 nonmembers
- **Website:** ala.org/alcts/confevents

Fundamentals of Preservation (web course)

This course introduces participants to the principles, policies, and practices of preservation in libraries and archives.

- **Time:** Four-week web-based course offered many times during the year
- **Audience:** Designed to inform all staff, across divisions and departments, and at all levels of responsibility. It provides tools to begin extending the useful life of library collections.
- **ALA Unit:** ALCTS
- **Registration fee:** $109 ALCTS members; $129 nonmembers
- **Website:** ala.org/alcts/confevents

Information Literacy

Learning "To Go": Using the Learning Object Model to Develop Online Instruction

As librarians turn to technology to help meet the demands of information literacy instruction for large-scale general education classes, they seek solutions that will make effective instruction widely available for large numbers of students any time, any place. One instructional tool that particularly suits these needs is the learning object. The goal of this three-week online seminar is to facilitate creation of an online learning tool using the model of the learning object.

- **Time:** October 28–November 18, 2012
- **Audience:** Academic librarians, school librarians, and others who are responsible for information literacy

ALCTS
Association for Library Collections & Technical Services

Web Courses and Webinars

Anytime. Anywhere.

Australia • Barbados • Belgium • Canada • Chile • Democratic Republic of the Congo • Egypt • France • Germany • Greece • India • Iran • Jamaica • Japan • Kazakhstan • Kenya • Lebanon • New Zealand • Nigeria • Oman • Pakistan • Philippines • Puerto Rico • Republic of Maldives • Russia • Saudi Arabia • Singapore • South Africa • Spain • Sri Lanka • Sweden • Switzerland • Tanzania • Thailand • Trinidad • United Arab Emirates • United Kingdom • Vietnam • Zimbabwe

Participants around the world participated in our online learning events last year.

Webinars are live, 1-hour sessions on hot topics in library technical services. Registrants have access to the recording and materials the day after the session.

Web Courses are four- to six-week sessions that focus on the fundamentals of technical services in libraries: acquisitions, collection management and development, preservation, electronic resources acquisitions, and collection assessment.

See ALCTS Online Learning (www.ala.org/alcts/confevents) for more information.

instruction.
- **ALA Unit:** ACRL
- **Registration fee:** $135 ACRL members; $175 ALA members; $195 nonmembers
- **Website:** ala.org/acrl/onlinelearning/elearning/courses/learningobjects

School Libraries

AASL eCOLLAB: Your eLearning Laboratory (webcasts, podcasts, resources)
This repository of AASL professional development offerings provides members and subscribers with a central location to find and manage their e-learning as well as to connect with others in the learning community. eCOLLAB contains webcasts, podcasts, and resources from various AASL professional development events, as well as the latest issue of *Knowledge Quest* in an interactive PDF format.
- **Time:** Anytime
- **Audience:** School librarians and educators.
- **ALA Unit:** AASL
- **Registration Fee:** Free for AASL members; $199 nonmembers
- **Website:** ala.org/aasl/ecollab

AASL Banned Websites Awareness Day Webinar
The most effective and reliable internet safety filter is an involved, informed, and aware parent and an educated and ethical kid. Celebrate Banned Websites Awareness Day with Gwyneth Jones as she shows school librarians how to guide both parents and students to make informed decisions regarding internet use.
- **Time:** Fall 2012
- **Audience:** School librarians and educators.
- **ALA Unit:** AASL
- **Registration fee:** Free
- **Website:** ala.org/aasl/ecollab/upcoming

Service Delivery in Libraries

The Accidental Public Library Technology Trainer
Learn about great tools and techniques, solutions to the most common concerns of technology trainers, and helpful advice accumulated during many years of coordinating and providing training for public libraries. Discover why learning styles are important, how to create an interactive learning community, strategies for communicating about technology, techniques for using activities, storytelling, and ways to increase learning and retention.
- **Time:** September 4–October 2, 2012; four-week online course
- **Audience:** Public library staff.
- **ALA Unit:** PLA
- **Registration fee:** $129 PLA members; $159 ALA members; $179 nonmembers
- **Website:** ala.org/pla/onlinelearning

Building the Digital Branch with David Lee King—A Workshop
Every library needs a presence on the web. Whether you work at a large academic library or a public library in a small town, you need to be able to deliver service and content to patrons outside your building. David Lee King presents this popular workshop, taking you through the process of building an effective, user-friendly library website that will expand and enhance your library's presence in the community.
- **Time:** 90-minute workshop, October 10, 2012, 2:30–4 p.m. Eastern time
- **Audience:** Librarians responsible for electronic outreach beyond library walls.
- **ALA Unit:** TechSource
- **Registration fee:** $55 for individuals; $110 for groups
- **Website:** www.alastore.ala.org

Technology

Implementing Online Teaching and Learning: Using Moodle and Other Web 2.0 Features
Learn about the state-of-the-art of online teaching and learning technology and its applications. The instructor will review the use of teaching materials created with multimedia plug-ins and classroom communications tools, specifically the Moodle LMS. The course is primarily asynchronous and requires a significant amount of hands-on learning activities, project work, and readings.
- **Time:** September 10–October 5, 2012
- **Audience:** Librarians and other information specialists who are interested in reviewing the instructional design process, distance education/web-based teaching tools and options, and implementing a simple web-based short course/tutorial/course on the Moodle LMS.
- **ALA Unit:** ACRL
- **Registration fee:** $135 ACRL members; $175 ALA members; $195 nonmembers
- **Website:** ala.org/acrl/onlinelearning/elearning/courses/onlineteaching

Using Drupal to Build Library Websites (eCourse)
Drupal is an open source content management tool that allows users to build complex websites without extensive programming, making it perfect for library websites. In this introductory e-course, librarian, consultant, and Drupal expert Sean Fitzpatrick will guide participants in building an attractive, functional library website using Drupal.
- **Time:** Six-week course begins September 4, 2012
- **Audience:** Librarians responsible for library websites and technology.
- **ALA Unit:** Publishing

- **Registration fee:** $250
- **Website:** www.alastore.ala.org/detail.aspx?ID=3553

Young Adult Services

Navigating the Divide between Teens and Tweens (web course)

The role of the young adult services librarian and the school librarian is constantly evolving. Through this course, participants will learn how to evaluate their library's population to determine who is using the library's services and what they need. Participants will discover best practices to serve teens and tweens in school and public libraries, in collections, space, programming, and marketing.

- **Time:** October 1–29, 2012. Class is asynchronous and students can complete class work on their own schedule
- **Audience:** Young adult librarians, school librarians, teachers, administrators, and any literacy-focused professional who works directly with teens and tweens.
- **ALA Unit:** YALSA
- **Registration fee:** $169 YALSA members; $215 ALA members, $235 nonmembers
- **Website:** ala.org/yalsa/onlinelearning/onlinecourses/navigatingthedivide

Beyond Booklists (web course)

Find out how to go beyond booklists to serve today's teens. Learn about available tools to help them identify the diverse teen populations in their service area and explore ways to design, implement, and evaluate more in-depth services and programs for these groups as well as recent teen immigrants. Participants will also gain skills in addressing issues such as language barriers, cultural differences, and institutional support.

- **Time:** October 1–29, 2012. Class is asynchronous and students can complete class work on their own schedule.
- **Audience:** Young adult librarians, school librarians, teachers, administrators, and any literacy-focused professional who works directly with teens and tweens.
- **ALA Unit:** YALSA
- **Registration fee:** $155 YALSA members; $195 ALA members, $215 nonmembers
- **Website:** ala.org/yalsa/onlinelearning/online courses/beyond_booklists

GET READY FOR RDA!

RDA: Resource Description and Access is on track for implementation in 2013. Prepare now for the new era of cataloging.

LEARN
Join our Essentials webinar to learn the basics of RDA Toolkit.

TRAIN
Take an RDA class, either online or at a local site, and get 30 days of free access to RDA Toolkit.

TRY
Free 30-day trials are available to all and are a great way to evaluate RDA for yourself.

RDA Toolkit is your source for the new, unified standard for descriptive cataloging. Designed for the digital world and an expanding universe of metadata users, RDA Toolkit will help you navigate from AACR2 to RDA.

www.rdatoolkit.org

R|D|A TOOLKIT
RESOURCE DESCRIPTION & ACCESS

ALA Relief Fund Helps Reopen Haiti Library

Generous member and nonmember contributions help with rebuilding efforts

Thanks to generous support from members, library friends groups, and others to the ALA Haiti Library Relief Fund, the Petit-Goâve Public Library finally reopened May 23. The doors opened to a new building more than two years after a January 2010 earthquake devastated the country.

"Today, with the reopening of the library, hundreds of youth now have access to many books and other services," librarian Jean Midley Joseph said. "The reopening of the library means life again for the people."

ALA began its Haiti Library Relief effort soon after the earthquake struck, and over the past two years has raised $60,000. In addition to assisting the Petit-Goâve library, ALA has helped two other libraries in the country.

Donations have helped the Bibliothèque Haïtienne des Pères du Saint-Esprit to purchase proper equipment, tools, and materials to properly preserve its collection. The library was founded in 1873 and holds resources documenting the history of Haiti, French colonization, slavery, and emancipation. It currently operates out of a small temporary building only a quarter of the size of the old space. A possible building for the library has been found, but it will take $550,000 to make it habitable.

ALA has also provided funds for La Fondation Connaissance et Liberté (FOKAL) to purchase land for the Pyepoudre cultural center and library. FOKAL is currently putting together a building plan. Just as at Petit-Goâve, staff members have continued to provide services for the past two years—despite not having a building. They have visited displacement camps to provide storytimes and have handed out books in front of their demolished location.

Donors around the world

In addition to the contributions from Deborah Lazar (featured opposite), ALA is grateful for all those members and nonmembers who have donated to this effort, including donors from Canada, Germany, Japan, Luxembourg, the Netherlands, Sweden, and Taiwan.

Librarians have led efforts to engage staff and users to participate in fundraising efforts. And it has been heartening to see how kids have supported initiatives to help kids from another country get their library back. Here are a few examples that showcase the many ways they are raising funds:

The Orange County (Calif.) Library Association created "Linking Libraries to Help Haiti" in 2011, a four-week fundraiser in which library users across the county purchased a cloth link for 25 cents to attach to an ever-growing chain. This helped raise thousands of dollars that were then donated to the Pyepoudre library.

Also in 2011, the Friends of the Arlington (Va.) Library pledged to send 50 cents per completed reading log to their sister library in Petit-Goâve. Approximately 3,809 children and teens participated, raising more than $2,000.

Chess Schmidt, president of the ALA Student Chapter at University of South Carolina School of Library and Information Science, shaved his head and beard in 2010 for $950 in contributions from fellow students and faculty.

A group of teen volunteers, the Friends of the Mill Valley (Calif.) Public Library, and Young Adult librarian Katie MacBride held a book sale that raised $705.

And the Ramstein American Middle School Junior Librarians in Germany—a student volunteer organization made up of 7th- and 8th-grade students that acts as a youth advisory committee and maintains the library's website—chooses a community project every year. In 2012, the students chose to help rebuild libraries in Haiti, donating more than $400.

The library community in Haiti still needs help. To donate, go to ala.org/offices/iro/iroactivities/haitirelieffund.

ONE LIBRARIAN CAN MAKE A DIFFERENCE

Without the passion, dedication, and generosity of Deborah Lazar, librarian at New Trier High School in Northfield, Illinois, the Petit-Goâve Public Library would still be closed.

It all began when Lazar participated in a trip to Haiti in 2009—organized by a New Trier security guard who is from Petit-Goâve for the New Trier community, which had decided to adopt an elementary school in Petit-Goâve. Lazar immediately took to Haiti and its people and, like everyone else, was devastated by the horrific death toll and destruction caused by the earthquake on January 12, 2010.

As Lazar planned her second trip to Haiti in the aftermath of the earthquake, she met Françoise Thybulle, then-director of the Bibliothèque Nationale d'Haïti, at the ALA Annual Conference in Washington D.C. Just as ALA had decided to select the Petit-Goâve library as one of three libraries to help rebuild in Haiti, Lazar was meeting with the staff of the destroyed library. Her discussions with the librarian, Jean Midley Joseph, and his staff, convinced her to put her energies into helping rebuild this vital public institution that had been lost. As Joseph said so succinctly, "The rebuilding of the library would mean life again for the people."

Since that visit Lazar has tirelessly promoted the need to rebuild the library. She started her own website with photos, links, and resources, and even uploaded YouTube footage from the Bibliothèque Nationale d'Haïti security camera, which captured the power, terror, and destruction of the earthquake.

In addition to providing a web presence, Lazar began to speak about the need to rebuild the library at various libraries, churches, and library conferences, and through articles in local newspapers. These talks, the articles, and the associated publicity captured the attention of Chicago radio, which has interviewed her on a couple of occasions.

With each appearance, Lazar has connected with others who were interested in helping out, including many in the library community, near and far. Katie Nelson, resource center director at Carleton W. Washburne Middle School in nearby Winnetka, Illinois, created a yearly read-a-thon in which more than 300 students have participated and more than $4,000 has been raised. After being contacted, Lazar facilitated the Arlington County (Va.) Library to become a new sister for the library in Petit-Goâve. And she has helped other librarians interested in visiting Haiti and the Petit-Goâve library, such as Marsha Hinnen from Columbia Southern University.

And it has not been only librarians. A wine emporium in Evanston, Illinois, Vinic Wine, heard about Lazar's efforts and created its own fundraising night of wine and cheese, with all proceeds going to the ALA Haiti Library Relief Fund. The event brought in $400.

Keeping the momentum going on long-term fundraising efforts such as the Petit-Goâve library project is difficult. Everyone wants to contribute when a humanitarian crisis hits, but as the world moves on, it's a challenge to keep the spotlight on the continued needs of a devastated community.

As the second anniversary of the earthquake neared and donations to the ALA Haiti Library Relief Fund had stalled, Lazar approached ALA about creating a matching contribution effort. Thus was born the "Hundred Days of Haiti" campaign, in which Lazar agreed to match up to $5,000 for donations during the 100 days before the second anniversary. The library community responded, and $14,000 was raised, counting Lazar's match.

Lazar's efforts have also raised her visibility in her school. She notes that a world history teacher brought her class in for research the day of one of the radio interviews, and she asked that Lazar's interview be broadcast over the library speakers so students could hear an example of a great model of "think globally act locally." ALA agrees.

Annual Conference 2013

Transforming Libraries, Ourselves, Chicago, June 27–July 2

ALA's hometown of Chicago is ready once again to host the largest library conference in the world. Mark your calendar now so you won't miss this opportunity to build your knowledge and expand your networks through discussions of the latest trends and innovations that are transforming libraries today and tomorrow. Join nearly 25,000 librarians, educators, authors, publishers, and library vendors in a city that is second to none.

Chicago, the birthplace of the skyscraper and deep dish pizza (and made famous by Michael Jordan, Frank Lloyd Wright, and Al Capone), offers up its best in the summertime—great museums, music, and food mixed in with Midwestern friendliness along the shores of Lake Michigan. And Chicago is easy to get to, with lots of direct flights from Europe, Asia, and Latin America.

ALA's Annual Conference provides hundreds of programs of interest to librarians from any size or type of library. In addition to regularly scheduled programs, you'll be able to attend the Auditorium Speakers Series as well as learn and interact at nontraditional events such as the Library Uncommons. And don't forget ALA's exhibit hall. With more than 900 exhibitors, the ALA exhibits will feature 15 pavilions of targeted products and four stages with the hottest authors, chefs, poets, illustrators, and gamers.

Choose Chicago

For international visitors

ALA makes a special effort to ensure a great experience for international librarians who attend by providing support services along with many opportunities to actively participate.

- **Orientation**—A special introduction to ALA, the conference, and the city of Chicago. During orientation, you will have an opportunity to meet US librarians who serve as advisors to help you navigate the conference. If you are interested, please place a check mark in the mentor box on your registration form.
- **Preconference**—A half-day program that focuses on how US libraries are managing some of the important issues that affect librarians around the world.
- **International Poster Sessions**—An opportunity to promote the activities of your library, showcase innovative programming, and share ideas with your colleagues worldwide.
- **International Papers**—ALA invites you to submit a proposal for a paper on how your library or country is addressing a selected topic. To learn more about how to submit an application to present a paper, visit ala.org/iro.

Registration Information

Registration opens at the start of January 2013. If you would like to receive an invitation letter for visa purposes, please send a request to intl@ala.org.

RDA—an International Standard

The global cataloging standard is coming to a country near you

From the moment it was developed, RDA (Resource Description and Access) has been intended to be a truly international standard. The hope has been for it to be embraced across borders, continents, and oceans—a standard that would be translated and then functional in a multitude of languages. In the past year, much evidence suggests that goal of an internationalized cataloging standard can and will be attained.

Implementation in 2013

RDA is set to be implemented in several nations in 2013, including the United States, United Kingdom, Canada, Australia, and Germany. In March 2012, the US Library of Congress announced its long-range RDA training plan, which included an end to AACR2 cataloging by March 31, 2013. The library is already doing some cataloging in RDA.

Following the US National RDA Test, the Library of Congress initiated RDA cataloging at a 5% rate and will increase that rate through its training program until the entire cataloging staff is working in RDA. LC's sister institutions, the National Library of Medicine and National Agricultural Library, which participated in the national test of the new standard, will also implement RDA cataloging in the first quarter of 2013.

In 2007, constituent organizations of the Joint Steering Committee for Development of RDA (JSC) agreed that they would coordinate their implementation of RDA. Following the LC's March announcement, the British Library, Library and Archives Canada, and the National Library of Australia have restated their commitment to coordinated implementation and are preparing for a transition to RDA cataloging in early 2013. The Deutsche Nationalbibliothek (DNB), which joined the JSC in 2011, will implement later in 2013 as full implementation is not possible until the German language translation is completed. The National Library of Finland is planning on RDA implementation in 2015. Many other agencies are actively considering implementation but have not yet made a decision. Several European national libraries, including those of Austria, Croatia, Denmark, France, Latvia, the Netherlands, Poland, Portugal, Slovakia, Sweden, and Switzerland, expect to decide later in 2012 or 2013, following LC implementation.

In Asia, the National Library of Malaysia's director-general, Datuk Raslin Abu Bakar, cited the increased presence of digital formats and linking metadata for traditional formats and called for the library to lead Malaysia's libraries in responding to this new environment. In 2012, the National Library of Malaysia formed a working committee to study RDA and to report on the proper conditions necessary to make implementation viable.

In July 2011, the National Library of China hosted a three-day RDA training session to evaluate RDA and discuss the problems, challenges, and strategies for its implementation in that country. While full RDA implementation in China is in the future, several major libraries there will use it for the cataloging of resources in Western languages because a large percentage of their bibliographic records are created through copy cataloging.

RDA translations

Great progress was made on translations in 2012. French and German translations are entering the final stages of production, and a Spanish-language translation is well underway. All three of these translations will eventually be accessible online through RDA Toolkit and in print

form. Work on a Chinese (Mandarin) translation has also begun.

Translations of RDA typically involve partnership with a national institution and/or publishing company in a nation where that particular language is prominently used. The publishers of RDA have been approached by many library groups (national libraries, professional associations, etc.) wanting to prepare a translation of RDA in their native language. These groups are eager to engage in the translation process so they can both study the new standard and ensure that such a technical work as RDA is translated correctly and appropriately for their cataloging community. Not all groups have the resources or interest to assume the publishing responsibilities of the translated text. In these cases, the publishers of RDA partner with local publishers to take on the production and distribution responsibilities for the print form of the translated RDA. The publishers of RDA retain the electronic rights to all translations of the standard, and when practical, they will integrate these translations into RDA Toolkit.

The publishers of RDA have committed to making the German, French, and Spanish translations accessible through RDA Toolkit, but there are currently no plans to include any translations beyond those three. Once the translations are completed and published online, every language version of RDA will be accessible to all online subscribers. Through the personal profile menu, a user will be able to toggle from one language to another as he or she wishes. There will be no extra charge for accessing any translation. Rather the translations will simply be an addition to RDA Toolkit's already rich content.

Any translation project comes with its own unique process and story. For example, Deutsche Nationalbibliothek conducted the German translation, but the production and distribution of that translation in print has been granted to De-Gruyter, a large Berlin-based publisher. A team of translators from Belgium, Canada, and France handled the French translation, and the French print version will be published by ASTED, a French Canadian library association. The Spanish translation has been undertaken by publishers Rojas Eberhard Editores, which will also assume the responsibility for the publication and distribution of the Spanish print RDA. While every translation of RDA involves unique challenges that require flexibility in process, the publishers of RDA believe local library community involvement is the best way to ensure a quality translation.

RDA outreach

New groups are forming all over the world to provide RDA education and training. Representatives from major libraries across Europe (including many national libraries) have formed the European RDA Interest Group (EURIG) to promote the common professional interests of all users—and potential users—of RDA in Europe. A January technical meeting of EURIG in Paris attracted representatives from 19 countries and addressed many issues, including RDA's success at avoiding the Anglo-American biases that were inherent in AACR2, and RDA's flexibility in accommodating a range of cataloging traditions.

Not all regions of the world have groups dedicated solely to the promotion and education of RDA. For this reason RDA experts are in high demand. Library professionals throughout the world are keen to learn more about the standard and to evaluate its suitability for their libraries. JSC members are often asked to speak about RDA, and in the past year they have given presentations in China, Malaysia, and New Zealand to highlight the advantages of RDA cataloging. These members have routinely encountered librarians excited about the prospects of moving to the next generation systems and about having RDA help them get there.

Participation through RDA Toolkit

The community of RDA Toolkit subscribers is diverse, both geographically and in terms of library types. There are national and state libraries, academic libraries, and cultural and corporate libraries. There are subscribers in Canada, China, Finland, France, Italy, New Zealand, Puerto Rico, Singapore, Spain, and many other nations. The publishers of RDA Toolkit have made their own efforts to connect with the diverse cataloging community and to encourage participation in the development and functionality of the website.

In late 2011, RDA Toolkit unveiled two new webinar series to encourage RDA education and participation. RDA Toolkit Essentials is a bimonthly webinar designed to introduce catalogers to RDA Toolkit and to illustrate how the website can be a major asset in RDA training and cataloging. The RDA Toolkit Virtual User Group is directed at more experienced users of the product and serves as a kind of town meeting where users can talk directly to the publishers and express ideas for enhancements to the website. Both these webinars are free and open to all and are scheduled at different times of day to accommodate the work schedules of catalogers throughout the world.

Learn more about RDA Toolkit Essentials at rdatoolkit.org/essentials and more about RDA Toolkit Virtual User Group at rdatoolkit.org/virtualusergroup.

ALA Online Store Provides E-Content Resources

Digital products and online learning events are now available directly from the ALA Online Store to customers anywhere in the world

Wherever you are in the world, you probably operate at an intense pace, faced by constant change, and ALA recognizes your need for resources that help you in your workplace and in your career. That's why the ALA Online Store, with its many resources for improving library programs, building on best practices, developing leadership, and personal professional development, is pleased to announce the availability anywhere in the world of digitally delivered products. Now customers can save time (and sometimes money, too) by downloading library-focused resources immediately to their computers as well as purchasing access to eLearning events through the ALA Online Store.

This new capacity addresses the huge growth in interest for ALA online learning programs, electronic editions of our well-reviewed print titles, and digital versions of library and literacy marketing materials. Print and physical products will continue to be available via international distributors (see the list of distributors at the end of this article).

At www.alastore.ala.org, you'll find eEditions of recent ALA Editions books, *Library Technology Reports*, ALA Graphics downloadable READ™ Design Studio files for do-it-yourself literacy posters and bookmarks, and more. Plus, you can register for ALA Editions and TechSource workshops and e-courses and subscribe to *Children's Programming Monthly*—all available 24 hours a day.

Visit www.alastore.ala.org today and see the wide range of digital products and online workshops and courses that can be directly ordered from anywhere in the world.

International Distributors:

- **ALA Editions/TechSource/Neal-Schuman:** Canadian Library Association; Ontario Library Association; Eurospan (Europe, UK, Israel, continent of Africa); iGroup (Singapore, Indonesia, Philippines, Thailand, Vietnam, Hong Kong, China, India, Korea, Taiwan); James Bennett Pty (Australia, New Zealand, Papua New Guinea); Shankar (India); Apex Knowledge (Malaysia, Brunei); Booknet Co. (Cambodia, Laos, Burma); Baker & Taylor International (all other countries).
- **ALA Graphics:** Ontario Library Association (Canada); Demco Europe (UK); Southern Scene (Australia).

New Titles from ALA

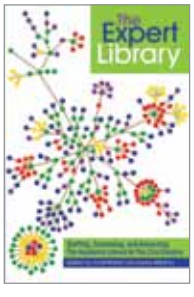
The ALA is expanding its professional development resources for you

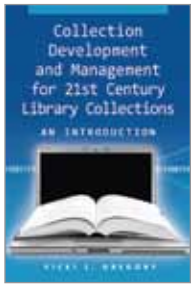
With the acquisition of Neal-Schuman Publishers, ALA has added even more books to help you continue your education to understand and flourish in this ever-changing environment. Here are some of the latest titles from ALA on the hottest topics in librarianship. Most titles are now available in print, as an ebook, or bundled together (print and ebook). For more details and purchasing options visit www.alastore.ala.org.

Academic Libraries

The Changing Academic Library
By John M. Budd
2012. $58 print (ISBN: 978-0-8389-8612-7); $20.30 ebook

A critical examination of major issues facing colleges and universities and their libraries. Current practice is reviewed in the broader context of educational needs, scholarly communication, politics and economics, technology, and the nature of complex organizations. The book may be used as a text in library and information science courses, as well as an introduction for new professionals.





The Expert Library: Staffing, Sustaining, and Advancing the Academic Library in the 21st Century
Edited by Scott Walter and Karen Williams
2011. $48 print (ISBN: 978-0-8389-8551-9)

There is nothing so important to the future of the library and its continued place at the heart of the academic enterprise than its people and the expertise that they bring to the design, development, and delivery of library services. A great overview of the changing dynamics entailed in recruiting and retaining academic library professionals for the 21st century and fresh thinking and insights into what will be required to ensure continued library relevance and success through its people.

Collection Development

Collection Development and Management for 21st Century Library Collections
By Vicki L. Gregory
2011. $75 print (ISBN: 978-1-5557-0651-7)

A soup-to-nuts guide covering virtually every aspect of its subject. Gregory presents a perfect resource for students and beginning librarians that is full of sage advice and new ideas for experienced practitioners.

Interlibrary Loan Practices Handbook, Third Edition
Edited by Cherié L. Weible and Karen L. Janke
2011. $85 print (ISBN: 978-0-8389-1081-8); $65 ebook

In their definitive new edition, Weible and Janke explain the complexities of acquiring materials for patrons from outside the library. Consortia and other library partnerships are now sharing ever-larger percentages of their collections and this book gives library staff the tools necessary for an efficiently operated interlibrary loan system.

Digital Libraries

The Academic Library Building in the Digital Age: A Study of Construction, Planning, and Design of New Library Space
By Christopher Stewart
2010. $44 print (ISBN: 978-0-8389-8552-6)

Given the digitization of collections, the dynamic mix of new learning spaces with traditional library functions, and other factors informing contemporary library design, the digital age has not raised so much the question of whether libraries will survive, but how they will survive. This book answers this question, among others, by looking to academic library building projects completed in recent years.

The Digital Librarian's Legal Handbook
By John N. Gathegi
2011. $130 print (ISBN: 978-1-5557-0649-4)

Gathegi offers powerful and concise insight into intellectual property rights with authoritative answers to many of the critical legal questions that make collection development challenging and complex. Librarians, educators, technology leaders, information science educators, and anyone involved with digitized content will find this volume useful.

Ebooks and Open Access

The No Shelf Required Guide to Ebook Purchasing
Edited by Sue Polanka
2012. $43 print (ISBN: 978-0-8389-5836-0); $34 ebook

With the important role electronic books and readers play in libraries today, it essential to know the process of ebook purchasing. This book comprises a series of articles Polanka compiled for the November/December 2011 *Library Technology Reports* that provide strategies, best practices, and case studies for meeting the legal challenges that accompany ebook purchasing.

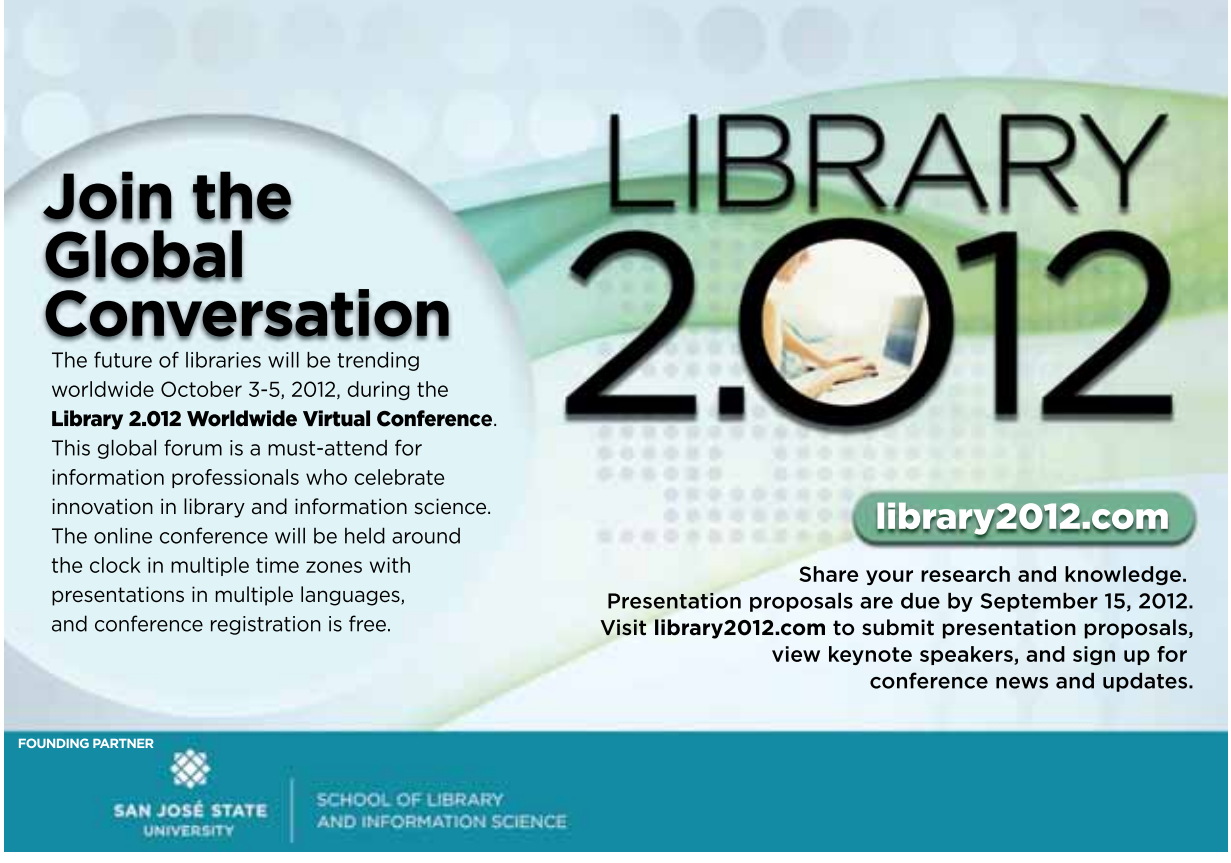
Open Access: What You Need to Know Now
ALA Editions Special Report
By Walt Crawford
2011. $45 print (ISBN: 978-0-8389-1106-8); $36 ebook

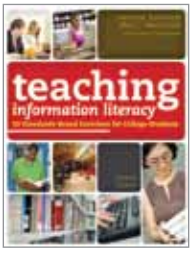
Is open access (OA) the answer for academic libraries struggling to afford access to expensive journals? Crawford helps readers understand how OA can be a useful resource today and the benefits of understanding its qualities in the future.

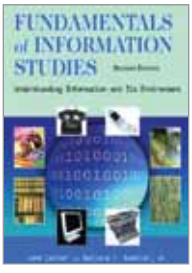
Information Literacy

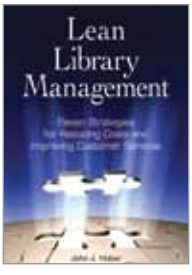
Teaching Information Literacy: 50 Standards-Based Exercises for College Students, Second Edition
By Joanna M. Burkhardt and Mary C. MacDonald with Andrée J. Rathemacher
2010. $50 print (ISBN-13: 978-0-8389-1053-5); $40 ebook

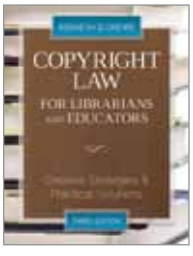
These 50 lessons can be used as a











full semester course or as a single focused seminar or workshop examining how to engage with electronic and print information resources. Updated for today's ever-expanding world of electronic information, this new edition is the best single resource for fundamental information literacy instruction.

Transforming Information Literacy Programs: Intersecting Frontiers of Self, Library Culture, and Campus Community
Edited by Carroll Wetzel Wilkinson and Courtney Bruch
2012. $62 print (ISBN: 978-0-8389-8603-5); $22 ebook

Brings together a broad array of issues and themes that academic instruction librarians must manage—including intellectual, psychological, cultural, definitional, and structural. Armed with a new understanding, librarians can engage in deeper conversations about the issues they face as well as begin vital and exciting initiatives to shape the future of information literacy programs. Offers perspectives and solutions from 12 authors.

Information Studies

Copyright Law for Librarians and Educators: Creative Strategies and Practical Solutions, Third Edition
By Kenneth D. Crews
2012. $57 print (ISBN: 978-0-8389-1092-4); $46 ebook

It's essential to stay abreast of the basics of copyright law and fair use. Kenneth D. Crews has completely revised his classic text to remap the territory with fresh, timely insights into applications of copyright law for librarians, educators, and academics.

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Fundamentals of Information Studies, Second Edition
By June Lester and Wallace C. Koehler
2007. $70 print (ISBN: 978-1-5557-0594-7)

An accessible, updated, near-canonical array of core concepts aimed at undergraduate and graduate students of information studies. Lester and Koehler have vastly revised and expanded the second edition to approach the field from a multidisciplinary perspective.

Management

Library Management Tips that Work
Edited by Carol Smallwood
2011. $55 print (ISBN: 978-0-8389-1121-1)

There is no shortage of library management books but few tackle the day-to-day details of the job—the hard-to-categorize tasks and duties. Written by contributors from across the field, this eclectic guide offers best practices suitable for managers in all types of libraries.

Lean Library Management: Eleven Strategies for Reducing Costs and Improving Services
By John Huber
2011. $70 print (ISBN: 978-1-5557-0732-3)

Libraries today face reduced budgets, increased customer expectations, and aggressive competition from web-based information sources. Management guru John Huber, a pioneer and leader in the Lean Manufacturing movement, explains how Lean principles and practices, applied in small, simple everyday routines, will result in time- and money-saving outcomes.

Management Basics for Information Professionals, Second Edition
By Patricia Layzell Ward and G. Edward Evans
2007. $70 print (ISBN: 978-1-5557-0586-2)

Completely revised and expanded to reflect the rapidly changing sphere of information services, this comprehensive introduction to the management of libraries builds on basic skills of library managers. Equal emphasis is placed on personal, fiscal, and technological issues, with a view to the future of library management.

Medical Libraries

The Medical Library Association Guide to Managing Health Care Libraries, Second Edition
Edited by Margaret Moylan Bandy and Rosalind Farnam Dudden
2011. $99.95 print (ISBN: 978-1-5557-0734-7)

Library Journal called the first edition of this book "the new gold standard in its field." This extensively revised edition brings that invaluable content up to date, tackling important changes in technology and the increasing financial pressures that have affected both the library world and health care industries.

Reference

The Librarian as Information Consultant: Transforming Reference for the Information Age
By Sarah Anne Murphy
2011. $48 print (ISBN: 978-0-8389-1086-3); $38 ebook

Evolving information needs and choices of search methods have changed reference work profoundly. Today's reference librarian must work in a whole new way—not only service-focused and businesslike but entrepreneurial. Murphy innovatively rethinks the philosophy behind current library reference services.

Technology

The Neal-Schuman Library Technology Companion, Third Edition
By John J. Burke
2009. $70 print (ISBN: 978-1-5557-0676-0)

Improve performance, boost productivity, and stay connected with this quintessential guide to the latest library technology topics and tools. Newly revised to include the most recent advancements in the field, this all-in-one resource will guide you on how to successfully conceptualize, purchase, implement, and maintain your library's invaluable "tech" assets.

Young Adult Services

Being a Teen Library Services Advocate
By Linda W. Braun
2012. $49.95 print (ISBN: 978-1-5557-0795-8)

Former YALSA President Braun describes how to set up a successful long-term initiative to effectively advocate for teen services through proven skills and techniques. Front-line public and school librarians working in YA services will find useful examples of advocacy campaigns that demonstrate basic principles of successful efforts.

ALA in Many Languages

ALA publications and resources available for translation or reprint

There is an active and varied market for professional information for librarians worldwide—from library associations, national libraries, and universities. ALA is frequently approached about how to buy rights for a book: what the process is and whether there are fees for the rights to ALA publications. ALA welcomes inquiries, and we do our best to minimize the cost of acquiring rights for translation or English language reprints, but there is always some cost, as authors need to be compensated for their work.

Recent requests for translations include a report on intellectual freedom from a Japanese publisher, books on children's programs from a Korean library association, and rights to cataloging and RDA from commercial publishers worldwide. If you are interested in translating or reprinting any ALA "for sale" work, please contact Michael Jeffers, publisher, jjeffers@ala.org.

In addition to ALA's "for sale" publications, ALA encourages other library associations to adapt and translate toolkits, guides, and standards produced by ALA that would be beneficial in the native language(s) of your country. Following up on an IFLA-sponsored workshop for the Regional Federation of South Asian Library Associations (REFSALA) in Colombo, the leadership of the Sri Lanka Library Association (SLLA) asked permission to translate ALA's *Library Advocates Handbook* into both Sinhalese and Tamil. The Tamil translation was recently used at a training session for librarians in the northern city of Jaffna.

And ACRL's groundbreaking *Information Literacy Competency Standards for Higher Education* has been translated into eight languages: Chinese, Farsi, French, Greek, Italian, Japanese, Slovenian, and Spanish. So if you are interested in translating or adapting one of ALA's free resources, please contact Michael Dowling at mdowling@ala.org.

Where the Rainbow Gets Its Colors

A cup of coffee leads to a sister library partnership

by Carol Hodges

Lago de Atitlán appears like magic in the highlands of Guatemala. The lake itself is a caldera, an inverted volcano, which formed after an eruption more than 84,000 years ago. Its Mayan name roughly translates as "the place where the rainbow gets its colors." Recent history has seen the indigenous communities along the lake devastated by civil war, hurricanes, mudslides, and ever-persistent poverty.

In August 2010, Horticulture Professor Ken Spencer led his students at Tidewater Community College (TCC) on a study-abroad trip to Guatemala. As a librarian at TCC, I also joined the group.

During a tour of Santiago Atitlán, which sits on a bay of the lake, we stopped for coffee at a café adjacent to the Biblioteca Puerta Abierta, which several members of the group decided to visit. We met with Amanda Flayer, director of La Puerta Abierta and a former Peace Corps volunteer, who helped establish the library and learning center in 2007 to instill a love of reading in the local children. Sadly, Flayer said that "75% of the indigenous population in Guatemala is illiterate. Without an education, a child's opportunities are limited."

After the study-abroad trip, Flayer and I continued to correspond. As a result, we officially formed a sister library partnership between Biblioteca Puerta Abierta and Tidewater Community College in January 2011. Since then, students at TCC and the children at La Puerta Abierta have formed a friendship across the miles.

Subsequent projects have included book and supply drives for La Puerta Abierta as well as written correspondence in Spanish between the Spanish club students at TCC and the children of La Puerta Abierta. This past April, TCC Professor and Library Specialist Kole Matheson and his wife, Andrea, were married in a special ceremony in Guatemala. They led a successful book and supply drive and, while on their honeymoon, hand-delivered the items to La Puerta Abierta.

One of the biggest challenges is finding a way to deliver the books and materials from the United States to Guatemala. Sarah Hughson, a Spanish adjunct professor at TCC, discovered this when her Spanish club students led a book and supply drive. Shipping is prohibitively expensive, and the library has to pay taxes on commercial de-

SISTER LIBRARIES

liveries. The ever-resourceful Flayer provided Hughson the names and addresses of volunteers, who would be visiting La Puerta Abierta from the States, and Hughson was able to ship the donations to the volunteers who then hand-delivered the supplies to La Puerta Abierta—to the delight of students and teachers alike.

This two-year-old partnership is off to a great start. Tidewater Community College and La Puerta Abierta continue to support and learn from each other.

ALA's Sister Libraries Initiative

Through the International Relations Round Table (IRRT) Sister Libraries Committee, ALA promotes the concept of a global community of libraries, encouraging US libraries to form partnerships with their counterparts in other countries.

Sister libraries raise awareness of a library and its international reach. They discuss issues and needs facing libraries in their respective countries, broadening staff members' views and perspectives of the library profession.

Sister libraries can also lead to an exchange of information among libraries and improve access to published information in those countries. They can offer opportunities to learn more about a region or country represented by an immigrant group in your community. By sharing and exchanging resources, expertise, and training, libraries can work together to help solve problems and improve services.

If you are interested in setting up a sister library partnership with a library in the United States, please visit wikis.ala.org/sisterlibraries.

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ALA PUBLISHING | American Library Association

Taiwan Gets "REAL" for Its Campaign Libraries

The library association helps launch new library and an appreciation of picture books

The Campaign for the World's Libraries is the joint partnership between ALA and IFLA to promote the value of libraries and librarians. More than 30 countries and regions have joined the Campaign during the past 10 years.

In December 2010, the Library Association of the Republic of China (Taiwan) became one of the latest associations to become part of the Campaign for the World's Libraries. The association's goal is to use the unified brand to provide to the public a true picture of the vitality of libraries, and highlight the various services and resources that can be found at libraries.

The campaign started with two major projects. First, "REAL @ your library" was unveiled at the opening of the incredible new National Taichung Library in May 2012. REAL @ your library summarizes and exemplifies the four library visions: "R" for Reading, "E" for Exploration, "A" for recreAtion, and "L" for Learning.

The slogan was featured prominently during grand opening activities and is displayed at the top of the library's website. REAL @ your library also now appears on library cards and on posters for any presentation at the library.

The second initiative started in June, during the yearly National Book Exchange effort. All public libraries hosted "Caldecott Medal Winners and Honor Books Exhibition @ your library," featuring the award-winning books selected by ALSC, the children's services division of ALA. The focus on children's literature will continue through April 2013 with a monthly series under the more general banner "Enjoy Picture Books @ your library." Each month, specific collections will be highlighted through integrated promotion—posters, brochures, etc. In August the focus will be on the works of the recently deceased Maurice Sendak. His books will be featured in different languages, ebooks, and artworks, and will be accompanied by corresponding lectures and workshops.

To learn more about various successful campaigns and learn how you can participate, visit www.ifla.org/en/at-your-library.

ALA Presidents Recognize Innovation around the World

Presidential Citation for Innovative International Library Projects

The ALA Presidential Citation for Innovative International Library Projects began as an ALA presidential initiative of Dr. Loriene Roy, ALA president in 2007–2008. Citations are awarded each year by the ALA president at the International Relations Round Table (IRRT) International Librarians Reception during the ALA Annual Conference to recognize innovative contributions to international librarianship.

For 2012 four innovative programs were recognized by ALA President Molly Raphael, who noted "the projects recognized by this citation draw attention to the creativity of librarians around the world in meeting the priorities of the communities they serve. We are pleased to have the opportunity to celebrate the success of these model programs in other countries."

The World Is Just a Book Away (Indonesia):

Founded on the belief that education breaks the cycle of poverty and promotes peace, the World Is Just a Book Away (WIJABA) focuses on inspiring and educating children in developing countries by providing books, building libraries, and developing curricular programs. WIJABA provides children with hope, empowering them to change their own lives and the world at large. More than 27,000 children have been served by WIJABA, which has established 49 libraries, 26 parent libraries, and two mobile libraries in Indonesia.

www.justabookaway.org/aboutus.html

Chinese Medicine Digital Projects — Hong Kong Baptist University:

Through the development of two databases, Hong Kong Baptist University has cataloged and made available the history and uses of Chinese medicinal herbs and specimens. Available in Chinese and English, this is the first time this information has been available in English. While the databases were designed to improve teaching methods and effective use of these plants and herbs, making this information available for free via the internet has historic and limitless benefits for medical providers and researchers across the globe.

Chinese Medicine Specimens: www.hkbu.edu.hk/lib/electronic/libdbs/scm_specimen.html

Medicinal Plants Images: www.hkbu.edu.hk/lib/electronic/libdbs/mpd/index.html

Riecken Community Libraries (Projects in Guatemala and Honduras):

The Riecken Foundation has opened more than 60 libraries in Central America. New programs and initiatives include: developing early literacy programs to assist mothers in learning how to read along with their children; providing training and access to technologies like GPS

that enable community members to document their cultural spaces/cultural heritage; and publishing local books in indigenous languages.

www.riecken.org

The Urban Office—Helsinki City Library (Finland):

In May 2010 the Helsinki City Library opened the Urban Office, a creative work environment in the middle of the city that offers temporary office space that can be used not only for business purposes, but also to educate and combat marginalization. According to Roberto Corsini, information technology officer, "A large part of our clientele consists of mobile knowledge workers who don't have their own offices—people ranging from students to C-level executives who have spare time between meetings." Urban Office meets the needs of laptop citizens by providing them with comfortable workspaces, technology, and community.

www.urbanoffice.fi

Interested in nominating a project for 2013?

The deadline for nominations is December 1 each year. Nominations need to be submitted through the nomination form, which can be found at ala.org/irrt/initiatives.

The ALA President works with the IRRT Advisory Award Committee to review and select the projects to recognize.

Criteria:

- Projects must be nominated by an ALA member or an individual with an IFLA affiliation. Nominators may submit nominations for more than one project.
- The recipient will have designed and implemented a highly visible innovative library service(s) in a country outside of the United States within the past three years.
- The innovative service(s) must be unique, original, and greatly improve existing library services for users.
- The service(s) should draw attention to the potential of library service(s) for creating positive change.
- The service(s) must demonstrate a strong likelihood of sustainability and have potential to serve as a model for other libraries.
- The service(s) must be current, that is, it must be in operation during the year that the citation is awarded.

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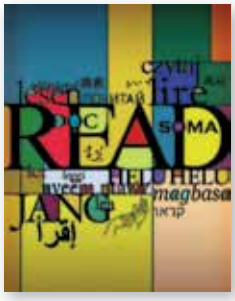

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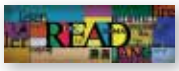

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Learning from Colleagues around the World

As ALA past president, I have been fortunate to share experiences and help build bridges with international library leaders

by Molly Raphael

As ALA's president, I have been invited to participate in events in many different countries. Usually I am invited to present a keynote address or workshop. But I always seize the opportunity to learn from these new (to me) library communities. I have easily gained more than I have given. Briefly, here are a few examples.

The Library and Information Association of New Zealand Aotearoa invited me to present a keynote address at its annual conference in late 2011. Traveling to where autumn (for me) was spring (for them) was quite an experience. I presented my perspective on how libraries could thrive in the 21st century. I found that they had many wonderful programs about the innovative ways libraries all across New Zealand are engaging with their communities and enhancing the library's role in the community. It was fascinating to be in a bicultural country, where Maori culture takes its place alongside European culture. A high point of the conference was the Maori *powhiri,* the welcome ceremony that opened the conference.

In March, I was hosted by former ALA President Carol Brey-Casiano for a whirlwind visit to four Brazilian cities: Brasilia, Goiânia, Rio de Janeiro, and São Paulo. At each stop, I made a presentation on developing diverse library leadership for the 21st century, one of my presidential initiatives. We also met with library leaders in each city to talk about a variety of issues. It was very exciting to witness what appeared to be the beginnings of a library advocacy movement in Brazil.

ALA Past President Molly Raphael (right) traveled to four Brazilian cities in the spring to promote the country's library advocacy movement.

Most recently, I had the opportunity to visit our neighbors to the south and north, first the Mexican Library Association and then the Canadian Library Association. I made presentations at both places: in Mexico, on libraries thriving in the 21st century, and in Canada, on what ALA has been doing on ebook and e-content issues.

Building bridges internationally provides great opportunities for us to learn from one another. These interactions are especially important as our world shrinks, and we find the benefits of knowing more about how libraries are serving their communities in a myriad of different environments and cultures. We should make every effort to enhance these interactions in the future. The ultimate beneficiaries will be our communities.

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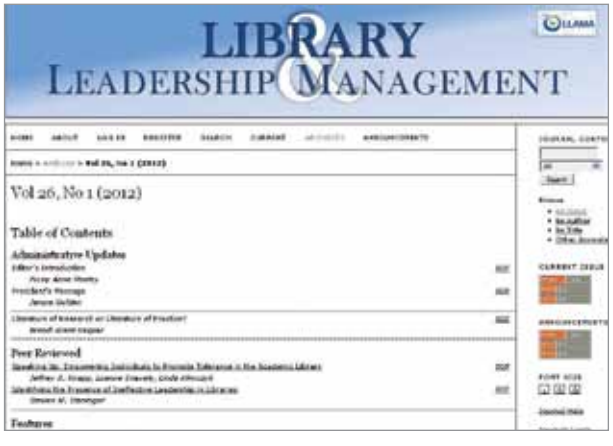
Following the lead of ALA's flagship publication *American Libraries* magazine, a number of ALA divisions that have championed the open access movement have made their own reviewed journals freely available online to everyone around the world. Whether or not you are a member, you can get access to the latest on trends in technology; management and leadership; or scholarly research on a wide variety of topics in academic librarianship.

The three journals featured here provide you with articles and thoughtful commentary from leaders in the field, journals that will help transform your and your library. The latest issues are available to you the day they are published, and you can set up an RSS or Atom feed, or an email alert to be instantly notified. Selected back issues are available as well, so the journals are great resources when you are doing research for papers and presentations.

This year the Library and Information Technology Association adopted an open access publishing model for *Information Technology and Libraries* (*ITAL*), its premier quarterly journal, which includes case studies, tutorials, commentary, and information about technology. Recent articles have delved into library web-scale discovery services, cloud computing, selection of content management systems, and copyright in the digital age. Check it out at ala.org/lita/ital.

The bimonthly scholarly journal of the Association of College and Research Libraries, *College & Research Libraries* (*C&RL*), became an open access publication in 2011, but it is still available in a print subscription version. In *C&RL* you can find articles on all topics related to academic libraries, from library spaces for urban commuter students to online instruction. Contents from 1997 to the present are freely available at crl.acrl.org.

Library Leadership & Management (*LL&M*) is the journal of the Library Leadership and Management Association. *LL&M* focuses on assisting library administrators and managers at all levels as they deal with day-to-day challenges. In-depth articles address a variety of management issues and highlight examples of successful management methods used in libraries. Features include interviews with prominent practitioners in libraries and related fields, and its columns offer practical advice on managing libraries. To access *LL&M* visit journals.tdl.org/index.php/llm.



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