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american libraries

MARCH/APRIL 2013

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

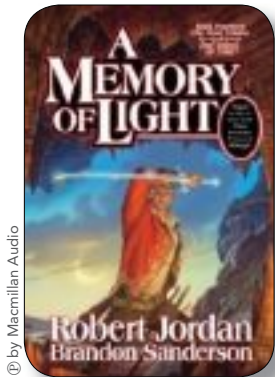


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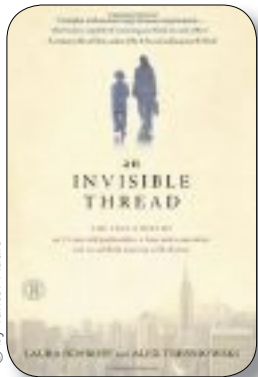
Class of 2013

PLUS

- Midwinter Wrap-Up
- Scopes: Evolution of a Collection
- Protect and Preserve



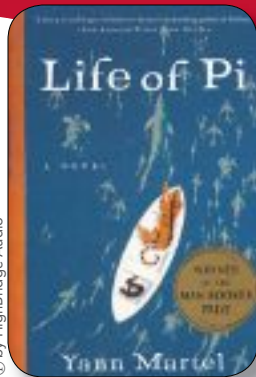
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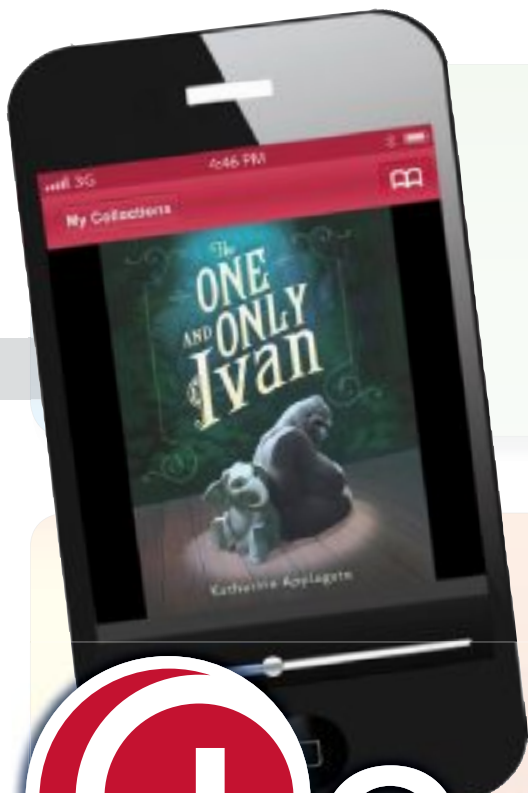
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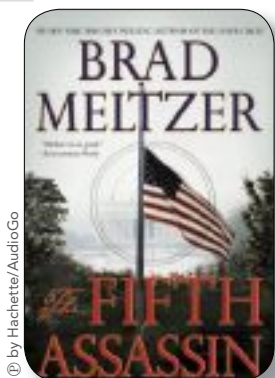
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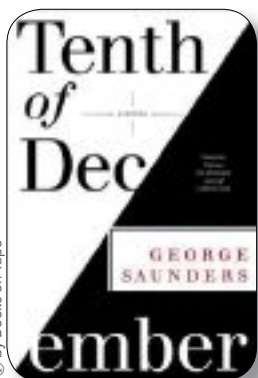


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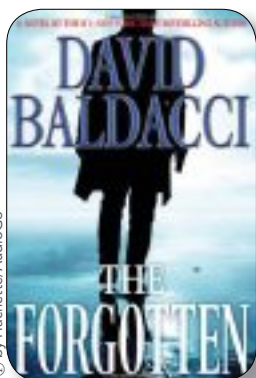
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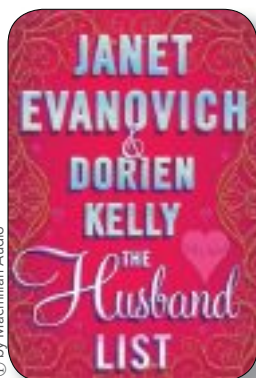
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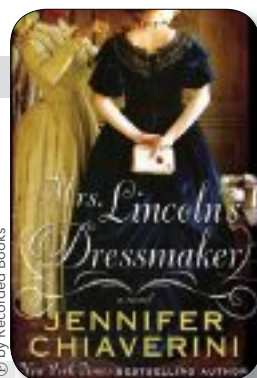
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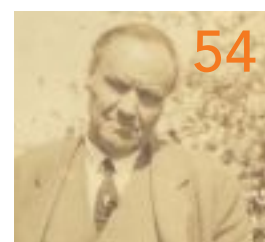
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Something Old, Something New

by Laurie D. Borman

Seven years ago, then-ALA President Leslie Burger helped launch the Emerging Leaders program with 117 participants and 23 projects. This year's 55 Emerging Leaders met at Midwinter in Seattle, and will present their projects at the ALA Annual Conference in Chicago. Open to librarians and support staff who are new to the profession, the 2013 class of Emerging Leaders gathered to network and begin assigned group projects while learning more about ALA. A selection committee considers geography, gender, ethnicity, and type of library in choosing a diverse group.

We thought you might want to know a little more about the talented library workers selected this year, as you probably will be hearing from them in the near future if past classes are any indication. The 2007 class, for example, includes current ALA Executive Board member

Alexia Hudson-Ward and *American Libraries* E-Content blogger Christopher Harris. Luminaries shine in every class.

We've created a set of trading cards of the 2013 Emerging Leaders, beginning on

page 23. You can get a real deck of those cards at the Gale Cengage booth at Annual. While there, why not look for each Emerging Leader and have them sign your cards? Who knows what they'll be worth in the future!

Also in this issue is a story on page 54 about an interesting addition to the special collections at Western Kentucky University: a suitcase full of the ephemera of John T. Scopes, defendant in the famous "Scopes Monkey Trial" of 1925, concerning the teaching of evolution in public schools. The suitcase's contents are revealing, and the acquisition all started with a visit to the dentist by WKU's Sue Lynn McDaniel.

Next month, the Digital Public Library of America (DPLA) launches, after three years of plans, meetings, and old-fashioned hard work. As our story notes, when DPLA goes live, "it will already contain hundreds of collections from around the country, from daguerreotypes of African slaves to medieval manuscripts, from 19th-century newspapers from small-town Kentucky to newsreel footage from much of the past century." The DPLA will be a portal to a wealth of collections. See the feature on page 44.

What would you do if your library basement filled with water and soaked books, artwork, or other fragile pieces? You could call the American Institute for Conservation's Collections Emergency Response Team hotline. With Preservation Week just around the corner (April 21-27 this year), we're sharing a first-hand account of one librarian's shift on the hotline. It's a compelling story about the work of preservation librarians and how to be proactive regarding your own collections. The story begins on page 48.

It's been 10 years since the Supreme Court upheld the Children's Internet Protection Act. If you're still a little fuzzy on what you're obligated to filter, Deborah Caldwell-Stone gives you First Amendment tips in our story beginning on page 58. ■

Look for Emerging Leaders
and have them sign their
cards at Annual.

american libraries

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Community Building

Libraries must innovate and engage

by Maureen Sullivan

All around us, libraries of all types are discovering that as they look outward, they can make a dramatic difference in their communities. Long recognized as trusted educational and cultural institutions, libraries that more actively engage with their communities discover innovative services, increase their relevance, and build deeper community support.

Last September, ALA announced the launch of a new national initiative called "The Promise of Libraries Transforming Communities." This groundbreaking program signals a new partnership between ALA and the Harwood Institute for Public Innovation. Initially supported through a grant from the Institute for Museum and Library Services, the goal of this multiphase Presidential initiative is to provide thousands of libraries of all types with the tools and training needed to help their communities find innovative solutions through library-led community engagement.

Supporting the transformation of libraries is a strategic priority of the Association, and the transformation of the relationship of libraries to their communities is key to this.

A major step forward occurred just before Midwinter as 24 ALA member leaders participated in a Harwood Advanced Leaders Training session in Chicago. Other participants included public, academic, and school librarians who are now able to use community engagement

practices in their own library settings and who will help develop resources and training materials for use by other libraries of all types and sizes.

Our six-month goal is to create and share programs, webinars, tools, and other resources that will allow every library to begin engaging its community. Our longer-term goal: to see thousands of libraries using tested tools and techniques to increase their relevance and impact.

The Seattle Midwinter Meeting hosted a series of programs in support of this initiative:

■ Peter Block, bestselling author of *Community: The Structure of Belonging*, facilitated an interactive discussion about the nature of transformation and the kind of leadership required to achieve it. He focused on how to create workplaces and communities that work for everyone in them, with the goal of making change through consent and connectedness rather than through mandate and force.

■ I moderated a panel of public innovators including Rich Harwood, founder and president of the Harwood Institute; Tim Henkel, president and CEO of Spokane County United Way; and Carlton Sears, past director of the Public Library of Youngstown and Mahoning County in Ohio and certified coach with the Harwood Institute. They identified



Our goal: the transformation of how we relate to each other as an Association.

aspirations and anticipated results of the Promise of Libraries Transforming Communities Initiative and described their own transformation experiences.

■ Author and consultant Peggy Holman, a recognized leader in deploying group processes that directly involve hundreds of people in organizations or communities to achieve breakthroughs, led two interactive programs. Holman's work has explored a nascent field of social technologies that engage "whole systems" of people in creating change. In the first program she introduced appreciative inquiry. In the second she used the Open Space approach to look at change in the community and change in ALA.

We are planning for a series of programs and training opportunities at the ALA Annual Conference, along with online webinars and webcasts for those unable to attend in person.

ALA has already begun to use the Harwood practices to transform the Association. The goal will be the transformation of how we relate to each other as an Association. ■

MAUREEN SULLIVAN is an organization development consultant to libraries and professor of practice in the Managerial Leadership in the Information Professions doctoral program of the Graduate School of Library and Information Science at Simmons College in Boston. Email: msullivan@ala.org.

Comment Enabled

Romania Responds

The National Library of Romania would like to express its displeasure with "Romania's New National Library Remains a Dream Yet to Come True" (AL Online, Jan. 28). Our image has been negatively affected by false information, some of which is falsely attributed to Ms. Nicoleta Rahme, head of collection development.

To correct the negative image presented, we would like to mention that the first services offered after the facility's opening were free Wi-Fi and

free library cards.

Regarding statements attributed to staff, the authors did not ask for permission to quote her on the record.

We are dismayed that *American Libraries* would publish an

article that irresponsibly affects the image of a nationally ranked institution.

Public Relations Department
The National Library of Romania

Authors Leonard Kniffel and Hermina Anghelescu reply: Our intention was to raise awareness about the struggles and challenges faced by librarians in Romania. We stand behind our story, but we certainly do not stand behind errors. If Wi-Fi and library cards were available on opening day, we stand corrected. We would also like to point out that Elena Tirziman, director of the National Library, declined our request for an interview and designated Nicoleta Rahme to conduct the tour and answer our questions. We regret that Ms. Rahme was offended by the information we used in our article; we did our best to respect statements made off the record.

We wish to convey our appreciation for the article on the Romanian National Library. The authors correctly and objectively describe the difficulties affecting the Romanian National Library: Publications cannot be borrowed; some technical tools cannot be used; services are available only in the city of Bucharest; the building has construction defects. The disadvantages illustrated are true and not imputable to the authors.

Elena Chiaburu
Alexandru Ioan Cuza University
Iasi, Romania

Király V. István
*Philobiblon: Transylvanian Journal of
Multidisciplinary Research in Humanities*

I worked at the National Library of Romania (NLR) for 42 years. The [AL] article on the Romanian National Library only scratches the surface of the challenges still faced by the NLR.

We have a building, but not an institution that operates as a national library. The space issue has been solved, but nothing else. The NLR is not functional as long as publications are unavailable. They are packed and stacked, some in disrepair and moldy, not yet processed, with no inventory or bibliographic description. In late August, I visited NLR. There was no Wi-Fi!

I deplore the fact that some of my colleagues do not see the benefits of this article. It would have been the moment to blow the whistle, but they chose not to for fear of losing their

jobs. If they could speak freely, many other things would come to light.

Vali Constantinescu
Bucharest, Romania

Dental Library Closing Riles

The American Dental Association library is the heart of the community, and its unknown future is just another outcome and consequence of the ADA's mismanaged policies and defunct leadership ("American Dental Library Set to Close," AL, Jan./Feb., p. 18–19).

The library is the lifeblood of the dental profession. It needs to be preserved, open, and protected for all. As a student at the University of Wyoming, I called the ADA library for a copy of an article. I was asked for my membership number. I didn't have one and had to go through the university library to get the article. Why? If ADA is concerned about public safety, as it claims, why is it not willing to share information, all in the name of public health and safety? The ADA library is about education. Educate the dental professions.

Gary W. Vollan
Basin, Wyoming

CORRECTION: The Zing Epilog laser cutter (epiloglaser.com) pictured in Cool Stuff to Outfit Your Makerspace (Jan./Feb., p. 48) noted a price range of \$1,450–\$5,995. That specific printer costs \$7,995. AL apologizes for the error.



SEE MORE COMMENTS at americanlibrariesmagazine.org, or use a QR code reader app on your smartphone to scan this QR code.

The editors welcome letters about recent contents or matters of general interest. Letters should be limited to 300 words. Send to americanlibraries@ala.org; fax 312-440-0901; and *American Libraries*, Reader Forum, 50 E. Huron St., Chicago, IL 60611-2795.

ALA Applauds Macmillan's Ebook Pilot for Libraries

American Library Association President Maureen Sullivan praised Macmillan Publishers' decision to enter the ebook lending market by the end of March.

"I am so pleased Macmillan Publishers is beginning to sell ebooks to America's libraries so that we may connect their authors and our readers in the digital age," Sullivan said January 24. "This is a welcome acknowledgement of our advocacy and the importance of the library market."

ALA leaders began talks with publishers a year ago to refute their concerns that consumer sales would

suffer if they sold ebooks to libraries. (*AL*, Mar./Apr. 2012, p. 12). Tides are turning, however: With Macmillan's action, every Big Six publisher except Simon & Schuster is now selling ebooks to libraries in some manner.

Macmillan's two-year pilot program finds the company testing the ebook-lending waters for the first time, releasing 1,200 older titles from their Minotaur Books crime fiction and mystery imprint to libraries. Macmillan's ebook license permits libraries to loan each title for two years or 52 times, whichever comes first, before having to buy a new license.

Despite the limitations in title

availability under the program, Sullivan is optimistic. "I am glad they are willing to try new business models in collaboration with libraries," she said. "This is an important development in our evolving relationship with publishers and intermediaries. ALA and our nation's libraries welcome new partners in creating and supporting a nation of readers."

More work is needed though, Sullivan acknowledged.

"We will continue our work to develop these relationships and to create new opportunities with publishers, authors, and intermediaries to support a healthy reading ecosystem."

Three Libraries Selected to Teach News Know-how

Three public libraries have been chosen to receive more than \$50,000 worth of training and support to participate in the News Know-how initiative designed to help high school students become active, informed, nonpartisan consumers of journalism and media.

Funded by the Open Society Foundations and administered by the American Library Association's Office for Intellectual Freedom, News Know-how imparts skills that will help student participants tell the difference between fact and opinion, check news and information sources, and distinguish between propaganda and news. The program is in its second year of operation.

San Antonio Public Library, San José Public Library, and the State Library of Iowa were selected to receive the 2013

grants. Each library will recruit about a dozen 10th–12th graders from their communities who will benefit most from the program. These students will receive instruction from librarians, news ethicists, and journalists from around the country, as well as a stipend upon completion of the program. Completed projects will be shared online, creating a national network of libraries, students, and mentors devoted to media literacy.

"In today's mass media environment, it is critical that students are taught to analyze news coverage," said Barbara Jones, director of ALA's Office for Intellectual Freedom. "I am so eager to begin working with the winning libraries, using the knowledge and expertise we gained in our very successful first year."

Visit newsknowhow.org for details.

American Dream Finds Further Funding

Fifty-one public libraries in 21 states will receive one-time grants of \$5,000 to \$15,000 to add or expand literacy services for adult English-language learners and their families this year under American Dream Starts @ your library.

A grant from the Dollar General Literacy Foundation enables ALA's Office for Literacy and Outreach Services to continue funding the initiative, which has built literacy programs, developed coalition-building strategies, and provided resource lists for libraries since its inception in 2007.

The new American Dream libraries join 100 other library grantees across the country, all of which are located within 20 miles of a Dollar General Store, distribution center, or corporate office.

Visit americandreamtoolkit.org.

CALENDAR

ALA EVENTS

Mar. 5–8: PLA Leadership Academy, Chicago, ala.org/pla/education/leadershipacademy.

Mar. 10–16: Teen Tech Week, teentechweek.ning.com.

Mar. 16: National Freedom of Information Day.

Mar. 20: PLA Virtual Spring Symposium, ala.org/pla/education/springsymposium.

Apr. 10–13: ACRL 2013 Conference, Indiana Convention Center, Indianapolis, conference.acrl.org.

Apr. 14–20: National Library Week, ala.org/conferences/events/celebrationweeks/natlibraryweek.

Apr. 15–24: ASCLA Tour of Italy, ala.org/ascla/travel-ascla.

Apr. 16: National Library Workers Day, ala-apa.org/nlwd.

Apr. 17: National Bookmobile Day, ala.org/offices/olos/nbdhome.

Apr. 21–27: Preservation Week, ala.org/alcts/confevents/preswk.

Jun. 27–Jul. 2: American Library Association Annual Conference, Chicago, ala13.ala.org.

2013 LIBRARY DESIGN SHOWCASE

American Libraries is now accepting submissions for the 2013 Library Design Showcase, our annual feature celebrating the best new, newly renovated, and expanded libraries of all types. The Showcase is moving from our March/April issue to our September/October 2013 issue.

We are looking for libraries that are shining examples of innovative architecture and that address the service needs of patrons in unique, interesting, and effective ways.

To have your library considered, send a completed submission form (available as a PDF at bit.ly/2013designshowcase) along with color prints or high-resolution digital images, to *American Libraries*, Attn: Library Design Showcase, 50 E. Huron St., Chicago, IL 60611. Submissions can also be sent online via YouSendIt to ALShowcase@ala.org.

Unfortunately, not all submissions can be featured. For more information, email ALShowcase@ala.org.



Advocacy Grants Now Available

Libraries whose budgets are under threat are encouraged to apply for one of 20 Citizens-Save-Libraries grants from ALA's United for Libraries. The initiative is funded by a grant from the Neal-Schuman Foundation.

Awardees will receive advice from advocacy experts on developing blueprints for Friends of the Library groups, library directors, and trustees to use in campaigns to restore, increase, or save endangered funds.

Apply by April 15 at ala.org/united/grants_awards/neal-schuman.

Register for 2013 TTW March 10–16

"Check In @ your library" is the theme for this year's Teen Tech Week, the annual celebration of digital literacy and technology sponsored by the Young Adult Library Services Association (YALSA).

Running March 10–16, Teen Tech Week encourages libraries to showcase technologies they make avail-

able for teens and their families, from online homework help and digital literacy-focused programs to ebooks, movies, music, audiobooks, databases, and more. A free webinar on makerspaces with Hilary Kolos from Dreamyard and materials from TTW Partners—including database trials and books—are among the registration benefits.

For more information or to sign up, visit teentechweek.ning.com.

ALA Offers Ebook Advocacy Toolkit

ALA has released materials that will assist librarians in advocating for fair ebook lending practices and in informing the public about the issues involved.

Developed by the Digital Content and Libraries Working Group, the ALA Ebook Media & Communications Toolkit includes op-ed and press release templates for library supporters interested in informing the public of the role that libraries play in building literate and knowl-

edgeable communities, guidance on ways to use the templates, ALA talking points, ebook data, and public service announcements.

The communications toolkit is available free of charge at ala.org/transforminglibraries/ebooktoolkit.

AASL Conference Travel Grants Available

Thirty \$750 travel grants, funded by Bound to Stay Bound Books, are now available for first-time attendees to the American Association of School Librarians' National Conference and Exhibition. The conference will be held November 14–17 in Hartford, Connecticut.

Apply by March 11 at 11:59 p.m. Central time at national.aasl.org/btsb.

Libraries Honored for Cutting-Edge Services

ALA's Office for Information Technology Policy and the Library and Information Technology Association have honored five libraries for offering cutting-edge technologies in library services.

The library programs were recognized for serving their communities using novel and innovative methods, as well as creative and cost-effective engagement with technology trends, including BYOD (bring your own device), augmented reality, e-government, crowdsourcing, and online learning.

For a detailed description of the winners and links to their programs, visit ala.org/offices/oitp/cuttingedge.

PLA Accepting 2014 Conference Proposals

The Public Library Association (PLA) is accepting proposals for the PLA 2014 Conference, to be held March 11–15 in Indianapolis.

Educational, thought-provoking, engaging program proposals are welcome on the following topics: ad-

ministration/management, collections/tech services, facilities, leadership, marketing/advocacy, serving adults, serving youth, staffing, and technology.

Send preconference proposals by March 29 and ConverStation proposals by August 16 to s4.goeshow.com/pla/annual/2014/abstract_submission.cfm.

2013 ALA ANNUAL CONFERENCE

REGISTRATION AND HOUSING NOW OPEN

Visit the 2013 ALA Annual Conference website to register and reserve housing.



Key issues to be

covered at the 2013 ALA Annual Conference in Chicago, June 27–July 2, include digital content and ebooks, technology in libraries, innovation, books and authors, transformation, leadership, library advocacy, community engagement, and library marketing. New information and content will be added to the ALA Annual Conference website, on Twitter (@ala2013), and on Facebook (bit.ly/ala2013fb) as it becomes available.

Attendees will benefit from:

- 500+ programs, discussions, and sessions on hot topics
- Free access for full registrants to all recorded programs—a new benefit!
- Memorable speakers and events, including bestselling authors Khaled Hosseini and Temple Grandin; Ping Fu, cofounder and CEO of software development company Geomagic; Congressman John Lewis; award-winning education writer Jonathan Kozol; founder of wordnik.com Erin McKean; Visual Thinking Strategies Executive Director Oren Slozberg; leadership expert Karol M. Wasylshyn; and Lee Rainie, director of the Pew Internet and American Life Project
- 800+ exhibitors highlighting new and favorite products and services; related fun events and authors at Exhibit Hall stages and pavilions
- Preconferences offering in-depth professional development
- Key policy, research, and other updates from leading groups
- In-depth, facilitated, and informal conversations on advancing library-led community engagement and practical steps, strategies, and tools
- Library Unconference on Friday, Library Camp on Monday, and Networking Uncommons for impromptu sessions, follow-up conversations, and small get-togethers
- ALA JobLIST Placement Center connecting job seekers and employers, and offering free career counseling
- Second-ever Andrew Carnegie Medals for Excellence in Fiction and Nonfiction announcement and reception
- Celebrations of the 75th anniversary of the Caldecott Medal, with the participation of high-profile experts and children's book illustrators including Paul O. Zelinsky, Brian Selznick, Jerry Pinkney, Erin Stead, Chris Raschka, and Eric Rohmann
- The amazing city of Chicago!

To register and book housing for the 2013 ALA Annual Conference and Exhibition, visit ala13.ala.org.

Apply for Diversity Research Grants

ALA's Office for Diversity seeks proposals for its Diversity Research Grant, a one-time \$2,500 award for original research. Proposals are welcome that address critical gaps in the knowledge of diversity issues within library and information science, including recruitment and promotion or the provision of library services to diverse populations.

Apply by April 30. Visit ala.org/advocacy/diversity/diversityresearchstatistics/diversityresearch.

Petition Candidates Seek Council Posts

In addition to the candidates nominated to run for ALA Council (*AL*, Jan./Feb., p. 15–16), individuals who have petitioned to be included on the 2013 election ballot are:

- **Ismail Abdulahi**, associate professor, North Carolina Central University, School of Library and Information Sciences, Durham
- **Gladys Smiley Bell**, Peabody librarian, Hampton (Va.) University, Harvey Library
- **Maria Taesil Hudson Carpenter**, director of libraries, Somerville (Mass.) Public Library
- **Gerardo "Gary" A. Colmenar**, humanities and social sciences librarian, UC Santa Barbara
- **Ann Crewdson**, children's librarian, Issaquah and Sammamish Libraries, King County (Wash.) Library System
- **Karen E. Downing**, foundation and grants librarian, University of Michigan, Ann Arbor
- **Loida A. Garcia-Febo**, president, Information New Wave, Brooklyn, New York
- **Mel Gooch**, Librarian II, San Francisco Public Library
- **Kathleen Hanselmann**, chief librarian, Defense Language Institute Foreign Language Center, Monterey, California
- **Patricia M. Hogan**, adminis-

trative librarian, Poplar Creek Library, Streamwood, Illinois

■ **Richard L. Huffine**, library director, US Geological Survey, Reston, Virginia

■ **Florante Peter Ibanez**, manager of library computer services/adjunct professor, American Studies, Loyola Law School/Loyola Marymount University, Los Angeles

■ **Sue Kamm**, retired, Los Angeles

■ **Charles E. Kratz Jr.**, dean of libraries, University of Scranton, Harry & Jeanette Weinberg Memorial Library, Scranton, Pennsylvania

■ **Carla M. Land**, YPL/children's services department head, Las Vegas–Clark County (Nev.) Library District, Summerlin Library

■ **Dennis Joe LeLoup**, school librarian, Avon (Ind.) Intermediate Schools

■ **Bernard A. Margolis**, state librarian, New York State Library, Albany

■ **Patricia A. McLeod**, library director, David and Joyce Milne Public Library, Williamstown, Massachusetts

■ **Lauren Pressley**, associate director for learning and outreach,

Virginia Tech, Blacksburg

■ **Cristina Dominguez Ramirez**, library community services manager, Richmond (Va.) Public Library

■ **Kevin Reynolds**, assistant university librarian for learning and access services, Jessie Ball DuPont Library–The University of the South, Sewanee, Tennessee

■ **Susan Roman**, dean and professor, GSLIS, Dominican University, River Forest, Illinois

■ **Larry Romans**, head, government information and media services, and political science and communication studies bibliographer, Vanderbilt University Library, Nashville

■ **Rachel G. Rubin**, library director, Bexley (Ohio) Public Library

■ **Manya Danielle Shorr**, senior manager, branch services, Omaha (Nebr.) Public Library

■ **Patrick "PC" Sweeney**, library branch manager, San Mateo County (Calif.) Library

■ **James K. Teliha**, freelance librarian, Cranston, Rhode Island

■ **J. Linda Williams**, coordinator, library media services, Anne Arundel County (Md.) Public Schools ■

ALA ELECTION INFORMATION

For the fifth year in a row, ALA is holding its election exclusively online. ALA members will be notified in mid-March by email of their unique passcodes and receive information on how to vote online.

Polls will open at 9 a.m. (Central Standard Time) on March 19. The polls close April 26 at 11:59 p.m. CDT. The Election Committee will meet at the ALA offices in Chicago May 3 to certify the election

results. The election results will be released following that meeting.

Although the election is being conducted online, members with disabilities or without internet access may obtain a paper ballot by phoning ALA Customer Service at 800-545-2433, ext. 5. Those without internet access at home or at work can access the ALA election site by visiting their local public library or, in many instances, academic or school libraries.

Utah Suit Restores Access to *In Our Mothers' House*

As of January 14, elementary-school students in the Davis (Utah) School District are once again free to borrow the Patricia Polacco picture book *In Our Mothers' House*, which district officials had ordered in May 2012 to be placed behind the circulation counter and made available only to youngsters who presented written parental permission for them to read it. The district's change of heart toward the picture book—a multigenerational tale about the family life of a lesbian couple with three children, told in the voice of the oldest child—is a saga unto itself.

It all began in January 2012, when an unidentified parent of a Windridge Elementary School student filed a materials reconsideration request after her kindergartner brought the book home. The complainant objected to the book on the grounds that it “normalizes a lifestyle we

The complainant objected to the picture book on the grounds that it “normalizes a lifestyle we don’t agree with.”

don’t agree with.” After the Windridge School Library Media Committee voted to move the book from the Easy Reading section to Fiction, which is designed for 3rd–6th graders, the parent, along with 23 others, appealed to school-district officials. A

seven-member District Reconsideration Committee voted 6–1 on May 8 to restrict access after committee member Michelle Beus, the district’s legal issues specialist, cited a 2004 state law, Civic and Character Education in Schools, which prohibits “the advocacy of homosexuality” in curriculum materials.

Within a few weeks, district officials were asking school librarians to identify other gay-positive children’s books in their collections. “It’s almost like they want to preemptively pull books that might disturb somebody,” DaNae Leu, a media specialist at the Snow Horse Elementary School, said in the June 1, 2012, *Salt Lake Tribune*. “I feel like Joe McCarthy is asking me to name names.”

Over the summer, the ACLU and the National Coalition Against Censorship sent a series of letters urging school officials to revisit their decision. The lack of progress prompted Tina Weber, the mother of three Davis School District students, to file a First Amendment lawsuit in



A kitchen bursting with life and love. From *In Our Mothers' House*.

November seeking to end the restrictions. “Our job as parents is to make sure we teach our children about our values,” Weber stated. “We can do that without imposing our personal views on the rest of the school community.”

As part of preparing a formal response to the lawsuit, which has since been settled, the Utah Attorney General’s Office had advised Pamela S. Park, assistant superintendent for curriculum at the Davis School District, to review the grounds upon which the District Reconsideration Committee had approved the restriction. Park rejected the committee’s argument that the picture book violated Utah’s prohibition on “the advocacy of homosexuality” in curriculum materials since it “has never been recommended or used as instructional material.” In a January 11 letter ordering the book’s reinstatement, Park also wrote that she supported several favorable conclusions drawn by committee members about the title, including: “The book could help prevent bullying of kids from same sex families” and “This book teaches acceptance and tolerance.”

“I am happy that all parents will now have the chance to make their own decisions about their own children,” Weber said January 31.

“It is bigoted to reject these books just because some parents can’t tolerate differences,” Patricia Sarles, school librarian for the College of Staten Island (N.Y.) High School for International Studies, told *American Libraries*. Creator of booksforkidsingayfamilies.blogspot.com, Sarles said that making gay-themed books available to children “is no more about promoting an agenda than depicting a kid in a yarmulke or a kid on crutches is about promoting an agenda.”

—Beverly Goldberg

Investing at the Library

The demise of many manufacturing jobs during the recent recession and the continued downturn of Michigan's economy found Jackson County suffering. Estimates showed that one in four children in the county lived below the poverty line. It was clear something needed to be done and the staff of Jackson (Mich.) District Library felt it could make a difference, with help from the Smart Investing @ your library program.

Launched in 2007 by ALA and FINRA Investor Education Foundation, Smart Investing @ your library helps create and expand community awareness of investor-education resources and services available through public libraries. Since its creation, the program has awarded \$6.96 million in grants and grown a national network of 94 programs representing more than 900 facilities that reach a service population of over 31 million. Each grant not only helps participating patrons learn more about financial responsibility, but also provides the basis for spreading those projects to other library systems through collaboration.

Jackson District Library, which was chosen in 2011, used its grant money to educate low-to-moderate-income households. Participants developed financial plans, increased their knowledge about money management and investing, and gained better access to learning resources with support from a personal-finance help-desk service

"The learning is shared among other members of the participants' social group. Overall awareness of financial education in the community has been raised."



Lunch Money rocks Richland (S.C.) Library patrons with "Shake, Shake My Piggy Bank" at a Growing Savers program funded by a FINRA/Smart Investing grant.

and classes based on the FDIC Money Smart curriculum. "Our grant is for two years, so we are right in the middle of our plan," said Debby Sears, reference coordinator for the library.

"We have had success with the Money and Marriage luncheons," she said. "Each one has had good attendance and is presented with such a positive attitude that couples leave in good spirits regarding their ability to talk together about money."

ALA and FINRA invite selected public libraries, non-profit networks, public library systems, community college libraries, and state libraries to submit a grant application. Because it is a

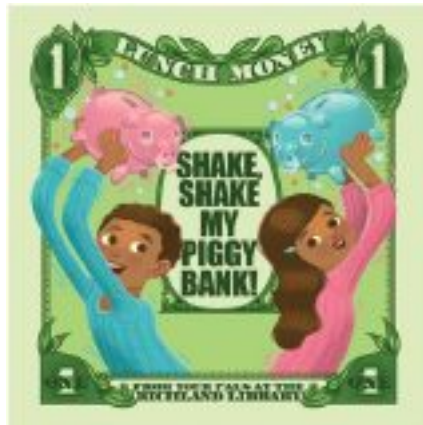
competitive program, there is no guarantee that a library will be awarded a grant. The grant amounts range from \$5,000 to \$100,000, and the terms last anywhere from one to two years. This competitive yet monitored process yields a range of interesting projects.

Milwaukee (Wis.) Public Library received two Smart Investing @ your library grants, one in 2007 and another in 2010. With the second grant, the library staffers decided to focus their efforts on teaching teens about financial responsibility. They used the money to partner with Make-A-Difference Wisconsin (makeadifferencewisconsin.org) and created a series of video vignettes written by teens to educate their peers (mpl.org/file/business_si_webcasts.htm). "My recent class really seemed to be engaged when watching the videos and they helped

bring home the points in the program. They have been a hit!” said Joe Schlidt, a volunteer with the Milwaukee program.

Queens (N.Y.) Library, awarded a grant in 2009, took a different approach, focusing its efforts on educating neighborhood immigrants. “During the grant period, more than 500 people attended financial literacy programs [taught] in their own languages, for maximum intake of the information,” said Joanne King, director of communications at the library. Queens Library serves residents who speak Spanish, Chinese, Bengali, Korean, and more than 100 other languages. The staff wanted to make sure that the widest possible audience would be involved.

Fifty-six sessions were held in six languages throughout the grant peri-



od. Though the average number in each class was nine people, King said that the impact of the program cannot be judged by how many bodies were in the chairs. “We still have the collections on the shelves and they are being accessed,” said King. “Counseling sessions are still going on via the New York City Office of

Economic Empowerment. The learning is shared among other members of the participants’ social group. Overall awareness of financial education in the community has been raised. All of that will add value as time goes on.”

Smart Investing @ your library was created to bring universal financial literacy to underserved populations. “If we can help residents learn to navigate money management and discover the possibilities of finding ways to be debt-free, as well as helping them navigate computers and software, then we will be doing our job to help the community,” said Debby Sears.

For more information on the program, as well as tips, tools, and ideas, check out smartinvesting.ala.org.

—Jordan Brandes

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Public Library Users Want Both Books and Technology

A report by the Pew Research Center indicates that free access to technology in public libraries is as important to Americans age 16 and older as printed books and reference services. "Library Services in the Digital Age," released January 22 by the center's Internet and American Life Project, showed that 80% of the 2,252 interviewees said borrowing books and consulting reference librarians were "very important" library services, while 77% gave free access to computers and the internet the same rating.

A majority (53%) of the interviewees said libraries should "definitely" offer a broader selection of ebooks. More than half would be likely to check out e-readers already loaded with books (58%), take classes on how to download library ebooks to handheld devices (57%), and take classes or instruction on how to use handheld reading devices like e-readers and tablet computers (51%). This represents a significant growth over the past year.

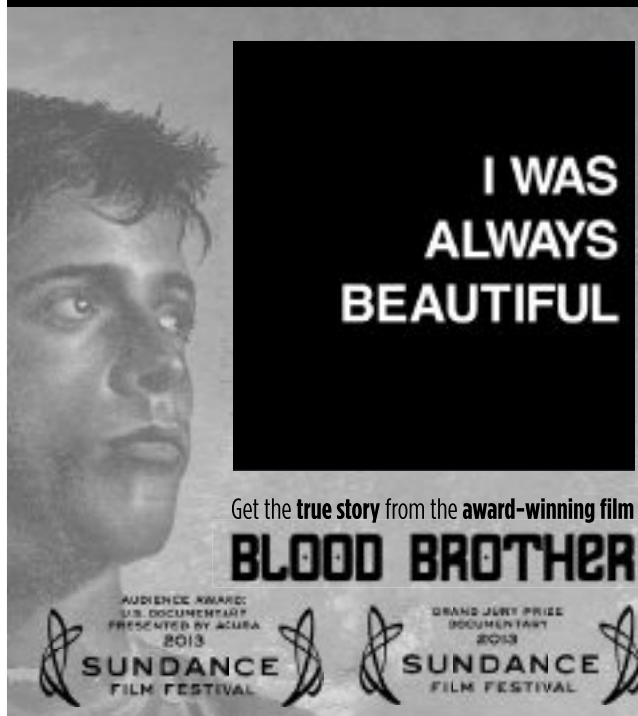
"This is an incredible opportunity to increase our understanding of public perceptions and expectations of libraries

in the digital age," said Larra Clark, program director for the American Library Association's Office for Information Technology Policy, who represents OITP on the project's advisory group. "Pew does not advocate, but its work provides the ALA, libraries, and library advocates with timely information that can be used to identify gaps and opportunities, as well as communicate our changing roles in the community."

In December 2012, the Pew Research Center also canvassed 2,067 library staff members, who provided answers to open-ended questions that illustrated what new services they were implementing or considering. Having more digital materials available was high on the list, and many said that they would love to have more ebooks, tablets, and e-readers. Others wanted radio-frequency identification (RFID) tracking systems for books, makerspaces, digitized local history resources, videoconferencing, and expanded community outreach.

"These findings paint a picture of a public that wants its libraries to be all things to patrons," said Lee Rainie, director of the Pew Internet Project and coauthor of the survey report.

TWO NEW BOOKS THAT REDEFINE FRIENDSHIP, COURAGE AND LOVE.



“The story realistically portrays adolescent angst, heartbreak, and growing maturity but with the kind of requisite humor and sensitivity that tweens will appreciate.”

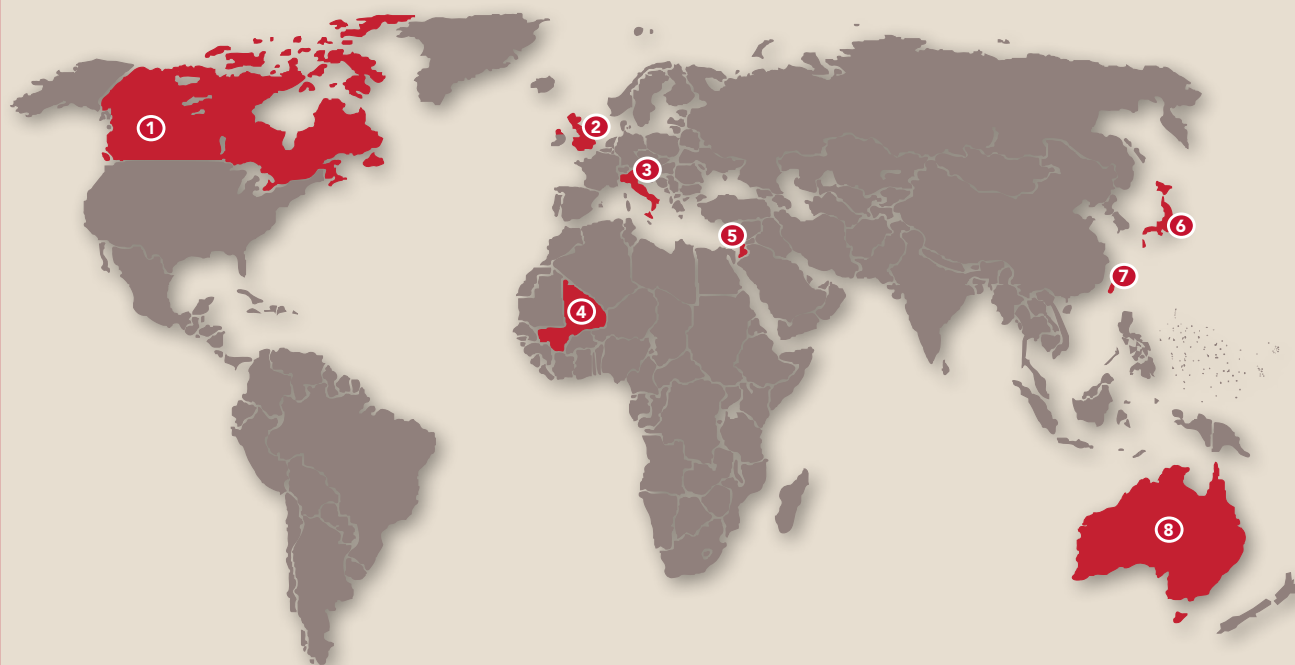
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CANADA ①

Library and Archives Canada has purchased the first complete and authorized version of the Bible printed in the country. The Bible consists of two volumes and was published around 1832 by John Henry White in Halifax, Nova Scotia, and Charlottetown, Prince Edward Island. LAC held no copies of this item before, and only five copies are known to exist in other library collections. —*Library and Archives Canada*, Jan. 17.

UNITED KINGDOM ②

Library campaigners are forecasting a grim 2013, predicting that some 300 libraries could close or be lost from local authority control. 2012 saw 200 libraries shut, but Chartered Institute for Library and Information Professionals President Phil Bradley thinks this year could be even bleaker. However, he said there were bright spots, with a possible increase in e-lending boosting reading and book buying. —*The Bookseller*, Jan. 13.

ITALY ③

Two more men—a Bologna bookbinder accused of erasing identifying imprints and a runner who ferried stolen books between buyers and sellers—have been arrested in connection with a stolen-book trafficking business that operated out of the Girolamini library in Naples (*Global Reach*, July/Aug. 2012). Investigators say as many as 4,000 books from its collections may have been sold off by former Library Director Massimo Marino de Caro during his tenure. —*Gazzetta del Sud*, Jan. 29; *The Guardian (UK)*, Jan. 30.

MALI ④

Most of the historic collections in the Ahmed Baba Institute library in Timbuktu were removed and hidden by curators, thus saving them from destruction in mid-January when Islamist rebel occupiers torched the building as they fled the ancient Sahara trading town. An estimated 28,000 of the library's artifacts and manuscripts were smuggled out of town by donkey cart. The militants managed to burn only a few hundred books, but these had been backed up with digital copies. —*Wall Street Journal*, Feb. 1; *New York Times*, Feb. 4; *Global Post*, Feb. 3.

ISRAEL ⑤

Thousands of fragments of the Dead Sea Scrolls went online December 18 with the launch of a new website (deadseascrolls.org.il) by Google and the Israel Antiquities Authority. The website provides access to high-resolution images of the famous scrolls, which were written some 2,000 years ago and discovered at Qumran, on the shore of the Dead Sea, in the 1940s. Google is involved in the project as part of a broader effort to preserve world cultural heritage online. —*Times of Israel*, Dec. 18; *Official Google Blog*, Dec. 18.

JAPAN ⑥

The National Diet Library has created a public database (kn.ndl.go.jp) of more than 300,000 items related to the Tohoku earthquake and tsunami of March 11, 2011. The system allows users to locate photos taken in devastated areas, interviews, proceedings of investigatory committees on the Fukushima No. 1 nuclear power plant accident, and other data. —*Asahi Shimbun*, Jan. 9.

TAIWAN ⑦

The Taipei City Government plans to expand its "movable library" program, through which more than 10,000 loans have taken place since the program's launch December 3. The government plans to place more bookshelves on public buses and add them to trains and train stations so more passengers can borrow books. The program provides books on 62 city buses and allows passengers to borrow them without a library card. —*Taipei Times*, Jan. 11.

AUSTRALIA ⑧

Jack Dee, a part-time library assistant in the public library at Manly, New South Wales, placed a tongue-in-cheek sign in the library on January 19 saying that all of disgraced cyclist Lance Armstrong's nonfiction books "will soon be moved to the fiction section." After a patron tweeted a photo of the sign and the incident went viral on the web, Dee removed the sign immediately and apologized to Manly Council. Acting Library Manager Wendy Ford said that Dee had not meant the prank to be offensive. —*Sydney Morning Herald*, Jan. 21; *Manly Daily*, Jan. 21.

NEWSMAKER: **ROGER ROSEN**

Roger Rosen, CEO of the educational house Rosen Publishing, calls himself a publishing brat. "I grew up in the business, packing books as a little boy and attending ALA conferences with my parents." Lately, Rosen's been making news as one of the first publishers to figure out a pricing and delivery structure for ebooks and databases, and as an advocate for libraries and librarians. "Librarians are the most trusted people in America," he said. "I have never heard anyone talking about a librarian having an agenda to push information that in any way serves their personal interest. It's unheard of. The notion that any citizen can consult a librarian and get unbiased information is pretty thrilling." Rosen is confident and optimistic about publishing, declaring that he's more excited about the enterprise now than when he first started. "The tools at our disposal and the kind of innovation that we can bring to the publishing process to inspire and engage kids is unprecedented," he said.



trons as no other institution is quite prepared to do. I think it's vital that branches within a system have their own very robust web presence to let local citizens know what programs are available.

What would you say to convince the general public and funders once and for all that libraries are indispensable?

There is a huge economic divide in this country, and that chasm will increase ever more as the technology gap widens. People who have technology at their fingertips and can buy any book on Amazon in a millisecond don't recognize the reality for those who have not been able to keep up technologically, be it through education or economics. You cannot apply for a job in this country any longer unless you do it online. If people don't have access to the internet and maybe don't know how to craft an online résumé, where are they going to go to get help? Those people most on the frontline of this gap issue—our magnificent librarians—are conducting seminars and providing workstations and internet access for any citizen who needs them. They're also conducting basic life skills, job searching, and financial literacy classes. I consider librarians unsung heroes because they are the ones addressing these issues. Everyone needs to speak up as advocates for this great democratic institution. We don't want to be in a position of appreciating libraries only at the point at which we have lost them. ■

How did you come up with ebook pricing and a model that works?

ROGER ROSEN: We really see the digital space as a virtual adjunct to the best practices that we have followed in print. The relationships that we have nurtured with librarians, both public and school, since 1950 when we started publishing, have informed the solutions that we have found.

Are print books doomed? I don't think so. Print is extraordinarily efficient and economical and I don't see it going away. One can do so much with interactive, multimedia books; it is very dynamic. But I think there is a personal relationship with the book, an intimacy, a place for thought and imagination that is special to print.

Tell us about your company's relationship with schools and libraries and

how it developed your product lines like interactive books. Our program is very much in response to the mandates of the Common Core, wherein students are asked to be not just consumers of information but also creators: to demonstrate a mastery of the content and to utilize 21st-century transliterate skills. Our digital content creation tools, for example, allow students to use copyright-friendly material to create wikis, blogs, and social networking profiles.

What initiatives would you like to see libraries pursue? Making the library the nexus between elected officials, community leaders, and patrons creates a dynamic sense of community that allows the riches of the library to be known. Librarians are currently creating programs on topics such as financial literacy and college and career readiness that are serving pa-

What They Said

"I've long believed that one of the most precious resources libraries offer their patrons is simple quiet. Alas, for too long I've been forced to confine this sentiment to bar-stool rants because for all I knew I was being hopelessly retrograde."

LAURA MILLER, on the "Libraries in the Internet Age" report issued by Pew Research Center's Internet and American Life project, which found that library patrons want "quiet study spaces for adults and children," in "Bring Back Shushing Librarians," *Salon*, Jan. 30.

"It was like Christmas Day....There's 600 books in my living room."

ELIZABETH MOREAU, manager of Anchorage (Alaska) Public Library's Mountain View branch, on being a judge for the 2013 John Newbery Medal, *Anchorage Daily News*, Feb. 2.

"Talk to the person next to you about how the Dewey Decimal Classification is an abomination. Explain that the books are free spirits and should not be constrained by the order the system provides. Replace them in the shelves at random."

KATHERINE BURCH, in "20 Ways to Be Really Annoying in the Library," *The Independent*, Jan. 15.

"The Caldecott Award changed my life. It meant that I would not have to work in an office again. I would be able to work at books I loved in my own home without worrying too much about paying the rent."

NONNY HOGROGIAN, two-time Caldecott Medal-winner, speaking on the 75th anniversary of the award, *School Library Journal*, Dec. 11.

"I read both paper and ebooks, but please don't tell my publisher this. Ebooks are great for instant gratification—you see a review somewhere of a book that interests you, and you can start reading it five minutes later. At least I still know it is *wrong*. But when all is said and done, holding a printed book in my hands can be a sacred experience—the weight of the paper, the windy sound of pages turning, like a breeze. To me, a printed book is like a cathedral or a library or a beach—holy space."

Author ANNE LAMOTT, *New York Times Sunday Book Review*, Nov. 25.

"That we continue to use an array of information systems without assurances about their long-term survivability or commitment to open access, and whether they are good stewards of our history and public conversation, should worry us all."

ANDREW LIH, associate professor of journalism at Annenberg School for Journalism and author of *The Wikipedia Revolution*, responding to the 2013 Edge.org question, "What should we be worried about?"

"I'm definitely turned on by libraries especially now that they're so exotic in our society. Going to the library these days is like going to the jungle—there is no other human in there. Bring back the library!"

Singer-songwriter RUFUS WAINWRIGHT, discussing his library-themed music video *Out of the Game*, with actress Helena Bonham Carter, *RTÉ Ten*, Nov. 8.

"Either we stop arguing and agree that libraries are doing their best to reinvent themselves and that with a bit of help (financial and ideological) they belong

"If you can butcher a hog in a library, then all sorts of things become possible."

SEAN CASSERLEY, Johnson County, Kansas, librarian, on a Books and Butchers event organized at the Central Resource Library, in "Check These Out at the Library: Blacksmithing, Bowling, Butchering," *Wall Street Journal*, Jan. 7.

to the future, or we let them run down until they disappear. Who is going to pay for this new expanding network of libraries? Libraries cost about £1 billion to run right now. Make it £2 billion and charge Google, Amazon, and Starbucks all that back tax on their profits here."

Author JEANETTE WINTERSON, speaking at the Inaugural Reading Lecture at the British Library, *BBC News*, Nov. 19.

"I can't think of another idea, place, or issue that 91% of Americans support."

JESSICA DORR, deputy director of the Global Libraries program at the Bill & Melinda Gates Foundation, on the "Libraries in the Internet Age" report, *Impatient Optimists*, Jan. 22.

"I have been able to make a difference in the lives of others, and in my own life, because of the opportunities and programs I found at my local library. It has made me stronger, more skilled and equipped for the working world, and more confident in who I am as a person. Brooklyn Public Library has forever changed my life."

ABEOLER LEWIS, on acclimating after immigrating from Trinidad and Tobago, in "Why the Brooklyn Public Library Changed My Life," *Huffington Post*, Oct. 16. ■

There Are No Free Libraries

The best messaging promotes our real-world value

by D. J. Hoek

Over the past few months, an image has been making its way around social media to underscore the value of libraries. It's a checkout receipt from "your local library" that lists various borrowed items—three DVDs, five books, one ebook, six CDs—and the cost to the borrower for each, all of which are \$0. Below the grand total of zero at the bottom of the receipt is the image's take-home message: "Having a library card? Priceless."

It's one of several recent examples I've noticed in which libraries are characterized as being available at no cost to their users. Library marketing campaigns promote materials and services as "Free @ your library." Freegal, a popular subscription download service available through some libraries, presents itself through its very name (free + legal) as a lawful no-cost source for digital music files. The American Library Association's *State of America's Libraries Report 2012* repeatedly extols the importance of free library services, particularly during this time of economic downturn. As it states, "Americans are becoming ever more keenly aware that libraries are prime sources for free access to books, magazines, ebooks, DVDs, the internet, and professional assistance."



Let's remind our communities of the wealth of returns from a library investment.

Of course, the concept is not new. During the late 19th and early 20th centuries, the term "free libraries" differentiated libraries that were fully open to the public from the subscription libraries of the day, which were available exclusively to paying members. The "free library" model is the cornerstone of modern libraries, no matter how they are funded, so long as they are committed to assisting anyone who wishes to use materials or seeks an answer to a question. (Unrestricted access was so central to the founding mission of Philadelphia's public library system that it remains prominently reflected in its name: Free Library of Philadelphia.)

But libraries, as we know, do not exist for free. They cost their communities—whether composed of taxpayers, tuition-payers, donors, or a combination—a substantial amount of money. It's well-intentioned to emphasize that libraries provide materials and services without exacting immediate payment from users for each transaction. But today it is at best a mistake and at worst self-destructive to underrepresent the considerable ongoing investment that the members of a community make to have library collections, technology, personnel, and facilities available to them.

At the 2010 Conservative Political Action Conference, media personality Glenn Beck made this same

error in his closing keynote speech in which he passionately condemned the social and economic changes brought by the Progressive Era—the period in US history that saw, among other developments, the widespread establishment of educational institutions and libraries (including the Free Library of Philadelphia) that were freely open to the public. In the midst of decrying those outcomes, Beck mentioned how he attained his knowledge of history. "I educated myself. I went to the library, where books are free." Comedian Jon Stewart called out the irony during the February 22, 2010, episode of *The Daily Show*: "Glenn, Glenn, Glenn; the library isn't free. It's paid for with tax money. Free public libraries are the result of the Progressive movement to communally share books!"

Just as Beck exaggerated to make a point, librarians themselves have been glossing over the fact that library users pay, albeit indirectly, for everything their library offers. Rather than promote the "free library," let's remind our communities of their great investment and of the tremendous wealth of returns they derive from that investment: materials, specialized assistance, and programming.

That doesn't mean libraries are free. It means that the cost of libraries is worth every cent. ■

D. J. HOEK is head of the Music Library at Northwestern University in Evanston, Illinois.

Making Friends with Research

Collaborating can yield better results than working alone

by Joseph Janes

Did you know that about 95% of incarcerated people eventually re-enter the general population? Neither did I. Nor did I know that a high proportion of them are high school dropouts, though I suppose that's not all that surprising. Given those circumstances, the importance of, say, health literacy training for inmates seems pretty obvious.



Academics and practitioners need to play nice.

Obvious, but not easy, especially when you consider that, um, they're not allowed to use the internet.

Solving that conundrum is the aim of a project led by Gail Kouame of the National Network of Libraries of Medicine (NN/LM). She and her team built a sort of internet-in-a-box to simulate the experience of web browsing. The regional NN/LM is housed at our university's health science library, which is how I got to hear about this.

My point isn't just to show off the work of our library's great people—like Emily Keller and Deb Raftus, who are writing books for new academic libraries that are suddenly faced with new subject specialties, or John Vallier, whose project involves figuring out what to do about those horrible DRM terms of service on music downloads that nobody reads (though institutions should really pay attention to terms of service lest they run afoul of them).

Nope, not just showing off. I'm writing about this because, for as long as I've been in this field, I've heard the continual "They don't get it" from both academics and practitioners when it comes to research. "Academics are pointy-headed theorists who wouldn't know what to do with a real patron and whose research

is abstruse at best and frivolous at worst." "Practitioners are small-minded drudges who

care not a whit about anything that doesn't speak to their momentary and comparatively petty work concerns."

Sound familiar?

And for the record, it's not hard to find cringe-inducing research that sends me scrambling for the door at conferences and to find library staffers who believe all research is pointless. Moreover, there are colleges and universities with libraries and LIS programs that barely tolerate or even acknowledge one another, or worse.

This all seems so ... pointless. Yes, we see the world from different perspectives, but c'mon. Numerous recent examples of great research that's useful in and motivated by practice (and vice versa) have arisen from OCLC, Pew, Project Information Literacy, and a bunch of libraries. I've also been very impressed with the kinds of in-house investigations done by folks at universities like Illinois and Rochester, helping us to

understand the nature of their users and how they do their work.

The point here is that "research" can take many forms and be for many purposes, and when our professional and scholarly communities come together and understand each other and each other's perspectives, the results of that research can be even more powerful in both venues. The same research that is seen as today's esoterica could become tomorrow's can't-live-without-it. (Google? Probabilistic information retrieval?)

If you want a great example of research that can do both, I give you our PhD student Jill Woelfer. She's spent much of the past several years working with homeless young people and researching their information lives and their use of mobile devices. She asked them how they use and experience public libraries. In her study, she found that almost 80% use them, mostly to get online (for employment information, classes, social networks), to find books, and—get this—to talk to librarians. For help.

It's possible that engaging with librarians and libraries might help homeless kids move past the bad experiences many of them have had with social institutions. Knowing how they relearn how to interact could be an important part of facilitating that process. A goal we can all agree on ... but that's another story. ■

JOSEPH JANES is associate professor at the Information School of the University of Washington in Seattle.

The Tao of Tablets

Tablets and libraries are getting along fine

by Rebecca K. Miller, Carolyn Meier, and Heather Moorefield-Lang

Mobile phones, personal electronic devices, and tablet computers have infiltrated most corners of the academic library. Although many institutions are interested in exploring these new technologies, some are focusing on tablet computers in particular to enhance and even reimagine their services to better support their communities. Library and information professionals who are finding ways to integrate tablets into their workflow include those working in access services, reference, instruction, collection management, information technologies, technical services, assessment, development, administration, and other departments.

The late Melvin Kranzberg, a historian at Georgia Institute of Technology in Atlanta, developed “Kranzberg’s six laws of technology,” which summarize the roles technology has played in society throughout history. Kranzberg’s first law states: “Technology is neither good nor bad; nor is it neutral.”

He suggests it will always have an impact. Gathering information about library projects with tablets, we’ve

seen that they have become an essential technology for keeping reference and instructional services fresh and relevant.

Furthermore, it is critical that we view the tablet computer not as a shiny new toy but as a component in the evolution of our services and in the continuing value we provide to our communities. We use them for a wide range of projects underway in our libraries. Whether enhancing research instruction or allowing librarians to roam around campus or making the rounds with physicians, tablets have delivered a solution that no other technological tool has been able to rival.

We are barely two years into the tablet revolution and the “post-PC era,” as Steve Jobs dubbed this new age of personal computing devices. This convergent evolution of both tablets and academic library services is happening quickly, with innovations in both emerging on a regular basis.

Yet we are only at the beginning. Mobile devices are changing the way consumers access information and the skills they need to succeed in an increasingly connected and digital world. Through the ongoing evolution of reference and instructional services, libraries are helping their

users cope with and thrive in the mobile world.

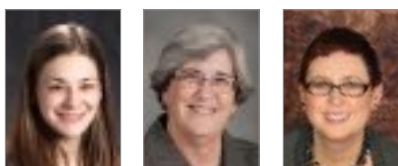
Dave Parry wrote in a 2011 *Educational Review* article, “The mobile internet changes not only how we teach, but what it means to be knowledgeable and educated in our culture.” Academic and school librarians have long sensed this and are rising to this set of challenges by investing in new technologies, integrating them into library services and classrooms, and supporting their faculty and students as they work through what it means to be information literate in a mobile society. The following studies are included in full in our *Library Technology Report* on tablets.

■ Librarians at McGill University held workshops to help faculty and students use their tablets and other mobile devices effectively and innovatively.

■ At San Diego State University, a tablet community, developed across library departments to foster creativity and collaboration, is planning new services.

■ The University of Illinois at Urbana-Champaign deployed tablets for curricular use in a first-year undergraduate learning community during the fall 2011 semester.

These experiments and others underway at other institutions, perhaps yours, pave the way for greater changes to come. ■



Through the ongoing evolution of reference and instructional services, libraries are helping their users cope with and thrive in the mobile world.

REBECCA K. MILLER, CAROLYN MEIER, and HEATHER MOOREFIELD-LANG are librarians at Virginia Tech and editors of the December 2012 *Library Technology Report*, “Rethinking Reference and Instruction with Tablets.”

Just-for-Me Training

Screencasting for personalized long-term learning

by Meredith Farkas

Librarians in all types of libraries provide training and instruction. Whether it's for staff or patrons, the timing of the training is usually critical. Teach first-year college students about a database when they have no assignment that requires them to use it and it will likely go in one ear and out the other. Teach staff how to use a library technology long before they will use it again and they'll likely forget how it works.

Even when the timing is right, infrequent use of a tool on which people were trained will lead to forgetting. At my previous job, I needed to cover the circulation desk maybe three times each year. In spite of having been trained years before, I felt lost if anything more complicated came up than checking books in or out.

Relearning your lessons

Screencasting software, technology that creates a video of activity on the computer screen along with the user's narration, is sometimes used to solve this problem. The software allows a trainer to create videos that show specific processes within a web system so that users who have gone through a training can refresh their memory with a video later on.

Meg Cordes, library web specialist at the Victoria University of Wellington Library in New Zealand, sees problems with creating one-size-fits-all videos. "These are good teaching tools, don't get me wrong,

but video tutorials may lack task context, be inadvertently jargon heavy, or be scanty on details relevant to that individual."

Cordes trains public and technical services librarians on using their library's web content management system (CMS) and web analytics tools. She has found that librarians who don't use the CMS frequently have difficulties remembering how to use it, even after training.

Instead of creating screencasts of how to use each system herself, Cordes decided to have each staff member create his or her own screencast during the training. She had library staff use Jing (techsmith.com/jing.html), a free screencasting tool, to record their actions on the screen and provide their own narration. This allowed each individual to explain how to use the system in ways that were personally meaningful, which resulted in a video that reflected his or her unique needs and communication style.

According to Cordes, staffers who recorded Jing screencasts "reported that having control over their own instructions was empowering. They trusted the videos they created because they could hear themselves give explanations they remembered." The fact that staff members have to teach themselves how to use the technology via a video may, in it-



By providing your own screencast narration, you can explain how to use a technology in a way that is personally meaningful.

self, lead to better learning. Being able to teach something you just

learned demonstrates a higher level of understanding.

The video exercise was also a good assessment tool for Cordes to determine how

well each library staff member understood the lesson. "Someone repeating what you've just taught them shows whether you've taught them well and lets you set them right during the recording process," she said.

Jing, while user friendly, might still be overwhelming for someone lacking tech savvy. Explaining a new tool by using yet another new tool may create too much cognitive load for some individuals. In smaller groups, Cordes can provide support to individual users while they create their videos. In large groups, this is not feasible.

Creating screencast videos to reinforce learning can also add significantly to training time, but it's likely worth it. Having an individualized video that users can fall back on weeks, months, or even years afterward will help to ensure long-lasting learning for all, no matter how often they use the tool on which they were trained. ■

MEREDITH FARKAS is head of instructional services at Portland (Oreg.) State University. She blogs at InformationWantsToBeFree.org and created *Library Success: A Best Practices Wiki*. Contact her at librarysuccess@gmail.com.

2013

EMERGING LEADERS



They're the new people greeting you at the reference desk, shelving books in the stacks, and experimenting with fresh ideas behind the scenes.

These are the new library rising stars, the generation that will move, shape, and influence the present and future of the ALA and the library profession.

These are the American Library Association's Emerging Leaders of 2013.

The Emerging Leaders program recognizes the best and brightest new leaders in the library world. Built on a long history of interest within ALA on leadership development—particularly, notably the 1997 Emerging Leaders Institute developed by ALA Past President Mary R. Somerville, the current Emerging Leaders program was launched by ALA Past President Leslie Burger in 2006-2007 and has been ongoing since. It's open to librarians under 35 years of age or those new to the library profession of any age with fewer than five years of experience working at a professional or paraprofessional level in a library. The program allows these stars


to get on the fast track to ALA and professional leadership, participate in project-planning workgroups, network with peers, gain an inside look into ALA structure, and have an opportunity to serve the profession in a leadership capacity early in their careers.

"This very successful program has enabled a number of very talented new professionals to assume leadership positions in ALA at earlier career stage," said ALA President Maureen Sullivan. "These individuals have brought fresh ideas, new approaches, and significant energy to the Association. I welcome this next class and look forward to working with them."

The 55 honorees in the Emerging Leaders class of 2013 represent a wide variety of libraries and professional specialties. Their diversity is their strength, shining a bright beacon into the futures of both the American Library Association and the library world.

2013 **american libraries**

EMERGING LEADERS



FRANS ALBARILLO
★ Brooklyn, NY ★

2013 **american libraries**


EMERGING LEADERS



TARIDA ANANTACHAI
★ Syracuse, NY ★

2013 **american libraries**

EMERGING LEADERS



ELLEN ARMSTRONG
★ Columbus, OH ★

2013 **american libraries**

EMERGING LEADERS



SARA ARNOLD-GARZA
★ Towson, MD ★



2013 **american libraries**

EMERGING LEADERS



CHRISTINA MIRACLE BAILEY
★ Washington, DC ★

2013 **american libraries**

EMERGING LEADERS



AUDREY BARBAKOFF
★ Bainbridge Island, WA ★

2013 **american libraries**

EMERGING LEADERS



HOLLI (BECKMANN) DUGGAN
★ Lincoln, NE ★

2013 **american libraries**

EMERGING LEADERS



AMANDA BINDER
★ Charlotte, NC ★

EMERGING
LEADERS



american
libraries

ELLEN ARMSTRONG

Position title: Adult Services Librarian

Name of library: Columbus (Ohio) Metropolitan Library

What are your goals as an Emerging Leader?

To meet awesome librarians and to learn about exciting things other libraries are doing

What are your primary information specialties? Reference and emerging technologies

Name something that few colleagues know about you. I have an irrational hatred of spiders.



EMERGING
LEADERS



american
libraries

TARIDA ANANTACHAI

Position title: Resident Librarian

Name of library: Syracuse (N.Y.) University Library

Where do you see yourself in 5 years? I hope to be more involved in regional and national library associations, and to start taking on a mentoring role for other newer librarians.

What author do you want to have dinner with? Anthony Bourdain or David Sedaris, for good eats and good laughs!

Name something that few colleagues know about you. I collect keychains. The quirkier, the better!



EMERGING
LEADERS



american
libraries

FRANS ALBARILLO

Position title: Assistant Professor and Librarian for Business and Sociology

Name of library: Brooklyn (N.Y.) College Library

What are your goals as an Emerging Leader? I would like to learn how to become a good group facilitator.

What is your primary information specialty? Business and the social sciences

What author do you want to have dinner with? Chimamanda Ngozi Adichie

Name something that few colleagues know about you. English is my second language.



EMERGING
LEADERS



american
libraries

CHRISTINA MIRACLE BAILEY

Position title: Information Research Specialist/Librarian

Name of library: The Library of Congress, Congressional Research Service, Washington, D.C.

What is your primary information specialty? Providing reference services in digital formats

Who's your hero? My mother

What author do you want to have dinner with? Toni Morrison



EMERGING
LEADERS



american
libraries

SARA ARNOLD-GARZA

Position title: Residency Librarian

Name of library: Albert S. Cook Library, Towson (Md.) University

What is your primary information specialty? Research and instruction

Where do you see yourself in 5 years? Helping university students learn to be information literate!

Who's your hero? Gwen Ifill

What's your favorite place in the library? The research help desk

What author do you want to have dinner with? Charlotte Perkins Gilman



EMERGING
LEADERS



american
libraries

AMANDA BINDER

Position title: Social Sciences Librarian

Name of library: J. Murrey Atkins Library, University of North Carolina, Charlotte

What is your primary information specialty? Social sciences and history

Fill in the blank: Dessert is my favorite!

What inspired you to become a librarian? My first boss after college, who was a librarian and archivist. His love for history, libraries, and special collections was contagious.

Name something that few colleagues know about you. I love to serve as a personal shopper for my friends.



EMERGING
LEADERS



american
libraries

HOLLI (BECKMANN) DUGGAN

Position title: Returns Assistant

Name of library: Love Library, University of Nebraska, Lincoln

Fill in the blank: Cupcakes are my favorite!

Who's your hero? Tina Fey

What author do you want to have dinner with? Neil Gaiman

Name something that few colleagues know about you. I'm a fairly avid CrossFitter.

What is your favorite social media tool? Pinterest.



EMERGING
LEADERS



american
libraries

AUDREY BARBAKOFF

Position title: Adult Services Librarian

Name of library: Kitsap (Wash.) Regional Library

What is your primary information specialty? Readers' advisory and reference for all ages

Fill in the blank: The TARDIS is my favorite!

What inspired you to become a librarian? I have always loved building community through stories.

Name something that few colleagues know about you. I play guitar and sing.

What is your favorite social media tool? Pinterest. It's beautiful.



2013 **american libraries**

EMERGING LEADERS



MARY BRAUN
★ Bozeman, MT ★

2013 **american libraries**

EMERGING LEADERS



SARA BRYCE
★ La Crosse, WI ★

2013 **american libraries**

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CRISTINA CAMINITA
★ Baton Rouge, LA ★

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WEI CEN
★ Panama City, FL ★



2013 **american libraries**

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EMILY K. CHAN
★ San Jose, CA ★

2013 **american libraries**


EMERGING LEADERS



JESSICA CLEMONS
★ Syracuse, NY ★

2013 **american libraries**

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ZACH COBLE
★ Gettysburg, PA ★

2013 **american libraries**

EMERGING LEADERS



ANA ELISA DE CAMPOS SALLES
★ Washington, DC ★

EMERGING
LEADERS



american
libraries

CRISTINA CAMINITA

Position title: Agriculture & Information Literacy Librarian

Name of library: Louisiana State University Libraries, Baton Rouge

Fill in the blank: Brooks running shoes are my favorite!

Who's your hero? My mother. She is a paragon of resilience and patience.

Name something that few colleagues know about you. I was a member of the invited performance groups that opened Disneyland Paris in 1992.



EMERGING
LEADERS



american
libraries

SARA BRYCE

Position title: Youth Services Librarian/Field Trip Adventure Coordinator

Name of library: La Crosse (Wis.) Public Library

What are your goals as an Emerging Leader? To be active in ASCLA, my Emerging Leaders sponsor, and to work toward making my library's services more accessible to our unique population

What is your primary information specialty? Children and family services

What's your favorite place in the library? The Youth Services desk! I love helping kids find the right kind of book.



EMERGING
LEADERS



american
libraries

MARY BRAUN

Position title: Library Aide II

Name of library: Bozeman (Mont.) Public Library

What author do you want to have dinner with? Doris Kearns Goodwin

What inspired you to become a librarian? As long as I can remember, I've always liked the idea of creating order out of chaos. That is what librarians and libraries do. I wanted to be a part of that system.

Name something that few colleagues know about you. I do not like peas.



EMERGING
LEADERS



american
libraries

EMILY K. CHAN

Position title: Senior Assistant Librarian

Name of library: Dr. Martin Luther King, Jr. Library, San José (Calif.) State University

What are your goals as an Emerging Leader? To gain more experience in the areas of leadership, organizational behavior, and project management

Who is your hero? My parents are my heroes. They immigrated to the United States with very few resources, but with hard work, determination, and a willingness to learn, they have achieved much.



EMERGING
LEADERS



american
libraries

WEI CEN

Position title: Emerging Technologies Librarian

Name of library: Gulf Coast State College Library, Panama City, Florida

What are your goals as an Emerging Leader? I want to broaden my knowledge of the challenges facing academic libraries.

Where do you see yourself in 5 years? I'd like to take a leadership role in my library and strengthen my involvement in ALA, CALA, and other professional organizations.

Who's your hero? My dad. He bravely fought cancer.



EMERGING
LEADERS



american
libraries

ANA ELISA DE CAMPOS SALLES

Position title: Adult and Teen Librarian

Name of library: District of Columbia Public Library

What are your goals as an Emerging Leader? To learn, meet new people while accomplishing worthwhile things, and pay it forward. Repeat.

What is your primary information specialty? Teen fiction, adult fiction, and nonfiction

Who's your hero? Wonder Woman, of course!

What's your favorite place in the library? The teen space



EMERGING
LEADERS



american
libraries

ZACH COBLE

Position title: Systems and Emerging Technologies Librarian

Name of library: Musselman Library, Gettysburg (Pa.) College

What is your primary information specialty? Scholarly communication

Fill in the blank: Peeps are my favorite!

What author do you want to have dinner with? Roberto Bolaño

What inspired you to become a librarian? The joy that comes with connecting people with the information they need



EMERGING
LEADERS



american
libraries

JESSICA CLEMONS

Position title: Assistant Librarian

Name of library: F. Franklin Moon Library, SUNY College of Environmental Science and Forestry, Syracuse, New York

Fill in the blank: Mountains are my favorite!

What author do you want to have dinner with? Mary Roach

Name something that few colleagues know about you: I'm sometimes good at playing darts.

What is your favorite social media tool? Twitter. I used to avoid it, but now I find it's a great way to connect with and learn from cool people and organizations.



2013 **american libraries**

EMERGING LEADERS



TYLER DZUBA
★ Rochester, NY ★

2013 **american libraries**

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AUDREY EVANS
★ New York, NY ★

2013 **american libraries**


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JOE FILAPEK
★ Naperville, IL ★

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ALICIA FINLEY
★ Charlotte, NC ★



2013 **american libraries**

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REGINA GONG
★ Lansing, MI ★

2013 **american libraries**

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KRISHNA GRADY
★ Darien, CT ★

2013 **american libraries**

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SARAH GRANVILLE
★ Barberton, OH ★

2013 **american libraries**

EMERGING LEADERS



NATHAN HALL
★ Blacksburg, VA ★

EMERGING
LEADERS



american
libraries

JOE FILAPEK

Position title: Adult and Teen Services Supervisor

Name of library: Naperville (Ill.) Public Library

What is your primary information specialty? Social sciences

What's your favorite place in the library? Children's storytime room. When I'm feeling overwhelmed or stressed, the smiling faces of children remind me of how beloved the library is in my community.

What author do you want to have dinner with? Michael Chabon



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AUDREY EVANS

Position title: Reference Librarian

Name of library: Davis Polk Law Library, New York, New York

What are your goals as an Emerging Leader?

To become an effective activist and advocate

Fill in the blank: Dancing is my favorite!

What author do you want to have dinner with? Virginia Woolf

What inspired you to become a librarian?

During a college internship at the William J. Clinton Presidential Library and Museum, I came to understand the profound connection between democracy and information.



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TYLER DZUBA

Position title: Department Head, Physics-Optics-Astronomy Library

Name of library: River Campus Libraries, University of Rochester, New York

What are your goals as an Emerging Leader? To get to know my influential colleagues, and to come out on the other side buzzing with ideas for making the profession better

Fill in the blank: Mexican coffee is my favorite!

What author do you want to have dinner with? I think Douglas Adams would be a hoot.



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REGINA GONG

Position title: Head of Technical Services and Systems

Name of library: Lansing (Mich.) Community College Library

What is your primary information specialty? Collection management, library systems, and technology

Fill in the blank: Watching Filipino tele-novelas is my favorite!

What author do you want to have dinner with? Oprah. I'd like it to be in my house so I can cook lots of Filipino food.



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ALICIA FINLEY

Position title: Library Service Specialist II (Children's Services)

Name of library: Charlotte (N.C.) Mecklenburg Library

What are your goals as an Emerging Leader?

To contribute to team success and implement something useful

Fill in the blank: Hello Kitty is my favorite!

Who's your hero? My mom



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NATHAN HALL

Position title: Digital Repositories Librarian

Name of library: Virginia Tech Libraries, Blacksburg, Virginia

What are your goals as an Emerging Leader? Accomplish a project that can lead to a publication, and become a resource for solving a particular kind of problem.

Fill in the blank: Wild-berry foraging is my favorite!

What's your favorite place in the library? The stacks. I love walking among countless printed volumes and seeing what title or author catches my eye.



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SARAH GRANVILLE

Position title: Teen Services Librarian

Name of library: Barberton (Ohio) Public Library

What is your primary information specialty? Teen and adult fiction

Where do you see yourself in 5 years?

I would like to be on a book award committee.

Who's your hero? Buffy Summers

What inspired you to become a librarian?

I grew up surrounded by books. I want to help people feel the way I feel when I read a book I love.



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KRISHNA GRADY

Position title: Children's Librarian

Name of library: Darien (Conn.) Library

What are your goals as an Emerging Leader? To increase librarianship awareness to a diverse population and get to know others in this amazing field

Name something that few colleagues know about you. I was in an American Express commercial in 2004.

What is your favorite social media tool?

Twitter. It forces one to be succinct yet share so much.



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KATLIN HEIDGERKEN-GREENE
★ Coon Rapids, MN ★

2013 **american libraries**

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MAEGAN HEINDEL
★ Madison, WI ★

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MARGARET HELLER
★ Chicago, IL ★

2013 **american libraries**

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JENNIFER HIMMELREICH
★ Shiprock, NM ★



2013 **american libraries**

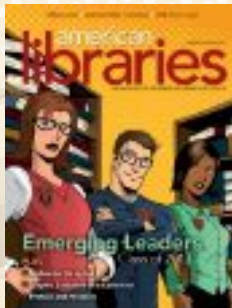
EMERGING LEADERS



SUSAN HOANG
★ Northfield, MN ★

2013 **american libraries**

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NZINGA HOLLEY-HARRIS
★ Quantico, VA ★

2013 **american libraries**

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MARGARET HOWARD
★ Chesterfield, VA ★

2013 **american libraries**

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ANNA JOHNSON
★ Columbus, OH ★

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LEADERS



american
libraries

MARGARET HELLER

Position title: Digital Services Librarian

Name of library: Cudahy Library, Loyola University, Chicago

What is your primary information specialty? Digital services and scholarly communication

What author do you want to have dinner with? Alain de Botton

What inspired you to become a librarian? I grew up in the library. It was my first volunteer job, my paid job, and only profession I seriously considered.



EMERGING
LEADERS



american
libraries

MAEGAN HEINDEL

Position title: Library Media Specialist

Name of library: Marquette (Wis.) Elementary School Library

Fill in the blank: Vintage clothes and local foods are my favorite!

What author do you want to have dinner with? Mo Willems. I think he'd be a hoot!

What inspired you to become a librarian? This career allows me to combine my love of teaching with a passion for literature and technology.



EMERGING
LEADERS



american
libraries

KATLIN HEIDGERKEN-GREENE

Position title: Library Associate

Name of library: Anoka County (Minn.) Library, Crooked Lake branch

What is your primary information specialty? Youth services

What's your favorite place in the library? The young adult section

What inspired you to become a librarian? The opportunity to work with a diverse public in informal teaching and learning situations



EMERGING
LEADERS



american
libraries

SUSAN HOANG

Position title: Reference and Instruction Librarian

Name of library: Gould Library, Carleton College, Northfield, Minnesota

What author do you want to have dinner with? Beverly Cleary

Name something that few colleagues know about you. I love roller coasters.

What is your favorite social media tool? Diaspora, for its promise as a distributed open social network



EMERGING
LEADERS



american
libraries

JENNIFER HIMMELREICH

Position title: San José (Calif.) State University SLIS MLIS student

What are your primary information specialties? Digital services (library services, archives, etc.) for indigenous communities

Where do you see yourself in 5 years? I'd like to be working with an indigenous community to help people archive and curate their knowledge in new ways that draw their community members back to their culture.

Fill in the blank: Beets are my favorite!



EMERGING
LEADERS



american
libraries

ANNA JOHNSON

Position title: Ready to Read Specialist

Name of library: Columbus (Ohio) Metropolitan Library

What is your primary information specialty? Early literacy and parent education

Where do you see yourself in 5 years? I see myself as a leader in the field of public service, particularly serving low-income families.

Fill in the blank: English bulldogs are my favorite!

Who's your hero? Jesus Christ



EMERGING
LEADERS



american
libraries

MARGARET HOWARD

Position title: Librarian

Name of library: Chesterfield County (Va.) Public Library

Fill in the blank: Dogs are my favorite!

Who's your hero? Scarlett O'Hara

What's your favorite place in the library? The nooks with comfy chairs

What author do you want to have dinner with? Judy Blume

What is your favorite social media tool? Tumblr. It's an easy and awesome way to connect with people.



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american
libraries

NZINGA HOLLEY-HARRIS

Position title: Librarian

Name of library: Department of Justice, Quantico, Virginia

What is your primary information specialty? Information technology

Fill in the blank: My family is my favorite!

Name something that few colleagues know about you. I am an enormous fan of Japanese anime.

What is your favorite social media tool? Twitter, because it tells you what people are thinking right now.



2013 **american libraries**

EMERGING LEADERS



SUSIE JUDD
★ Butler, MO ★

2013 **american libraries**


EMERGING LEADERS



JULIE JUDKINS
★ Ann Arbor, MI ★

2013 **american libraries**

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JEFF LAMBERT
★ Philadelphia, PA ★

2013 **american libraries**

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TED McCOY
★ Oakland, CA ★



2013 **american libraries**

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CAITLIN MOEN
★ New Orleans, LA ★

2013 **american libraries**

EMERGING LEADERS



KATHLEEN MONKS
★ Moscow, ID ★

2013 **american libraries**

EMERGING LEADERS



KATHLEEN RIOPELLE ROBERTS
★ Henrico, VA ★

2013 **american libraries**

EMERGING LEADERS



EUGENIA SCHATOFF
★ Watervliet, NY ★

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LEADERS



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libraries

JEFF LAMBERT

Position title: Technology Instructor

Name of library: Sierra Group Academy, Philadelphia

What is your primary information specialty? Instruction and outreach

What author do you want to have dinner with? Ray Bradbury

What inspired you to become a librarian? I wanted to work on the front lines of the digital divide.

Name something that few colleagues know about you. I hiked the Appalachian Trail in 2010.



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american
libraries

JULIE JUDKINS

Position title: Digital Librarian

Name of library: University of Michigan, Ann Arbor

What is your primary information specialty? Digital humanities, English literature, creative writing, children's literature, special collections

What inspired you to become a librarian? I was raised in a library-loving family and had many positive library experiences growing up.

Name something that few colleagues know about you. I've never been to New York City.



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SUSIE JUDD

Position title: Elementary Library/Media Specialist

Name of library: Butler (Mo.) Elementary Library

What is your primary information specialty? Children's services

What's your favorite place in the library? The reading carpet where I have storytime with the pre-K through 3rd graders

What inspired you to become a librarian? I wanted to be able to connect readers with "the book" that hopefully will turn them into lovers of books!



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CAITLIN MOEN

Position title: Catalog Librarian

Name of library: LAC Group, on contract to Tulane University, New Orleans

Where do you see yourself in 5 years? Working in acquisitions

What author do you want to have dinner with? Harper Lee

Name something that few colleagues know about you. I read super-fast. I can finish a book in just a few hours (depending on the book, of course).

What is your favorite social media tool? FriendFeed. I like to lurk and learn.



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TED McCOY

Position title: Library Assistant

Name of library: Oakland (Calif.) Public Library

What is your primary information specialty? Children's and youth services

Where do you see yourself in 5 years? Working in a public library and serving diverse groups in the children's and youth services context

What inspired you to become a librarian? I wanted a career where being nice to people was part of my job.



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EUGENIA SCHATOFF

Position title: Director

Name of library: Watervliet (N.Y.) Public Library

What are your goals as an Emerging Leader? To become an active participant in ALA, to learn a lot, to meet new people, and to broaden my horizons.

What is your primary information specialty? Public libraries, leadership and management, and Eastern European area studies

Where do you see yourself in 5 years? As the director of a public library, continuing to challenge myself and to grow



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KATHLEEN RIOPELLE ROBERTS

Position Title: School Librarian

Name of Library: Rivers Edge Elementary, Henrico, Virginia

What are your goals as an Emerging Leader? To travel, meet, and work with different kinds of librarians

What is your primary information specialty? Teaching 21st-century library skills using elementary curriculum

What's your favorite place in the library? The checkout desk



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KATHLEEN MONKS

Position title: Assistant Professor, Reference and Instruction Librarian

Name of library: University of Idaho Library, Moscow

What is your primary information specialty? Agriculture and life sciences

Where do you see yourself in 5 years? Continuing to challenge myself with new opportunities and expanding my service to the Idaho Library Association and ALA

What's your favorite place in the library? I love the group study areas.



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ANNIE SCHUTTE
★ Washington, DC ★

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YASMEEN SHORISH
★ Harrisonburg, VA ★

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BONNIE J. SMITH
★ Gainesville, FL ★

2013 **american libraries**

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PAUL SMITH
★ Independence, MO ★



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AMY JO SOUTHWORTH
★ Bay Shore, NY ★

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LENORE ST. JOHN
★ Tulsa, OK ★

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YVONNE C. STEPHENSON
★ Amarillo, TX ★

2013 **american libraries**

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BRITTNEY THOMAS
★ Iowa City, IA ★

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BONNIE J. SMITH

Position title: Assistant Program Director for Human Resources

Name of library: George A. Smathers Library, University of Florida, Gainesville

Where do you see yourself in 5 years? Traveling the world to help start small libraries in developing countries

Who's your hero? Kenyan environmental and political activist Wangari Maathai

What author do you want to have dinner with? Tasha Tudor



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american
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YASMEEN SHORISH

Position title: Science Librarian

Name of library: Rose Library, James Madison University, Harrisonburg, Virginia

What are your goals as an Emerging Leader? To be a more effective communicator and bring people together towards a common goal

Fill in the blank: S'mores are my favorite!

Who's your hero? Wonder Woman

What author do you want to have dinner with? Vladimir Nabokov



EMERGING
LEADERS



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ANNIE SCHUTTE

Position title: Middle and Upper School Librarian

Name of library: Maret School, Washington D.C.

What's your favorite place in the library? The circulation desk—it's the crow's nest where I can keep track of everything going on in the library

What author do you want to have dinner with? Junot Díaz

Name something that few colleagues know about you. I spent a summer in college working for a baseball team despite knowing nothing about sports.



EMERGING
LEADERS



american
libraries

AMY JO SOUTHWORTH

Position title: High School Librarian

Name of library: Bay Shore (N.Y.) High School Library

What is your primary information specialty? Research, the teaching of writing and grammar, technical communication, teaching all aspects of secondary English

Fill in the blank: Fair trade dark chocolate is my favorite!

Who's your hero? My husband



EMERGING
LEADERS



american
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PAUL SMITH

Position: Community Programming Manager

Name of Library: Mid-Continent Public Library, Independence, Missouri

Fill in the blank: The A.V. Club is my favorite!

Who's your hero? Robert F. Kennedy

What author do you want to have dinner with? Ernest Cline

Name something that few colleagues knows about you. I belong to a support group for redheads.



EMERGING
LEADERS



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BRITTNEY THOMAS

Position title: Learning Commons Coordinator

Name of library: The University of Iowa Libraries

Where do you see yourself in 5 years? Working in an urban academic or public library teaching information literacy and technology skills to young adults

What inspired you to become a librarian? As a child I knew that the librarian was the gatekeeper to all of the wonderful stories that reside in the library. I wanted to be that gatekeeper.



EMERGING
LEADERS



american
libraries

YVONNE C. STEPHENSON

Position title: Branch Librarian

Name of library: Amarillo (Tex.) Public Library

Who's your hero? Felix Campos, my grandfather. He was a hardworking Mexican immigrant who sacrificed for his family so that generations to come could prosper in the US.

What inspired you to become a librarian? There is a community need for librarians of color to serve, so I decided to step up and do just that.



EMERGING
LEADERS



american
libraries

LENORE ST. JOHN

Position title: Children's Services Coordinator

Name of library: Tulsa City-County (Okla.) Library

What is your primary information specialty? Children's services

Fill in the blank: Carbs are my favorite!

Who's your hero? My border collie Maya. She is always happy, loves everyone unconditionally, and is ready to help with anything.

What's your favorite place in the library? The children's department



2013 **american libraries**

EMERGING LEADERS



STEPHANIE A. THOMAS
★Portland, OR★

2013 **american libraries**

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MEGAN THREATS
★Syracuse, NY★

2013 **american libraries**

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JULIE WATSON
★Scranton, PA★

2013 **american libraries**

EMERGING LEADER




KIRSTEN WEAVER
★Frankfort, IN★



2013 **american libraries**

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BERIKA WILLIAMS
★Victoria, TX★

2013 **american libraries**

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MARCI ZANE
★Flemington, NJ★

2013 **american libraries**

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FALLON ZSCHIEGNER-BLEICH
★Bentonville, AR★

2013 **american libraries**

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trading cards at the
Gale Cengage booth in
the exhibition hall at
ALA Annual Conference in
Chicago, June 28–July 1.

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JULIE WATSON

Position title: Research Librarian

Name of library: Marywood University Library, Scranton, Pennsylvania

What are your goals as an Emerging Leader? To meet interesting people and find opportunities to give back to the profession

What's your favorite place in the library? Any quiet corner with a comfortable chair

What author do you want to have dinner with? David Sedaris

Name something that few colleagues know about you. I had a flock of sheep when I was growing up.



EMERGING
LEADERS



american
libraries

MEGAN THREATS

Position title: Information Professional, Graduate Student at Syracuse (N.Y.) University

What is your primary information specialty? Information literacy

Fill in the blank: Spotify is my favorite!

Who's your hero? Wangari Maathai

Name something that few colleagues know about you. I love musicals.

What is your favorite social media tool? Instagram. I love being able to document my travel adventures through photographs in real time.



EMERGING
LEADERS



american
libraries

STEPHANIE A. THOMAS

Position title: Teacher Librarian/Media Specialist

Name of library: Parkrose High School Library, Portland, Oregon

What is your primary information specialty? K-12 education, educational technology integration

What inspired you to become a librarian? The internet ca. 1998. As it changed the information landscape, it was clear to me that the librarian would lead the charge and be the guide to make sense of it all.



EMERGING
LEADERS



american
libraries

BERIKA WILLIAMS

Position title: Web Services Librarian

Name of library: Victoria College/University of Houston-Victoria (Tex.) Library

Fill in the blank: Zumba is my favorite!

What's your favorite place in the library? Somewhere in the LC Call Number Class "H" section – business inspiration

What author do you want to have dinner with? Attica Locke. She's from my hometown and I've watched her grow as a writer.

Name something that few colleagues know about you. I have a penchant for screenwriting.



EMERGING
LEADERS



american
libraries

KIRSTEN WEAVER

Position title: Teen Services Librarian

Name of library: Frankfort (Ind.) Community Public Library

What is your primary information specialty? Teen services

Fill in the blank: Doctor Who is my favorite!

What inspired you to become a librarian? My love of the library and the services and resources it offers. There's nothing better than seeing a person's face light up when you find them something great!



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trading cards at the
Gale Cengage booth in
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ALA Annual Conference in
Chicago, June 28–July 1.



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libraries

FALLON ZSCHIEGNER- BLEICH

Position title: Circulation Assistant

Name of library: Bentonville (Ark.) Public Library

What is your primary information specialty? Digital technologies/library and web 2.0 programs

What's your favorite place in the library? The new book area. I have way too many new authors on my favorite list because of browsing it.

What author do you want to have dinner with? Libba Bray



EMERGING
LEADERS



american
libraries

MARCI ZANE

Position title: Library Media Specialist

Name of library: Hunterdon Central Regional High School, Flemington, New Jersey

What is your primary information specialty? Inquiry learning, information literacy, and emerging technologies

Fill in the blank: The Phillies are my favorite!

What author do you want to have dinner with? Paulo Coelho

Name something that few colleagues know about you. When I was 10, I had an Abraham Lincoln birthday party.



National Geographic Virtual Library



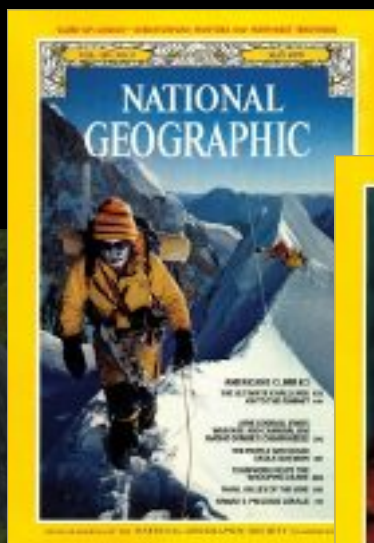
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ALA Conversations Mark Midwinter Meeting

Community transformations, service to makers, innovative outreach, and Caroline Kennedy's love of poetry are hot Midwinter topics

by Greg Landgraf

Evolution was the informal theme of the Midwinter Meeting, marked as it was by formal and informal conversations about new roles for libraries in community engagement, new responsibilities for libraries in a digital and maker-oriented world, and new roles for the Association in this environment.

The meeting blended these elements with traditional favorites like the Youth Media Awards to draw more than 10,700 attendees, up about 800 from last year.

ALA President Maureen Sullivan moderated "The Promise of Libraries Transforming Communities: A Presidential Initiative," a panel of civic innovators that served as a first step in building a sustainable, scalable national plan for library-led

community engagement.

"People are looking for trusted organizations in their communities to come together, to focus on our shared aspirations and not just our complaints," said Richard C. Harwood, founder and president of the Harwood Institute. "I think libraries are uniquely positioned in the country to do this."

Tim Henkel, president and CEO of Spokane County (Wash.) United Way, spoke at the session about how the Harwood approach reoriented the work that his organization does. "It's all about how an institution can turn outward and be a part of the community in looking at what we do internally. It's hard, but once you step out, the community will reach out." The United Way used that approach to fund programs that helped

improve local high school graduation rates from 49% to almost 80% in four years.

The ALA Masters Series featured fast-paced, 45-minute sessions from experts in a variety of library specialties giving insights into hot trends. Ben Bizzle, director of technology at Craighead County Jonesboro (Ark.) Public Library, and David Lee King, digital services director at Topeka and Shawnee County (Kans.) Public Library, talked about online public relations, particularly using Facebook to reach audiences. Bizzle told how seven libraries used a \$10-a-day Facebook ad to grow their Facebook audiences by at least 100% in 28 days. King spoke about how library staff should engage with those Facebook fans. "We have a schedule set up, provide

Photo: ALA Cognates

YOUTH MEDIA AWARDS

guidelines and goals, and then let them go,” King said, noting that working with patrons online requires thought and effort, just as working with them in person does.

“Let the library be the George Takei of your community,” Bizzle said, referring to the actor’s frequent—and frequently delightful or thought-provoking—social media posts.

Also part of the Masters Series, Smitty Miller of Fraser Valley Regional Library in British Columbia gave tours of LiLi, the Nissan Cube she uses to provide mobile library services throughout the community. “I was looking for something that was a little unusual, because we were going to deliver something a little unusual,” Miller said. LiLi (short for Library Live) carries only a few books, and those are ones Miller gives away to people who cannot come to the library or do not feel comfortable there. LiLi is stocked with gadgets for potential patrons to experience, however. “All of this technology and all the bright lights and all the shiny stuff attracts people who might not normally be attracted to walking into a stodgy old library,” Miller said. “It gets us started on the conversation that ‘Hey, you really are welcome, whether you live under a bridge or you have a nice house.’”

At the Washington Office Update, *Cook Political Report* Senior Editor Jennifer Duffy warned of the roadblocks to any kind of library legislation in the current political environment. Her report provided a bit of hope, however, as she identified a growing group of Senate “problem solvers” willing to compromise in order to do legislative work.

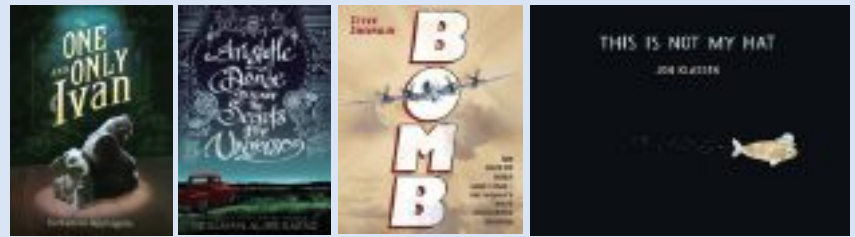
Lee Rainie, director of the Pew Research Center’s Internet and American Life Project, presented results from the project’s new sur-

vey report, “Library Services in the Digital Age.” Among the important takeaways from that report are that the public loves libraries for what they say about their communities, that libraries need to set priorities because users say they want everything equally, and that engagement with the public is critical. Libraries have a great opportunity, however, in this era of distrust. “Based on other Pew data, every other major institution—government, churches, banks, corporations—has fallen in public esteem except libraries, the military, and first responders, such as firefighters,” Rainie said.

American Association of School Librarians (AASL) hosted a lively

panel discussion and audience debate on the continued use of Dewey Decimal Classification versus genrefication. Panelist Mark Ray, manager of instructional technology and library services for Vancouver (Wash.) Public Schools, argued, “We need to prepare students for a dynamic, fluid, uncertain world.” Genrefication opponents, however, argued that inconsistency can hurt students who transfer schools, foreign-language speakers, and dyslexic students who struggle to read letters.

Author and consultant Peggy Holman hosted “Appreciative Inquiry—The Library in the Community.” At the session, participants discussed



While the role of Midwinter is evolving, the Monday announcement of the Youth Media Awards remains one of the most exciting and well-attended events of the weekend. *The One and Only Ivan*, by Katherine Applegate, won the John Newbery Medal for most outstanding contribution to children’s literature, and *This Is Not My Hat*, written and illustrated by Jon Klassen, received the Randolph Caldecott Medal for most distinguished American picture book for children.

More than 20 awards were announced at the ceremony. *Aristotle and Dante Discover the Secrets of the Universe*, by Benjamin Alire Sáenz, was recognized three times, winning the Pura Belpré Author Award (for Latino writers whose children’s books

best portray, affirm, and celebrate the Latino cultural experience) and the Stonewall Book/Mike Morgan & Larry Romans Children’s and Young Adult Literature Award (for books relating to the gay, lesbian, bisexual, and transgender experience), and being named a Michael L. Printz Honor Book (recognizing young adult literature).

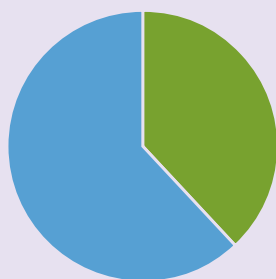
Bomb: The Race to Build—and Steal—the World’s Most Dangerous Weapon, by Steve Sheinkin, was also recognized three times: as a Newbery Honor Book, as winner of the Robert F. Sibert Informational Book Award for most distinguished informational book for children, and as winner of the YALSA Award for Excellence in Nonfiction for Young Adults. See the full list of winners at ala.org/yma.

ATTENDANCE
COMPARISON

2013

10,731

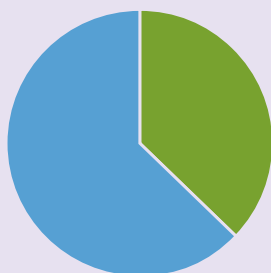
total

6,694 attendees,
4,037 exhibitors

2012

9,929

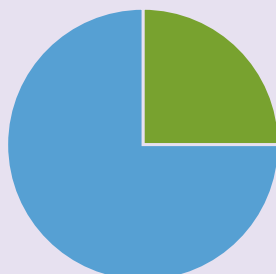
total

6,236 attendees,
3,693 exhibitors

2011

10,110

total

7,549 attendees,
2,561 exhibitors

appreciative inquiry (focusing on increasing what an organization does well rather than eliminating what it does badly) one-on-one and in small groups.

Celebrity sightings

Caroline Kennedy, who will serve as honorary chair of National Library Week this year, talked at her Auditorium Speaker Series session about how learning, books, and poetry shaped her famous family. She also gave reminders of the roles that libraries and librarians play as guardians and facilitators of information and ideas, as role models to youth, and as voices for communities. “Libraries are no longer the hushed places they used to be. They’re places for the community. [They’re] adapting to help people realize their dreams by giving people access to what they need.”

Kennedy also discussed her work with the John F. Kennedy Presidential Library and Museum, and spoke of her interest in poetry and how her parents encouraged her and her brother to memorize and recite poems to the family.

The other speaker in the Auditorium Speaker Series, author Steven Johnson, talked about the role of community connections and networking in innovation. This isn’t new, he observed: The availability of public data and a well-connected collaborator were critical factors in John Snow’s research into cholera, which was essential in stopping the 1854 cholera outbreak in London. In his speech, Johnson also highlighted the spread of coffeehouses as places where ideas could incubate. “The coffeehouse was the physical location of the Enlightenment” where connections could form, Johnson said. Today, however, libraries can be those multidisciplinary spaces that encourage the cross-pollination of ideas.

Lisa Genova, a neuroscientist and author of *Still Alice*, *Left Neglected*, and *Love Anthony*, presented the Arthur Curley Memorial Lecture.

While Genova’s books are fiction, they feature detailed portrayals of characters with neurological conditions such as autism and hemispatial neglect. Her lecture focused on *Still Alice*, her first book, about a woman who develops early-onset Alzheimer’s.

Genova said she decided to write a story about Alzheimer’s when she realized that most self-help books were written “from the outside looking in.” Her hope was that a novel could help others understand “what it really feels like from the standpoint of the patient.” As part of her research, she was invited to join an online group of early-onset Alzheimer’s patients. “I resolved to learn as much as I could about the truth about living with Alzheimer’s, then launch into fiction,” she said.

At the annual ERT/*Booklist* Author Forum, authors Ruth Ozeki, Terry Brooks, Gregg Olsen, and Ivan Doig talked about how place informed their writing. Brooks, for example, grew up in Sterling, Illinois. “Being a small town, it forces you to think outside of the place you live in,” he said. “I pretty much invented role playing. As kids, we were all thrown outside in the morning and told not to come home until much later.”

Author and autism activist Temple Grandin spoke at the Alexander Street Press customer appreciation breakfast about the value of different methods of thinking. “We need different kinds of minds to work together,” Grandin said. “People who are interested in things and people who are interested in concepts complement each others’ skills.” She recommends “getting back to doing real things,” such as making things with your hands and not a mouse. Grandin will be an Auditori-

um Speaker at Annual Conference on June 30.

Daily designations and celebrations

Friday was designated as the Mid-winter Day of Caring, a successor project to the Librarians Build Communities efforts from recent Annual Conferences. About 70 members volunteered to tour facilities for homeless people throughout Seattle and participate in outreach. Two groups visited facilities run by YouthCare, which provides essential services and support, including housing, meals, life skills workshops, and more, to homeless youth aged 12–24. Librarians cleaned YouthCare's Straley House, prepared and served meals, and learned how librarians can best serve homeless populations that use library services. "For kids on the streets, libraries are incredibly important," said Deborah Edison, YouthCare director of development and marketing. "They use them to research resources, to check email, apply for jobs, and write résumés. I don't know what they'd do without them."

For the first time, Monday was designated Maker Monday, with content related to how libraries can complement STEM programs and contribute to public creativity by offering makerspaces or lending tool kits. *MAKE* magazine founder Dale Dougherty and writer Travis Good presented "The New Stacks: The Maker Movement Comes to Libraries." "It's not about getting 3D printers into libraries—it's about getting making into libraries," Dougherty said. "Librarians are makers of spaces, keepers of resources shared by many, makers of a culture of learning." Also, a Maker Camp panel discussed how libraries can take part in *MAKE* and Google's Maker Camp pilot program. (See "Manufacturing Makerspaces," *AL*

Jan./Feb. 2013, for more about the maker movement and how libraries can be a part of it.)

Sweater Vest Sunday invited attendees—and librarians around the country—to wear sweater vests to

raise awareness about the importance of reporting challenges to the Office for Intellectual Freedom.

Though the Freedom to Read Foundation's Banned/Challenged Author event was held the day

COUNCIL ACTIONS

■ After intense debate, a proposal to adjust personal dues (CD#14.1) was passed and will be voted upon by members on the 2013 ballot. If approved by members, the Executive Board would review personal member dues annually every September from 2013 to 2017 to consider a dues adjustment no greater than the percentage change in the Consumer Price Index (CPI). Any increase proposed above the CPI would be subject to a mail vote of personal members, and any subsequent dues adjustment after 2017 would require approval by the ALA Executive Board, Council, and a mail vote of ALA personal members.

■ Treasurer James G. Neal reported total ALA revenues for 2012 of \$49.6 million, versus expenses of \$50.1 million (CD#13.1).

■ Council passed a Committee on Organization motion to create a Sustainability Round Table. The committee's report (CD#27) also noted it had approved changing the name of the Library Boing Boing MIG to Library Lab MIG.

■ James G. Neal and Sara Kelly Johns were elected to the Executive Board.

■ Council broke into small groups for about an hour during its first session to discuss "rethinking ALA" and the group's aspirations for

ALA. Among the suggestions were funding literacy training, being viewed as the source for continuing education for the profession, copyright and fair use leadership, and perhaps most dramatically, to make ALA as politically influential as the National Rifle Association.

■ A resolution passed to change policy B.9.2.2 School Library Media Specialists (formerly ALA Policy #54.2.2) to reflect usage of the terminology "school librarian" over "school library media specialist." Other approved resolutions included supporting the WIPO treaty for improved access for people who are blind, visually impaired, or have other print disabilities (CD#18.1), and on US funding and participation in UNESCO (CD#18.2). A resolution on divestment of holdings in fossil fuel companies (CD#35) was declared out of order and not voted upon, and a resolution reaffirming ALA support for whistleblowers (CD#36) was referred to the Intellectual Freedom Committee and the Committee on Legislation.

■ Council also received reports from the Policy Monitoring Committee (CD#17), Membership Committee (CD#14), Council Orientation Committee (CD#24-24.1), Freedom to Read Foundation (CD#22), and from Digital Content and Libraries Working Group Co-chairs Sari Feldman and Robert Wollen.

before Sweater Vest Sunday, author Jamaica Kincaid wore the garment to speak at the event. Kincaid told of her childhood collection of print contraband and the experience of watching her mother burn those books, and used it to discuss the horror of book burning and censorship in both historic and personal terms. She shared the mix of shock and pride she felt at learning that her own work has been banned, particularly her book *Lucy*, which was challenged in 1994 at a Pennsylvania high school as “most pornographic.”

Authors Tom Angleberger (Origi-mi Yoda series) and Chris Alexander (*Star Wars Origami*) hosted the *Star Wars*-themed Wrap Up/Rev Up Cel-

ebration. Joined by stormtroopers and R2D2, they led attendees in creating Boba Fett in origami form.

Jeanne Theoharis, professor of political science at Brooklyn College of the City University of New York, presented the keynote address at the Martin Luther King Jr. Holiday Observance and Sunrise Celebration, while Sandra Hughes-Hassell, professor at the University of North Carolina at Chapel Hill School of Information and Library Science, offered the call to action. The event also featured readings from the works of Dr. King, and attendees joined hands in the traditional circle of freedom and sang the theme song of the civil rights movement, “We Shall Overcome.” ■



Wrap Up/Rev Up featured R2D2, stormtroopers, and author Tom Angleberger.



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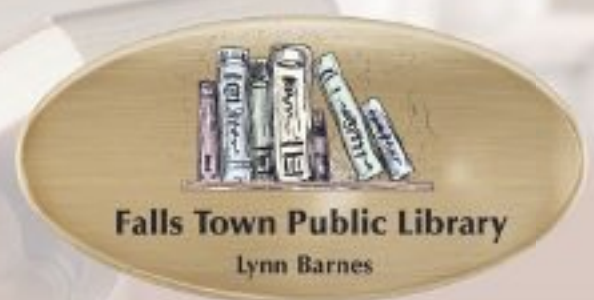
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By Megan Cottrell



Ellis Island, 1913.
An image from
DPLA's exhibition
on emigrants leaving
Europe for America.

She has little black boots on that come up to her knickers, a white scarf wrapped around her face, dark bangs peeking out. A boy, maybe her brother, stands by protectively, wearing a cap and carrying a pack slung over his back.

Two Italian kids are planting their feet in America for the first time on Ellis Island in 1913. What had they left behind? And what lay ahead for them?

It's this photo—and others like it—that got Maura Marx into a bit of trouble. Marx is director of the effort to launch the Digital Public Library of America (DPLA), and the photos are part of its first exhibitions about emigrants leaving Europe to come to America.

"I'm not really allowed to look so much because I'll get totally lost in it," said Marx. "If I start digging through stuff, I get totally sidetracked and won't do any work."

That's the spirit behind the project Marx is spearheading—an effort to digitize the nation's little-known cultural archives and share them, completely free of charge, with the public.

When DPLA launches April 18, it will already contain hundreds of collections from around the country, from daguerreotypes of African slaves to medieval manuscripts, from 19th-century newspapers from small-town Kentucky to newsreel footage from much of the past century.

But the plan isn't to stop there, said Marx. "I hope every American cultural institution can be part of it," she said. "It's not just about digitizing books but [about] broad access to a treasure trove of cultural materials."

Gems of American life

When DPLA launches, it will essentially be a portal to a fraction of what's already out there on the web: an array of digitized special collections from all over the United States, from public to academic to special libraries and national collections, like the Smithsonian and the National Archives. What DPLA sets out to do is unite these materials at a single virtual place where people can access them.

It's an idea that has intrigued DPLA's content director Emily Gore for a long time. Gore has a deep appreciation for primary source material: the diaries, photographs, historical records, and artifacts scattered throughout the country at various libraries and museums.

When she worked for the State Library of North Carolina, Gore surveyed more than 1,000 cultural institutions, figuring out what special collections they housed and what kind of shape they were in. She drove around to hundreds of small towns, universities, and museums to look at their holdings.

"I remember thinking, 'Oh my gosh. I wish I had tons of money to give these people to digitize and share these materials broadly,'" Gore said.

She browsed through the papers of US Senator Sam Ervin Jr. of North Carolina, the main investigator into the Watergate scandal, and saw his personal correspondence and keepsakes from that era, which are housed at Piedmont Community College in Morganton. She also found tapestries and pottery at the Museum of the Cherokee Indian that tell

the story of North Carolina's first inhabitants. The problem, Gore said, was that these things were spread out all over the state. And what's more, you had to know they were there to look for them in the first place.

"We have these gems in our cultural heritage in our agencies," said Gore. "Sharing it is part of our natural progression. We didn't have the tools to do that before. Now, we're just marrying the tools with the resources."

Gore is head of the Digital Hubs Pilot Project, a confederation of seven digital libraries (six state and one regional), along with several larger cultural and educational institutions that make up the beginning of what's available at DPLA. The confederation includes digital libraries from Arizona, Georgia, Kentucky, Massachusetts, Minnesota, Nevada, Oregon, South Carolina, and Utah. Larger institutions like Harvard University are also on board to share their digital collections with DPLA. (The initiative will focus initially on content that is not copyrighted or has been cleared for public use.)

Instead of being a repository, DPLA will be more of an aggregator of existing digital content and part of the movement to further digitize US special collections. DPLA will aggregate the metadata on all these collections and allow users to search and discover materials they previously didn't have access to or possibly didn't even know existed.

"Right now, we might have part of a collection in one repository, another in a different repository," said Gore. "When we digitize those and make them available, it doesn't really matter where they are physically anymore. We can bring together all these disparate collections to tell a much richer story than if you went to only one archive."

The digital hubs project will also funnel money to smaller institutions that want to improve their digital collections. One of those resources is the Walter J. Brown Media Archives and Peabody Awards Collection at the University of Georgia Libraries, which contains thousands of hours of historical video footage, from the space race to newsreels on school integration, the civil rights movement, and even small-town films meant to showcase life in rural Georgia communities.

"One of the great things about DPLA is that we get to expose people to the differences and the sameness of American life," said Sheila McAlister, associate director of the Digital Library of Georgia.

Gore explained that DPLA is all about what librarians are passionate about: compelling content. The technology is just a way to get to more of it more easily.

"To me, the technology is just a tool to access these great

Instead of being
a repository,
DPLA will be an
aggregator.

materials, to share them so much more broadly than we ever have before,” said Gore.

The vision and challenges

Charles J. Henry has a rule of thumb: “If there’s a large number of really talented people who want something to work, odds are it will,” he said.

It was the list of talented people on board that drew Henry, president of the Council on Library and Information Resources, a Washington, D.C.-based nonprofit, to join DPLA’s steering committee. The group first convened in 2010 and has since held meetings and presentations throughout the country to get the public involved.

“There are and were so many good people, good institutions, academics, grant agencies, and thought leaders involved with this project that makes it unique,” said Henry.

One of those talented folks is John Palfrey, DPLA board president and head of Phillips Academy in Andover, Massachusetts. Palfrey shared his vision for DPLA at a TED Talk at Andover in November 2012. In the age of ebooks, said Palfrey, it’s vital that someone look out for the public interest in keeping information free and accessible.

“As we make this change from an analog period to a digital period,” said Palfrey, “it’s crucial for the fate of American democracy that we create this kind of an entity.”

But despite this big vision for what DPLA can be, it also has critics. Some worry the effort will replace local libraries already struggling in an era of budget cuts and austerity.

Henry says DPLA isn’t meant to take away from local

libraries but to complement them.

“DPLA really is and should be seen as a partner to public libraries. It can enhance the reach, the scope, and the sweep of other libraries and make them more important,” said Henry. “People come to their libraries for assistance, but instead of 150,000 books available, they would have 50 million different objects [on DPLA].”

In addition, said Henry, DPLA will provide professional development opportunities and access to technology that many local libraries want to use but struggle with.

“We’ve all known for years that that traditional idea of a library is changing, and it’s changing fairly rapidly,” he said. “Focused expertise and technology that the DPLA makes available can help people better understand where the idea of a library is going to evolve. This is a genuine opportunity that can have very powerful implications about how we define ourselves.”

But Henry acknowledged that DPLA faces a significant number of challenges as it looks to the future. “DPLA has gotten [more than \$5 million] from the Sloan Foundation, the National Endowment for the Humanities, and others,” said Henry. “But that support is by its very nature limited. The question is, ‘How will it sustain itself?’”

“Foundations have been generous with start-up funding because they see the value in kickstarting this project,”

**“DPLA is a partner
to libraries.”**

—Charles J. Henry

THERE’S AN APP FOR THAT

A world of information at your fingertips. That’s what Maura Marx imagines will be available when programmers create apps to help people access DPLA on their smartphones or tablets.

“We live in a world of apps. They’re great tools to help us in life,” said Marx, director of the DPLA Secretariat. “We think that DPLA will be a platform that people will build all kinds of apps on top of to help people.”

The entire project has been based on an open-source-code principle. In November 2012, DPLA hosted its first “appfest hackathon” in Chattanooga, Tennessee, which invited people to develop web and mobile apps that use DPLA content.

Several initial apps arose from that event, including one called “Follow That Cab!” which allows users to design a query and then get regular updates automati-

cally. Another called “What Is Where?” geocodes DPLA sources and maps them, allowing users to see on a map what DPLA content is relevant to a geographic area.

Kenny Whitebloom, project coordinator at Harvard’s Berkman Center for Internet and Society who works on the DPLA planning initiative, said these apps are in their infancy, and that DPLA plans to encourage their development via future hackathons and open calls to code.

Marx envisions all kinds of apps being built from DPLA’s content, like a medical history app that pulls all of DPLA’s materials on the subject in a way users can work with—timelines, photo galleries, maps, and more.

“We don’t see it as one huge library where you open the door and walk in and everything is crammed in there,” she said. “Rather, we see it as a platform for innovation.”

—Megan Cottrell

ALA'S ROLE IN DPLA

Marx said, “[but] there will be non-foundation support in the future.” She said this could include a mix of public-private funding from federal sources along with funding from participants using DPLA, such as libraries, museums, and archives.

Another challenge, said digital library scholar Bob Schrier, is outreach. Schrier has written about how digital libraries need to harness social media as a way of building community around their collections, rather than just being a repository of information.

“The big challenge is to provide a platform for engagement and conversation,” he said. “That’s much more of a challenge than at a regular brick-and-mortar library, where you’re naturally engaged because you’re engaged with the space. In the digital world, how is it special, especially when you compare it with Google, Facebook, and other information retrieval sites?”

But Schrier said DPLA has already done a lot of work in this area, organizing work sessions and idea exchanges around its development over the past two years.

Although some have criticized DPLA as duplicating projects that are already out there—such as Google Books, the Internet Archive, and Project Gutenberg—Schrier doesn’t agree with that assessment. What remains to be seen, he said, is if the project fulfills a real need.

“I don’t think they’re trying to duplicate anything. Instead, they’re trying to provide a central source of access and act as a marketing agent for all of these unbelievably valuable hidden collections and make them available and known to the wider world. The question is, ‘Do people really need that?’”

What’s next?

On April 18, library leaders—including ALA President Maureen Sullivan—will convene at the Boston Public Library to celebrate the initial launch of DPLA. The portal will include an interface with access to the collections that are already part of DPLA as well as an app store with applications designed to access and highlight parts of the collection.

But even after the formal launch, the work won’t be over, said Marx, the director. In the next few months, DPLA will conduct a search for an executive director and formally incorporate as a tax-exempt nonprofit, as well as continue to expand in both technology and content.

“We’re starting to build a national digital library,” she said. “It’s going to take a long time to get it all done. It’s a very complex endeavor.”

Still, it’s a start, said Marx, and an effort that she hopes will lead to more and more collections being digitized and more free access for the American public to its rich cultural heritage.

“I would like to see huge swaths of things that are not yet digitized made freely available online,” Marx said. “That’s the spirit of DPLA.” ■

ALA is following the development of the DPLA with great interest and optimism. The importance of this digital initiative to the Association is reflected in ALA President Maureen Sullivan’s direct involvement: She provides advice to help shape the long-term governance of the DPLA and had a prominent role at DPLA’s October 2012 convening in Chicago. John Palfrey, president of the DPLA board of directors, said that “ALA has been an essential partner in the DPLA planning effort from the start.”

The DPLA is important, of course, because of the critical infrastructure it will provide. The large and complex space found between digital content and end users is still in its relative infancy, and the work done to accelerate the development of this infrastructure is essential for the future of libraries. Palfrey said “the purpose of the DPLA is to establish a platform and resources that will help libraries and other cultural heritage institutions to succeed in the digital era—assuming that these institutions continue to provide primary support to end users and other critical services in the information ecosystem.”

From the ALA perspective, the DPLA provides another valuable benefit. The very creation of the DPLA enterprise has raised the profile of libraries in the digital age. Some of the nation’s most prestigious institutions—Harvard University, National Endowment for the Humanities, National Archives, Alfred P. Sloan Foundation, John S. and James L. Knight Foundation, and the Institute of Museum and Library Services—have voted to agree that work on these “library” issues is a priority for the national policy agenda.

ALA appreciates the ambitious and perhaps daunting scale and scope of the DPLA undertaking and looks forward to the spring 2013 unveiling of the initial installment.

—Alan Inouye, director of ALA’s Office for Information Technology Policy



MEGAN COTTRELL is a writer, blogger, and reporter in Chicago.



Volunteers uncrate damaged materials at the Martha Graham Dance Co., New York.



Ashley Jehle, conservation volunteer at Westbeth Artists' Housing, New York

To Protect and Preserve

Getting the word out to the public about collection preservation

The voice on the phone sounded exhausted. "I have lost my life's work," the man said. He was an artist who had his paintings stored in a basement in Lower Manhattan in New York City.

It was November 2, 2012, four days after Hurricane Sandy hit the New Jersey coast, and the call came during my month-long, 24-hour phone duty as a volunteer on the emergency call line operated by the American Institute for Conservation's Collections Emergency Response Team (bit.ly/RIb9U8).

After taking his information—name, location, type of media—I cautioned him about such personal issues as mold exposure and advised him what to do next to preserve his still-submerged paintings once the water was pumped out of his storage space. After suggesting where to find more information and urging him to call back once he

could see his artwork, I counseled him not to think that all was lost; many water-damaged items can be salvaged through proper conservation procedures.

Then I asked him to open himself up to seeing his art in a new way, a Sandy-affected way that might not be what he had first created but that could allow him to share his experience. Perhaps he could feel that a positive outcome to this disaster was possible if he could visualize his work as transformed. He asked if I was a psychiatrist as well as a preservationist.

This call was one of many inquiries from archives, libraries, museums, historic sites, artists, gallery owners, and collectors, all trying to save their valuables from the

PRESERVATION RESOURCES

■ The American Institute for Conservation of Historic and Artistic Works (AIC) (conservation-us.org) is the national membership organization of conservation professionals. It offers updates about the Hurricane Sandy recovery under Conservation News, as well as conservation help at Find a Conservator and its Resource Center.

■ The ALA Store offers books on disaster planning and preservation, as well as a poster and bookmark (bit.ly/WT8Ue1).

■ The ALCTS Publications and Resources page (ala.org/alcts/resources), the Disaster Preparedness Clearinghouse (ala.org/alcts/resources/preserv/disasterclear), and the Preservation Week page (ala.org/alcts/confevents/preswk) provide free resources.

■ The ALCTS Preservation and Reformatting Section (ala.org/alcts/mgrps/pars) offers programs and online training.

■ The Library of Congress Preservation Directorate (loc.gov/preservation) provides a broad spectrum of preservation information. Use Ask a Librarian (loc.gov/rr/askalib) to ask questions and request bookmarks, posters, and archives-appropriate ink for special collections property stamping.

■ The National Archives and Records Administration (archives.gov/preservation) and the National Park Service (nps.gov/hps) have useful information for the public.

Library of Congress and IMLS continue to support preservation outreach for libraries by supplying (free of charge) printed bookmarks and posters when requested through Ask a Librarian on the LC website (loc.gov/rr/askalib).

Preservation action matters even more today, as climate and other change occurs so rapidly. Sharing this information helps our communities hold memories, retain history, and inspire future generations to preserve our cultural legacy. From many small private histories, a public history forms. ■



JEANNE DREWES is chief of binding and collections care and manager of mass deacidification in the Preservation Directorate at the Library of Congress.



Preservation Emporium, a public event at the Spurlock Museum, University of Illinois at Urbana-Champaign

effects of water damage and mold. I had answers and I had resources. And I had experts to turn to when my knowledge didn't go deep enough on such topics as water damage to gold leaf or wood sculptures.

All this was in addition to my regular preservation job at the Library of Congress. It's sad that it took a disaster for people to call, but the experience exemplifies the role of a typical preservation librarian.

What you can do now

Preservation librarians around the country work to protect and preserve the collections in their care. Many also have the zeal to help others save the personal items that make up our lives, our history, and our culture. We are among many such specialists for whom sharing preservation information is an avocation as well as a vocation.

Preservation work isn't all about disasters. In fact, libraries should be proactive—before disasters hit—and find out how to prepare, protect, and preserve collections and share with patrons this crucial information. Preservation librarians are an expert resource for many issues: lighting for exhibits; temperature and humidity settings to inhibit deterioration; pest management; and conservation of physical items (books, paper, and art) as well as digital collections. It all falls under the rubric of preservation, but information sharing is what librarians do so well.

In 2010, the ALA Association for Library Collections and Technical Services (ALCTS), the Library Services office of the Library of Congress, and the Institute of Museum and Library Services (IMLS) launched Preservation Week (ala.org/alcts/confevents/preswk), an annual program that promotes the sharing of preservation information with the public.

This year Preservation Week takes place April 21–27. The ALCTS website offers ideas and resources for programming, webinars, and other activities, both for that week and beyond. ALA supports this outreach program through the @ your library campaign, which focuses on resources and current information for the public (atyourlibrary.org/passiton). The

Barbara Immroth

CANDIDATE FOR ALA PRESIDENT

Visit blogs.ischool.utexas.edu/immroth

Libraries will meet important individual and community needs through reimagining. In the face of nationwide economic pressures, we are reinventing our services to become virtual and physical spaces for conversation, personal growth, innovation, and knowledge building. ALA—the oldest, largest library association in the world—is ideally positioned to spearhead this transformation. By transforming libraries, we are transforming our communities.

My strong background in librarianship and my broad experience in ALA make me uniquely positioned to lead the Association at this exciting time of transformation. Throughout my library career, I have dedicated myself to empowering others to succeed, working as a public and a school librarian; an instructor for paraprofessionals; and a tenured professor at a university with more than 50,000 students. I have served as an ALA division president; an ALA chapter president; a multiterm ALA councilor, until my grandson developed a terrible brain cancer; and an author, teacher, and member of book awards committees, including Caldecott and Newbery, that have had a huge impact on children's reading. I thrive on developing positive solutions to challenging situations. By using my thoughtful can-do atti-



tude, I have encouraged others to rise to new levels of excellence.

As ALA president, I will continue the strong collective ALA voice. Working with students and professional colleagues locally, nationally,

I bring passion, commitment, and experience in building public awareness for strong libraries.

and internationally, I have learned to empower individuals to be actively engaged and frame their actions with a clear vision and core values. I will continue efforts to make the Association more inclusive by providing ways for all library workers and supporters to get involved and have an impact. With help from membership, we can translate ALA's strategic plan into effective implementation initiatives. My experience on the Intellectual Freedom Committee and as a

trustee of the Freedom to Read Foundation will help frame our initiatives around ALA core values. I will demand equitable access to information in underserved areas across the country, such as the Texas border where I have taught.

I bring passion, commitment, and experience in building public awareness for strong libraries.

As president I will strengthen the library profession. I was a member of Council at the time the ALA–Allied Professional Association was created and the Spectrum Scholarship endowment was substantially increased, and I will continue to fight for higher library salaries and promote certification programs.

I am committed to working with all members, ALA units, and ethnic affiliates to increase the diversity of librarians in practice and within ALA leadership.

My career-long experience in working collaboratively with all types of libraries and my ability to navigate political agendas enable me to lead ALA in negotiating increased public funding for libraries, more library-friendly publishing, increased availability of ebooks, better partnerships, and a stronger legislative agenda.

I will focus on transforming communities through libraries and will promote ALA's advocacy initiatives by aligning library services with community priorities so that community members speak out for libraries. Together we can transform ALA, our libraries, and our communities.

I ask for your vote. ■

Courtney Young

CANDIDATE FOR ALA PRESIDENT

Visit courtneyyoung.org

This will not surprise anyone, but libraries have always been a part of my life. My earliest library memory is of participating in San Antonio Public Library's summer reading program. I toted home and read bags full of books. That summer I learned that knowledge is power, and from that point on I was never without some form of library card. While the materials I read and the technologies I found there changed over time, libraries have been an anchor in my life. It was as a college sophomore working in the library with my first librarian mentor that my appreciation for libraries blossomed fully into a professional passion.

That passion found its home in the American Library Association. ALA membership has given me opportunities for collaboration and promotion of diversity, and the joy of welcoming library school students to the profession, and has complemented my daily work by giving me access to a world of peerless peers. Through my years of service, I have learned that ALA is not just a club but an organization that demonstrates its real value through relevance to its members and the communities where they live and practice. And now, I am prepared to continue my service as



president of the American Library Association by advancing what I believe are the key relevant issues to all of us.

Diversity

ALA must expand on current strategies to provide resources and services that ensure a workforce that more closely resembles who we are as a society. ALA, along with its divisions, round tables, affiliates, and others, can work collaboratively to increase awareness of the rich re-

sources and services currently available from units across the Association in support of that goal.

Career development

ALA should be a leader in providing affordable, timely,

and accessible professional development opportunities. ALA should be at the center of a dialogue hub that supports substantive interactions: networking, conversation, collaboration, and learning. Librarians and library workers should be inspired and invigorated as a result of participating in ALA-supported and -motivated connections.

Engagement and outreach

ALA, in collaboration with chapters, divisions, and round tables, should develop and deploy resources to help libraries build and sustain relationships with their local partners. Libraries strengthen and empower—ALA helps libraries of all types deliver this message. And, finally, national-level partnerships that shine a spotlight on the Association and give us easily identifiable allies should be expanded.

These key issues reflect not only my experience as a member of ALA but also how ALA provides a shared ethical base from which we all practice. They also demonstrate how ALA exists for members in practical, daily, and relevant ways. An ALA president has only one year to move ahead and promote his or her initiative. I ask you to make this journey with me. In 365 days we can speak out about intellectual freedom, work to promote diversity, learn more about multiple literacies, and practice lifelong learning so that we stay relevant and keep our libraries and profession relevant as well.

I ask for your vote. ■

An ALA president has only one year to move ahead and promote his or her initiative. I ask you to make this journey with me.

Clara Nalli Bohrer

CANDIDATE FOR ALA TREASURER

Visit bohrerfortreasurer.com

I am honored to stand for election as treasurer of the American Library Association. I ask for your support.

As treasurer, I will be committed to sound fiscal practice, accountability, transparency, and collaboration with all units across the Association. I will focus my leadership efforts around ALA's financial value proposition, which is to develop, maximize, and allocate resources to move our Association forward and be relevant and responsive to our members.

How an association manages its finances reflects its priorities and values. Programmatic priorities shape financial priorities. I will work to maximize resources to support our member-driven strategic plan, ALA 2015, and its programmatic priorities. ALA members and staff are currently working in action areas such as intellectual freedom, equitable access, diversity, transforming libraries, lifelong learning, and literacy to strengthen and improve our nation's libraries and our profession. It is essential that we grow our financial resources and maximize and align every dollar in support of these priorities and efforts.

The development of our next strategic plan, ALA 2020, will require making informed deci-



sions and perhaps some difficult choices. As we continue to face challenging economic times, we may need to reallocate resources from less strategic activities and programs to those that support the emerging needs of our members and their libraries. As the next strategic plan is developed, it is crucial that we again engage in an open, inclusive, and collaborative process to determine where to invest our ener-

gy and financial resources in order to keep our Association responsive, relevant, and effective for our members and our libraries.

As treasurer, I will support continuing efforts to streamline operations and implement efficiencies that contain costs whenever and wher-

ever possible. I will be committed to growing our endowment to further invest in scholarships and strategic projects. I will also support efforts to increase revenue through new business development, particularly online continuing education, electronic publishing, and delivering products and services to global markets, since I strongly believe that ALA has a role in strengthening libraries worldwide.

A contributing member of ALA for 36 years and advocate for libraries, I currently chair ALA's Budget and Analysis Review Committee. I serve on ALA's Finance and Audit Committee and PLA's Budget and Finance Committee. I am director of the West Bloomfield Township (Mich.) Public Library, an independent library with taxing authority, with full responsibility for development, planning, management, and compliance of library finances and financial policies and practices. I am a trustee of the Oakland County (Mich.) Library.

I have been president of PLA and my state library association, a member of PLA and ALSC boards, and chair/president and member of numerous boards, task forces, and committees within ALA, the state of Michigan, and my library's community. My background and experience will enable me to be an effective treasurer.

I am eager to serve ALA and you as treasurer. I will bring experience and expertise, passion and integrity, and an unwavering dedication to ALA's core values to the office. ■

It is essential that we grow our financial resources and maximize and align every dollar in support of these priorities and efforts.

Mario Gonzalez

CANDIDATE FOR ALA TREASURER

Visit mariogonzalezforalatreasurer.com

To be chosen as a candidate for treasurer of the American Library Association is a great honor. I am proud of my experience and the confidence others have in my abilities. I am asking for your support.

My whole career has been dedicated to the field of library work in different types of libraries and positions: whether in the research libraries of the New York Public Library to my current position as library director in Passaic, New Jersey, or as children's librarian, young adult librarian, library coordinator of the Americans with Disabilities Act, and adjunct professor of library science.

Whether working in Connecticut, New Jersey, New York, or Texas, managing a small budget of a few thousand dollars at the Rotary Club of Passaic to the \$37 million budget of the Clementine Lockwood Peterson Foundation, I have always enjoyed working with finances. I gained invaluable financial knowledge by completing the Executive Education Program at Harvard Business School. I welcome the challenges that the fiscal aspect of my work continues to present. My financial abilities make me a natural fit to be treasurer, especially in these uncertain times.

With nearly 30 years of involvement in ALA and other organizations, I have been selected or elected for:

- Six terms on Council
- The Executive Board
- The Budget Analysis and Re-



view Committee (BARC) from 2006 to 2012

■ Chair of BARC from 2010 to 2011

■ Finance and Audit Committee

■ Planning and Budget Assembly

■ Facilitator of the Finance 101 seminar

■ Facilitator of the divisions' and round tables' financial workshops

■ The boards of PLA, ASCLA, RUSA, and EMIERT

■ Lifetime member of Reforma, CALA, and APALA

■ A longtime member of NJLA, BCALA, and Kappa Delta Pi

■ Treasurer of my local library board of trustees since 2005

■ Treasurer of the Passaic chapter of Rotary International, and am currently president

■ Treasurer of PALS Plus, Passaic County's library consortium, and am currently president

■ Treasurer for seven years of Reforma's northeast chapter after serving as its president

My leadership role in BARC allowed me to review and approve the Association's finances including responsible reductions while aligning these with the Strategic Plan, as well as the analysis of Council decisions. While on BARC, I reviewed major initiatives such as acquiring Neal-Schuman Publishers, completing the three-year Spectrum Scholarship fundraising campaign that yielded \$1.26 million, and introducing the 15x15 ALA Planned Giving

Campaign to raise \$15 million by 2015. These initiatives are financial foundations for our future, and I will continue to search for new revenue sources.

Although we may face fiscal challenges in the future, my leadership as treasurer

will foster a financial environment where ALA can grow and prosper. I will work with integrity, transparency, and honesty with all stakeholders of the Association to ensure that the value of our membership is reflected in the services that ALA provides. I thank you for your trust in me to be your treasurer. I look forward to receiving your vote. ■

I welcome the challenges that the fiscal aspect of my work continues to present. My financial abilities make me a natural fit to be treasurer.

By Sue Lynn McDaniel
and Nancy Richey

Cultivating a Special Collection

How the personal touch can sow the
seeds for a major acquisition

Serendipity is often the best friend of special collections librarians. Sharing our passion for history and preservation can create happy accidents, connecting us with the caretakers of the remnants of past generations. In fact, libraries come to acquire many cultural treasures, often discovered in the contents of someone's attic, basement, or storage space, because we nurtured a relationship with a potential collector over time.

Western Kentucky University's most happy accident happened more than 10 years ago when I [Sue Lynn McDaniel] was sitting in a dentist's chair. The hygienist was making small talk and asked a standard ice-breaker question: "What do you do for a living?" My reply led to her inquiring: "Would WKU be interested in my Uncle J. T.'s suitcase?" Uncle J. T. turned out to be John T. Scopes, the defendant in what has come to be known as the Scopes Monkey Trial. He was charged with violating the Butler Act (Tenn. HB 185, 1925), which criminalized the teaching of "any theory that denies the Story of the Divine Creation of man as taught in the Bible, and to teach instead that man has descended from a lower order of animals."

As his niece explained, Scopes did not necessarily believe in evolution, but he thought all students had the

right to access all information so they could make educated decisions. Another characteristic she remembered about him from family gatherings was that "Uncle J. T. liked to stir things up!"

Experience has taught me that my passion can overwhelm others, so I restrained myself from following her home that very day to see the contents of the suitcase. But I had planted a seed, from which my colleagues could then nurture the idea that Uncle J. T.'s suitcase and its contents had a value beyond family ties.

Over the next few years, Jonathan Jeffrey of WKU's Manuscripts and Archives Department had several opportunities to cultivate that seed, although there was no harvest until this past summer when Nancy Richey answered her phone and heard: "My wife is John Scopes's



The treasures John T. Scopes kept in a suitcase include a 1929 letter to him from Albert Einstein (upper left) and a keepsake poem from R. E. H. Carrud ("A Rockhound to a Fossil") about Scopes's 29th birthday party, held in Venezuela (brown paper, lower right).

niece and we have a suitcase full of his stuff that we've been meaning to bring to WKU for years. We have talked to someone before and want to bring it in this morning."

Harvest time

Unbeknown to Scopes's niece and nephew, we at WKU cultivated the acquisition of that suitcase as a team. McDaniel planted the seed, Jeffrey nourished it with details and gentle pressure, and Richey welcomed that suitcase to the world's research doorstep by being available to receive it.

For the family, the suitcase was a multigenerational metaphor. It held the frustration of Scopes's parents, who saw their son as a pawn in an emotionally charged controversy pitting the Bible against science, and their daughter-in-law as a pariah by association who was fired from her private-school teaching job near Chicago. The suitcase also contained evidence of the remorse expressed by Scopes's generation about the unwanted national attention and fallout the family received—an experience, they told their children, that "just caused a bunch of trouble."

As for those children, including the niece who donated the suitcase to WKU, the items represented their curiosity, understanding, and respect for their famous uncle, whose death in October 1970 received coverage on na-

tional TV news. Like so many family trustees, she knew better than to throw the suitcase away. It held pieces of a story that belonged to the nation, to historians, to social scientists, to each of us.

By opening the latch of that suitcase, we found not only artifacts from the 1925 trial but documentation of how the experience affected Scopes for the rest of his life. He had collected items that retold his story in articles and books, and on stage and screen. The images that Scopes held onto humanize him for us: Some photographs were taken in 1925; others were taken in later years around the family table, during his travels, or with friends and authors.

One telling image embodies the ridicule he endured. In it, his face and that of his wife Mildred are superimposed on a drawing of two monkeys' bodies. Movie stills and ephemera from the making of *Inherit the Wind* (1960) document the celebrity status achieved by his attorney, Clarence Darrow (fictionalized as the thinly veiled Darrow stand-in Henry Drummond, portrayed by Spencer Tracy). Scopes's collection also includes evolution-themed postcards, greeting cards, books, programs, magazines, letters, and news clippings that date from 1925 to three months prior to his death. They attest to how his decision to stand trial affected his career choices and outlook for the remaining 45 years of his life.

Lessons learned

Our foray into acquiring the Scopes collection is a lesson for librarians. The profession is on the front lines of protecting local, national, and global history for researchers. We are well aware that those potential donors' possessions can present a more complete political, religious, economic, and social snapshot of the past.

But what is common knowledge among librarians is news to the general public. Donors want to know what you do and how it relates to them. It may take years to persuade friends or casual acquaintances that the family heirlooms they have kept are never "just stuff," and that one person's junk really can be another's treasure. Collectors need time to accept that, rather than betray the family trust by destroying long-held items, they can donate those inheritances to a special collections department and share their story with the world.

Fruitful acquisitions can come about when we operate according to proven concepts:

- Like a good salesperson, know your hook. If you are handed a ticking stopwatch with three minutes left, what sentences would you use to pique a potential donor's interest? McDaniel calls herself the "trash cataloger" and responds to listeners' bewildered reactions by adding, "I not only keep what many would put in the trash, I catalog it and put it online so others can find it."

- Know your collection's strengths and interests. Would you have taken Uncle J. T.'s suitcase if it had been offered to you? If someone asked you what your collection goals are, what would you say? Richey has said yes to such questions as "Do you really want my childhood photos from 1963?" and "This photograph is damaged but I'm told it was taken in Bowling Green in 1865. Want it?"

- Know how far to push. For some potential donors you are asking for their most prized possessions, but for an equally large population you are offering freedom. A June 26, 2008, *New York Times* article ably describes the ambiguity that family members feel when faced with "the tyranny of the heirloom." In many cases, WKU's potential donors have been reluctant caretakers of their relatives' belongings—unwilling to pitch the items, yet tired of feeling responsible for the memorabilia of loved ones or, sometimes, family members they barely knew. Such potential donors welcome relationships with special collections librarians

who offer a solution. Not only can a repository take the caretaking burden off their shoulders, but they can brag that experts value the family's heritage enough to give their items a home. As a result, the family story lives on.

- Remember that people give to people, not to organizations. Maintain your integrity as a professional interested in preservation of the past. Let your enthusiasm be contagious.

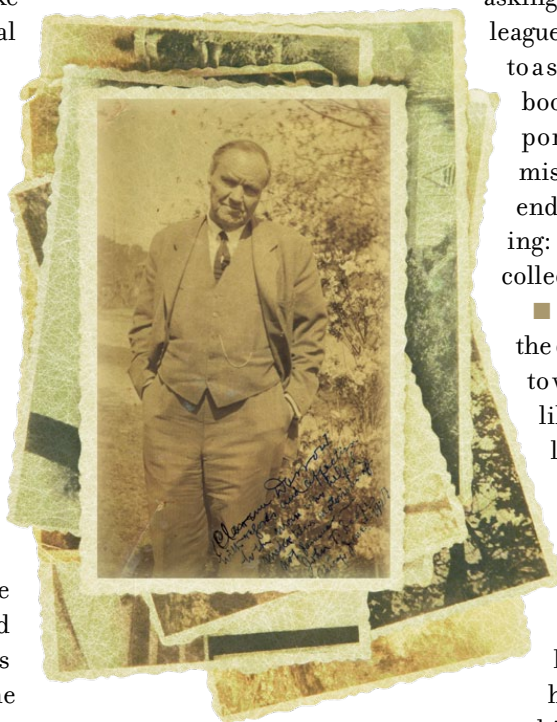
- Don't expect to always score the big donation just by asking. Recognize the role that your colleagues can play. Often the talk you give to a seniors group or to a meeting of baby boomers with aging parents is an opportunity to share your collecting mission with the general public. At the end of the presentation, consider saying: "You are now all honorary field collectors. Tell your friends about us."

- Maintain your relationship with the donor even when you have to say no to what is being offered. Repositories, like closets and attics, have space limitations. Is it worth accepting an unimportant item to seal the bond of trust necessary to acquire the real prize? As the gatekeeper, be ready to offer alternative solutions. A donor may not want to keep an artifact, but it's still hard to have an expert explain that something he has held on to for years belongs in the trash.

- Let your previous harvests, many now digitally available to the public, provide seed and nourishment for

future acquisitions. Capitalize on the donor's delight that what he or she once had hidden away now gets "hits" on the internet. Nothing is more effective than a donor turned special collections promoter.

Digital special collections increase the appetite of researchers and the general public to explore previously inaccessible resources. These serendipitous acquisitions of irreplaceable items ensure the future of our repositories. As we sow the seeds of academic and general interest, we enable a wider audience to feast on our bounty of unique collections, even as we preserve their enduring value. ■



This photo of Clarence Darrow, the attorney who defended John Scopes in 1925 for teaching evolution, is now part of the Scopes collection at Western Kentucky University.



SUE LYNN MCDANIEL is special collections librarian and NANCY RICHEY is visual resources librarian in the Special Collections Library at Western Kentucky University in Bowling Green.



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Filtering

and the **First Amendment**

When is it okay to block speech online?

By Deborah
Caldwell-Stone

In the decade since the Supreme Court upheld the implementation of the Children's Internet Protection Act (CIPA), internet filtering has become a frequent practice in public libraries. It has also become the primary strategy for managing students' internet access in school libraries. Debate over filtering became muted as libraries receiving e-rate funds moved to comply with CIPA's mandates.

While researchers counted the number of libraries and schools using filters, little inquiry was made into how institutions were implementing CIPA or how filtering was affecting library users.

Recent court filings, news reports, and online posts, however, have begun to shine a spotlight on libraries' filtering policies and practices. According to legal complaints, some libraries are denying users access to websites that discuss Wicca and Native American spirituality; blacklisting websites that affirm the lesbian, gay, bisexual, and transgender (LGBT) communities while whitelisting sites that advocate against gay

rights and promote "ex-gay" ministries; and refusing to unblock web pages that deal with youth tobacco use, art galleries, blogs, and firearms. School librarians, teachers, and even Department of Education officials are openly complaining that the overzealous blocking of online information in schools is impairing the educational process.

Why are we seeing more and more instances where public libraries and schools are actively engaged in censoring online information, despite the library profession's commitment to intellectual freedom, First Amendment rights, and free and open access to information?

Often, it is because the institutions and individuals responsible for implementing these policies misunderstand or misinterpret CIPA and the Supreme Court decision upholding the law. Among these misunderstandings is a belief that an institution will lose all federal funding if it does not block all potentially inappropriate sites to the fullest extent practicable, or that the Supreme Court decision authorized mandatory filtering for adults and youths alike. Another mistaken belief is that it does not violate the First Amendment to impose restrictive filtering policies that deny adults full access to constitution-

ally protected materials online.

This confusion over CIPA's requirements and the Supreme Court's opinion can lead to overly restrictive filtering that denies library users their First Amendment right to receive information. Given these circumstances, it is worthwhile to review just what the law does require regarding internet filtering in libraries.

What CIPA requires

CIPA's authority to govern internet filtering policies in public schools and public libraries draws on the power of

CIPA-COMPLIANT FILTERING THAT'S FIRST AMENDMENT-FRIENDLY

What constitutes First Amendment-friendly filtering under CIPA? It is filtering (or a filtering policy) that incorporates and emphasizes the core values of intellectual freedom and equity of access embodied in the Library Bill of Rights and the ALA Code of Ethics. Utilizing these principles, there are many steps that libraries and schools subject to CIPA can take to minimize the use of filters, ensure that filters are not blocking legally protected material, and educate patrons about best practices and acceptable use policies.

1. Develop a well-crafted internet use policy. CIPA requires libraries to write and adopt an internet use policy that addresses minors' safety online and incorporates use of a "technology protection measure." When writing the policy, libraries should include trustees, legal counsel, and library staff in the process. They should also ensure that the guidelines, rules, and procedures are reasonable, nondiscriminatory, viewpoint-neutral restrictions on internet access and computer facilities.

The policy should advise internet users of their rights and responsibilities. It should also describe unacceptable behaviors, what the penalties are for violations, and how to appeal. It should also include a clear, transparent, and timely procedure for asking that the filter be disabled and that constitutionally protected content be unblocked.

The governing boards of libraries and schools should encourage public participation in the process when creating and adopting policies that address public access to information. Once adopted, policies should be easily available for review, and all staff should be trained in appropriate implementation.

2. Exercise care in choosing filtering software. Select filtering software that is transparent in its classifi-

cation system and that allows the library to fine-tune the categories of content that is blocked. Also, ensure that people, not just automated algorithms, regularly review and analyze the software's blocking criteria. Establish a clear, transparent, and timely process for reviewing and revising blocking criteria as requested by users, and for unblocking constitutionally protected content systemwide.

It is important to understand the vendor's philosophy about content filtering. Some vendors are affiliated with religious organizations or espouse particular partisan or doctrinal views. Favor vendors who do not design their software to advance their own values. Additionally, be sure that the library can switch off or opt out of viewpoint- or content-based criteria that may run afoul of the First Amendment.

When installing the filtering software, adjust blacklist criteria to minimize the blocking of constitutionally protected speech. Library staff should be able to disable or unblock the technology at workstations and/or move the user to an unfiltered station as needed.

3. Employ and promote filtering alternatives. Careful arrangement of computer stations, designated areas for families and children, and the use of privacy screens or devices can ensure user privacy and a comfortable environment for all library users.

With or without the use of filters, the best protection that libraries can employ is a good education and communication program that informs users of all ages about safe searching, identity protection, and managing access to unwanted materials. A strong education program will offer resources for safe and responsible internet use and include information about what filters can and cannot do.

Congress to attach requirements to the funds it distributes. Because there is no requirement that a school or library accept federal funds, CIPA applies only to the schools and libraries that choose to accept e-rate discounts or Library Services and Technology Act (LSTA) grants for their internet access.

CIPA's basic requirements are simple: Schools and libraries subject to CIPA must certify that the institution has adopted an internet safety policy that includes use of a "technology protection measure"—filtering or blocking software—to keep adults from accessing images online that are obscene or child pornography. The filtering software must also block minors' access to images that are "harmful to minors," that is, sexually explicit images that adults have a legal right to access but lacking any serious literary, artistic, political, or scientific value for minors.

Institutions subject to CIPA's mandate must place filters on all computers owned by the school or library, including those computers used by staff. A person authorized by the institution may disable the filter or unblock a website for an adult user to enable access for bona fide research or for any other lawful purpose. An authorized person may also unblock, for users of all ages, appropriate sites that are wrongfully blocked by the filtering software.

Schools and libraries obligated to comply with CIPA must adopt a written internet safety policy that addresses the online safety of minors. Before adopting the policy, the institution must hold, after reasonable notice, at least one public hearing or meeting to address the proposed policy. Schools are also required to establish a policy that addresses educating students about appropriate online behavior, including cyberbullying and interacting with others on social networking websites and in chat rooms.

What isn't required

CIPA does not require schools or libraries to block online text, nor does it authorize blocking access to controversial or unorthodox ideas or political viewpoints. Guidance issued by the Federal Communications Commission (FCC), the agency charged with enforcing CIPA, states that online social media sites like Facebook do not fall into one of the categories of speech that must be blocked under CIPA, and that these sites should not be considered harmful to minors under the law. Regarding privacy, CIPA contains an express provision stating that the law does not authorize any tracking of the internet use of anyone in an identifiable manner. When the law calls for monitoring, it means supervision, not the adoption of software or other tools to track users' web-surfing habits.

Enforcement of CIPA is the responsibility of the FCC and is a civil, not criminal, matter. The sole penalty for failing to fully comply with CIPA is reimbursement of any government monies received by the school or library as an e-rate discount or LSTA grant during the period of noncompliance. It should be noted that the only obligation established by the FCC is the requirement that the school or library file a certification of compliance. The agency has refused to establish specific criteria for what constitutes effective filtering and has never found a school or library out of compliance since CIPA first went into effect in 2001. Schools and libraries should be confident about their ability to craft internet filtering policies that comply with CIPA's directives while allowing users the freedom to explore ideas and access a diverse range of online information.

The Supreme Court weighs in


Confusion about CIPA's statutory requirements has been amplified by misunderstanding and misinformation arising from the Supreme Court's 2003 decision upholding the law against a constitutional challenge brought by the American Library Association and a coalition of librarians and library users (*AL*, Aug. 2003, p. 12–16).

Some observers argue that CIPA's being upheld means that public libraries can filter even constitutionally protected content for adults and youths alike. However, the High Court ruling was in fact a narrow plurality decision, with multiple justices writing opinions. No single opinion received a majority of the court's votes.


The plurality ruled that the First Amendment does not prohibit Congress from requiring public libraries to use internet filters to control what library users and staff access online, as long as adults can ask that the filters be disabled without having to justify their request. The decision thus upheld the text of CIPA,

not any specific application of the law. As Justice Kennedy explained, so long as libraries unblock or disable the filter for adult users without delay, there is no basis for a constitutional challenge to CIPA. But if libraries cannot disable the filter for adult users in a timely fashion, or if the rights of adults to view material on the internet are burdened in any other way, it could give rise to a claim in the future that CIPA is unconstitutional as applied.

Clearly, the Supreme Court recognized that overly restrictive internet filtering can infringe upon the rights of adult library users to access protected speech. When the use of blocking software is mandated by Congress as a condition for funding, the requirement that libraries unblock websites or disable filters for adult users functions as a First Amendment safety valve.



CIPA does not require schools or libraries to block online text, nor to block access to controversial viewpoints.



Selection or censorship?

In April 2012, a federal district court in Spokane, Washington, issued a decision that brought all the misunderstandings and confusion about CIPA to the forefront. The lawsuit, *Bradburn et al. v. North Central Regional Library District*, was filed by patrons who said the library refused to unblock websites containing legal information about tobacco use, art galleries, and general-interest blogs. The court's ruling upheld the library's policy of selectively allowing or refusing adult users' requests to unblock filtered websites, even when the sites contain constitutionally protected speech that is legal for adults to view. US District Judge Edward Shea agreed that the library could employ filtering as a form of content selection and said that the library's policies were justified by the conditions imposed by CIPA.

Does CIPA itself, or the 2003 Supreme Court opinion, actually authorize a library to limit an adult's access to constitutionally protected speech? A close reading of the district court's opinion reveals that it fails to address the Supreme Court's directive: Libraries subject to CIPA should disable filters for adult users to assure their First Amendment rights. Nor does Judge Shea's opinion explain how CIPA's specific mandate to block only images that are obscene or child pornography authorizes the library to selectively censor adults' access to legal, general-interest online information.

Theresa Chmara, general counsel for ALA's Freedom to Read Foundation, has explained why librarians and trustees should not rely on the *Bradburn* decision for guidance in crafting their internet policies (*AL*, July/Aug. 2012, p. 17). Nevertheless, the *Bradburn* decision illustrates the misunderstandings that lead schools and libraries to adopt restrictive internet filtering policies that do not conform to the law or to the Supreme Court's opinion.

A balancing act

CIPA and the 2003 Supreme Court decision upholding it require librarians and trustees alike to make a difficult choice between the profession's core values of intellectual freedom and equity of access, and the acceptance of federal funds that enable the library to receive internet access discounts in exchange for filtering that access. The challenge is to comply with CIPA and the Supreme Court's decision while at the same time fulfilling the library's mission to provide content, not suppress it, and to increase access, not restrict it.

Meeting this challenge requires a commitment on the part of librarians and trustees to thoroughly understand the requirements of the law and its constitutional application in the public library. Consulting with experts within librarianship, as well as independent legal counsel dedicated to the best interests of the library and its users, are

RESOURCES

- "Internet Filtering" by Sarah Houghton-Jan, *Library Technology Reports* (Nov./Dec. 2010): 25–33, alatechsource.org/taxonomy/term/106/privacy-and-freedom-of-information-in-21st-century-libraries
- "FAQ on E-rate Compliance with the Children's Internet Protection Act and the Neighborhood Children's Internet Protection Act" by Bob Bocher, Wisconsin Department of Public Instruction (Feb. 19, 2004), pld.dpi.wi.gov/files/pld/pdf/cipafaq.pdf
- FCC Report and Order 11-125, Aug. 11, 2011 (report and regulations implementing CIPA), fjallfoss.fcc.gov/edocs_public/attachmatch/FCC-11-125A1.pdf
- Children's Internet Protection Act, Pub. L. 106-554, 106e-ratecentral.com/CIPA/Childrens_Internet_Protection_Act.pdf
- "Straight from the DOE: Dispelling Myths about Blocked Sites" by Tina Barseghian, KQED–Northern California, blogs.kqed.org/mindshift/2011/04/straight-from-the-doe-facts-about-blocking-sites-in-schools/
- The Libraries and the Internet Toolkit, by American Library Association, ala.org/advocacy/intfreedom/iftoolkits/litoolkit/default
- *US v. American Library Association* (June 23, 2003) law.cornell.edu/supct/html/02-361.ZS.html

a crucial part of this process. A further commitment to ensuring that the library's internet filter and filtering policies are as friendly to the First Amendment as possible will help public libraries avoid infringing on their users' constitutionally protected right to access online information. ■



DEBORAH CALDWELL-STONE is deputy director of ALA's Office for Intellectual Freedom.

This article is not a legal opinion nor should it be regarded as legal advice. Readers should consult their own legal counsel for legal advice regarding their particular situation.

Currents

■ January 4 **Christine Berro** retired as director of Portage (Mich.) District Library.

■ **Brianna Buljung** recently joined the Nimitz Library at the United States Naval Academy in Annapolis, Maryland, as reference bibliographer for engineering and computer science.

■ **Alyssa Cleland** is now children's and youth services librarian at Park Falls (Wis.) Public Library.

■ **Michèle Cloonan** is now dean emerita and professor of Simmons College library school in Boston.

■ In December **Amedeo**

DeCara became reference librarian and e-learning coordinator for the Babson Library of Springfield (Mass.) College.

■ **Erminio D'Onofrio** recently retired as head of information services at the Science, Industry, and Business Library of New York Public Library.

■ January 2 **Jane Fisher** became director of Wallingford (Conn.) Public Library.

■ **Michelle Frisque** recently became director of library technology at Chicago Public Library.

■ January 2 **Henry G. Fulmer** became director of the South Caroliniana



Christine Berro



Alyssa Cleland



Keith Gorman



Jo Ann Greenberg

Library at the University of South Carolina in Columbia.

■ **Greta Galindo** is now library services director at Woodland (Calif.) Public Library.

■ **Keith Gorman** recently became head of the Martha Blakeney Hodges Special Collections and University Archives at the University of North Carolina at Greensboro.

■ December 28 **Jo Ann Greenberg** retired as city librarian for Escondido (Calif.) Public Library.

■ January 7 **Dianne Harmon** retired as director of Joliet (Ill.) Public Library.

■ December 31 **Roger Hiles** began serving as library services manager at Arcadia (Calif.) Public Library.

■ January 14 **Alice Knapp** became director of user services at Ferguson Library in Stamford, Connecticut.

■ **Tomas A. Lipinski** has become director of the School of Library and Information Science at Kent (Ohio) State University.

■ March 15 **Robert Maier** will retire as director of the Massachusetts Board of Library Commissioners.

■ **Maura Marx** will become deputy director of the Office of Library Services at the Institute of Museum and Library Services in Washington, D.C., in May.

■ January 11 **Sharon McDonald** retired as head children's librarian at Bedford (Mass.) Free Public Library after 39 years of service.

■ **Marcy Pride** recently became dean of the Integrated Learning Resource Center at Liberty University in Lynchburg, Virginia.

■ In December **Katherine Rissetto** became cataloger/library assistant at the American Numismatic Society in New York City.

■ **Hilary Robbeloth** is now metadata/collection services librarian at the University of Puget Sound's Collins Memorial Library in Tacoma, Washington.

■ January 31 **LaWanda Roubesh** retired as director of Davenport (Iowa) Public Library.

■ December 7 **Shannon Roy** retired as continuing education coordinator at the State Library of Kansas in Topeka.

■ In December **Judith Sessions** retired as dean

CITED

■ **Ginnie Cooper**, chief librarian of the District of Columbia Public Library, was awarded the Thomas Jefferson Award for Public Architecture from the American Institute of Architects. The first librarian to receive the honor, Cooper was recognized for revitalizing and raising awareness of D.C. public libraries by hiring architects to modernize and transform the public spaces into vibrant activity centers.

■ **Gloria Hibbett**, collection supervisor at the Regional Foundation Center at the Free Library of Philadelphia, received the Outstanding Fundraising Professional Award from the Association of Fundraising Professionals—Greater Philadelphia Chapter.

■ **Melanie Huggins**, Richland County (S.C.) Public Library executive director, was named 2012 South Carolina Outstanding Librarian by the South Carolina Library Association.

of Miami University Libraries in Oxford, Ohio.

■ **John Sheridan** is now director of Vicksburg (Mich.) District Library.

■ January 16 **Rand Simmons** became Washington state librarian.

■ **Jennifer Snoek-Brown** is now faculty librarian and instructor coordinator at Mt. Hood Community College in Gresham, Oregon.

■ December 31 **Karen Spitler** became director of Mitchellville (Iowa) Public Library.

■ January 2 **Maureen Sullivan**, president of the American Library Association, became interim dean of Simmons College's Graduate School of Library and Information Science in Boston.

■ **Margo Tanenbaum** is now children's librarian for the Hacienda Heights (Calif.) branch of the County of Los Angeles Public Library.

■ **Barbara Tierney** has become department head of University of Central Florida Libraries.

■ January 31 **David Voros** retired as dean of library and instructional resources at Lehigh Carbon Community College in Schnecksville, Pennsylvania.



David Voros



Susan Westgate

OBITUARIES

■ **Joseph Branin**, 65, founding director of the King Abdullah University of Science and Technology Library in Saudi Arabia, died on December 30 of cancer. Branin was director of Ohio State University Libraries from 2000 to 2009. A leader in the research library community, he served on the board of directors of the Association of Research Libraries and as editor of *College & Research Libraries*.

■ **Bernadette G. Callery**, 64, librarian at the Carnegie Museum of Natural History in Pittsburgh, died July 27. Previously research librarian for the New York Botanical Garden, she received the Charles L. Long Award of Extraordinary Merit in 1997 from the Council on Botanical and Horticultural Libraries.

■ **Virginia Lee Close**, 91, former head reference librarian at Dartmouth College Library in Hanover, New Hampshire, died November 1. She began her career at Dartmouth in 1945, and served there until her retirement in 1993. She was also bibliographer and editor of *Dartmouth College Library Bulletin*.

■ **William DeJohn**, 72, who retired in 2012 as director of Minitex at the University of Minnesota in Minneapolis

after 27 years of service, died December 31 of pancreatic cancer. Prior to directing Minitex, a network of academic, public, state government, and special libraries, DeJohn served as senior consultant, library cooperation, for the Illinois State Library-Library Development Group in Springfield and director of the Pacific Northwest Bibliographic Center at the University of Washington Libraries in Seattle. He was named 2006 Academic Librarian of the Year by the Minnesota Library Association.

■ **Charlesanna Fox**, 102, former director of Randolph County (N.C.) Public Library, died November 14. Credited with bringing seven Randolph County libraries into the countywide system, Fox was president of the North Carolina Library Association from 1953 to 1955.

■ **Jean Wenger Scherr**, 97, former librarian at Columbus (Ohio) Metropolitan Library, Ohio State University Libraries in Columbus, and Ball State University Libraries in Muncie, Indiana, died July 6. Scherr also served as associate professor of library science and head of the processing division at Ball State, and as a cataloger for the State Library of Ohio.

■ January 14 **Nicholas Weber** became library director of the Woodstock (Ill.) Public Library.

■ January 28 **Susan Westgate** became director of Carol Stream (Ill.) Public Library.

■ **Amy Wisehart** is now director of Hartland (Vt.) Public Library.

At ALA

■ In January **Rachel Chance** became acquisition editor for ALA Neal-Schuman and Huron Street Press.

■ In January **Meg Featheringham** became manager/editor for the American Association of School Librarians.

■ December 17 **Joanna Ison** joined the Association for Library Service to Children as program officer for programs and partnerships.

■ February 11 **Michelle Harrell Washington** became director of the Office for Diversity and Office for Literacy and Outreach Services. ■

Send notices and color photographs for *Currents* to Phil Morehart, pmorehart@ala.org.

Managing the Managers

For best results, learn to speak “administrator”

by Linda W. Braun

Sometimes relationships with those up the organizational chart are fantastic. Sometimes they are awful. Whether you work for an angel or a demon, you need to manage the relationship. Since what is required to accomplish that feat is not always obvious, I offer five tips for success. (For an expanded list of 10 tips, read the web version of this column.)

(1) **Build relationships.** Whenever I talk with library staff about professional collaborations and partnerships, I emphasize that suc-

cess requires relationship building. It takes time to get to know each other and develop trust. It's no different with administrators, and it's not so hard to do. For



For starters, don't always

talk about youth services. Express interest in big-picture issues.

starters, don't always talk about youth services. Express interest in big-picture library issues and be ready to discuss non-youth issues.

(2) **Communicate regularly.** It may take extra time and effort, but make sure you keep administrators informed about what's going on with youth services. Send an email once a week that summarizes the latest news and statistics about your work. If your supervisor prefers face-to-face communication, schedule monthly or quarterly half-hour

meetings to go over the work you are doing. In all of your communications, make sure to think like a manager. That might require using a different vocabulary than you are used to: less youth services-oriented and more business-oriented.

(3) **Be transparent.** I've worked with many youth services staffers who think it's better to fly under the radar when they try new initiatives without going through the proper administrator to get approval, or even simply inform them about what's in the works. But when youth services staff aren't transparent with administrators about what they are doing and why, they are incapable of helping them understand the value of youth services to the community or counting them as allies.

For example, instead of discreetly putting that possibly controversial title on the shelf and hoping your administrator doesn't notice, initiate a conversation to explain specifically how the item supports the youth in your community. Such transparency enables administrators to appreciate the thoughtfulness and effectiveness of your policies and decisions.

(4) **Focus on solutions.** I knew a library school professor who told his management students that they should always go to library directors with solutions, not problems. If something isn't working in your children's or teen services, be upfront about that, but also take the time before reporting the problem to consider how to rectify the situa-

tion. By presenting the solution along with the problem, you are encouraging your administrator to give you an opportunity to make changes that you know are right for the youth in your community.

(5) **Don't stop at “no.”** It is possible to build relationships, communicate regularly, be transparent, and focus on solutions, and still hear “no” from administrators. That doesn't mean you simply put your tail between your legs and give up. Instead, find out why the answer was “no.” Analyze what you learn and think about ways you might change your request in another week, month, or six months. If you believe what you are requesting is a good idea, then be persistent, do your homework, and go back and ask again with intelligent revisions. “No” can often turn into “yes.”

These tips can take some time and effort, but remember that once you have established a relationship of trust with an administrator, she or he will more readily listen to your ideas and trust you as a knowledgeable professional. They may not always understand your ideas, but if you are clear about your vision for service to children or teens, you will have a greater chance to move forward with the services you know the youth in your community deserve. ■

LINDA W. BRAUN is an educational technology consultant for LEO: Librarians and Educators Online, a professor of practices at the Simmons College library school in Boston, and a past president of ALA's Young Adult Library Services Association.

Follow Yourself

Use free or cheap tools to track user engagement

by David Lee King and Michael Porter

Do you listen to what customers say online about your library? Oftentimes they're asking questions or announcing that they're inside the building. Other times they're sharing their experiences, both good and bad. But almost all of the time they're using social media tools like Facebook and Twitter to hold these online conversations.

As library professionals, it's up to us to hear what our customers have to say in order to improve our services, and the best way to do that is via easy-to-use listening tools.

Twitterverse language

To see what Twitter users are saying about your library, visit Twitter Search (twitter.com/search) and click "advanced search." Enter the words and/or phrases you want to look for. (For example, David might search for "Topeka library.") Then scroll down to "places" and enter that information (David would enter "Topeka, KS"). What does that do? In David's case, it searches for Twitter users living in and around Topeka, Kansas, who have recently talked about his library on Twitter, and then it displays those tweets.

To revisit the search later, you have a couple of options: You can save it in Twitter. Or you could use a handy Twitter application like TweetDeck—a desktop-based app that monitors multiple social media accounts in several columns. It's a handy tool that lets you check

LinkedIn, Facebook, and Twitter posts and searches at a glance.

How about Twitter RSS or email alerts? Twitter will drop support for RSS feeds after March 5. But do not fear! You can still get an RSS feed of a Twitter search by using Topsy (topsy.com). For email, use a tool like TweetBeep (tweetbeep.com), which can send hourly updates to those using its free service.



to track your library online.

Alert setup

Use Google Alerts for news stories, websites, and blogs that mention your library. Sign in to your Google account, go to google.com/alerts and type in your search. Under the "deliver to" tab, choose email or feed, which generates either an email alert or an RSS feed that you can subscribe to in your feed reader. Then, whenever someone mentions your library online, you will receive an alert.

Facebook alerts are tricky, because there isn't a way yet to search public status updates. Nevertheless, you still have a couple of options:

■ **Kurrently** (kurrently.com) is a social media search tool that searches Twitter, public Facebook posts, and Google Plus. As far as we can tell, you can't subscribe to the search.

■ **Open Status Search** (openstatussearch.com) is another great tool that searches public Facebook posts. Again, you can't subscribe to

search alerts, but it's another option for Facebook searching.

Customer engagement

Once these listening tools are created, you can respond to your customers.

(1) **Answer the question.** If

they have a query—whether they ask the library directly or not—step in and answer it.

(2) **Thank them.** If they say something good

about the library, say thank you.

(3) **Respond.** What if someone grumbles about a late fee or the parking lot? If they share wrong information or are confused about a library policy, take the opportunity to correct inaccurate information.

(4) **Ignore but share elsewhere if needed.** Some things are really good to hear (for example, "I love the library!") but don't require a response. You can still share that status update with other staff members. The copy-and-paste function is a wonderful thing.

Once you set up a few listening tools, you can start—and keep—conversations flowing with online and mobile customers in your community and beyond. ■

DAVID LEE KING is digital branch and services manager for Topeka and Shawnee County (Kans.) Public Library. MICHAEL PORTER is currently leading the effort of the e-content-centric nonprofit Library Renewal and has worked for more than 20 years as a librarian, presenter, and consultant for libraries.

Librarian's Library

Leadership and Advocacy

by Karen Muller

A thread through ALA President Maureen Sullivan's mission has been "leadership." Leadership takes many forms throughout our professional lives. We lead colleagues to accomplish the work of our libraries; we lead community groups to advocate on behalf of the library; we lead teams to learn new skills or to adapt a service in new ways. The skills of leadership encompass far more than marching at the head of the parade, as this selection of recent publications shows.



From communication skills to mentoring, to learning to supervise, to managing change, the essays collected by Robert Farrell

and Kenneth Schlesinger for *Managing in the Middle* provide a selection of practical discussions and case studies. One group—"Middle Management 101"—centers on the basics of starting out as a middle manager, with insights into communication skills and tips for continuous learning. The essays forming the "Middle Ground" look at project planning, productivity, and performance management—areas even seasoned managers can learn from. Finally, the "Empowerment" group looks at the importance of mentoring and team building. INDEXED. ALA EDITIONS, 2012. 192 P. \$55. PBK. 978-0-8389-1161-7

"Profundity." A word you don't see often, but it embodies a key component of the skills and tools presented by Deborah D. Levitov and the other essayists in *Activism and the School Librarian: Tools for Advocacy and Survival*. Advocacy is about more than providing cost-benefit analysis. It is about engaging in community activism to bring conversation about the value of the school library program to the forefront. Getting there entails making changes to transform the school library program, developing the policies and infrastructure to support the vision, and most of all taking the message to the groups who can help. INDEXED. LIBRARIES UNLIMITED, 2012. 123 P. \$45. PBK. 978-1-61069-187-1 (ALSO AVAILABLE AS AN EBOOK.)



On the public library front, Valerie J. Gross describes a communication strategy that helps position the public library as an education provider. *Transforming Our Image, Building Our Brand: The Education Ad-*



The skills of leadership encompass far more than marching at the head of the parade.

vantage teaches the "Three Pillars Philosophy" employed by the Howard County (Md.) Library System to strengthen its role in the community. The three pillars are self-directed education, research assistance and instruction, and instructive and enlightening experiences. Reframed with that lens, projects became partnerships and other services were re-named, with measurable results. Before and after documents, along with rejected messages, make the strategies adaptable in other settings. INDEXED. LIBRARIES UNLIMITED, 2012. 169 P. \$48. PBK. 978-1-59884-770-3 (ALSO AVAILABLE AS AN EBOOK.)

We've heard it before. Our services must reflect our communities' needs. But what do we need to know in order to do this? The essays assembled by Carol Smallwood and Kim Becnel in *Library Services for Multicultural Patrons: Strategies to Encourage Library Use* offer perspectives and examples for revamping existing programs to be used by increasingly diverse clientele. One place to start is by building partnerships with the communities in the service areas; another is to reach out to students in the community,



ROUSING READS

VISITING TWO MEDICINE COUNTRY

particularly teens who may be the best avenue for reaching their parents.

This kind of outreach necessitates reviewing collection patterns, signage, computer instructions, and the on-screen messages as well. It means building new collections, such as graphic novels that are approachable by the English-language learner, or genealogical tools for tracing family histories in countries and cultures outside Europe. And it may, as one chapter head suggests, compel you to “Risk Looking Stupid,” or being willing to learn—and stumble—along with the patron you’re assisting.

INDEXED. SCARECROW PRESS, 2012. 352 P. \$65. PBK. 978-0-8108-8722-0 (ALSO AVAILABLE AS AN EBOOK.)

Apps may be imperfect, but they are proving useful during e-reference encounters.

Rethinking Reference and

Instruction with

Tablets, a guide in the *Library Technology Reports* series, by Rebecca K. Miller, Carolyn Meier, and Heather Moorefield-Lang (see “The Tao of Tablets,” p. 20), examines the rise of the app and the tablet as library tools. One case study describes a roving reference service at the University of Huddersfield in the UK that brings information directly to students wherever they are in the library. Also covered is the importance of conveying traditional information literacy and evaluation skills in the tablet environment and integrating that instruction with the curricular use of tablets by the academic departments. NOT INDEXED. ALA TECHSOURCE, 2012. 60 P. BY SUBSCRIPTION, 8 ISSUES A YEAR FOR \$325. PBK. 978-0-8389-5863-6 (ALSO AVAILABLE IN E-FORMATS.) ■



In 1978, when I first read Ivan Doig’s *This House of Sky*, I was a librarian at Timberland Regional Library in Washington State. Doig’s memoir of growing up in the Montana high country as the third member, along with his father and grandmother, of an unconventional but loving family struck me as a very special book. The literature of the West has always thrived on stories that evoke the largely unspoken ties that bind rugged individualists. But Doig—combining a marvelous ability to evoke Montana’s harsh landscape with a novelist’s sensitivity to the nuances of character—brought a new level of poignancy to this familiar theme.

I was writing freelance book reviews at the time I read Doig’s book and had managed to have a few published in local papers. Naturally, I took a shot at reviewing *This House of Sky* and submitted my work to the *San Francisco Review of Books*, which, shockingly, agreed to publish it. That was my first placement in what I thought of as an important book journal. And while I may have been wrong about that (the *SFRB* folded in 1997), I’ve always been thankful that Doig’s book landed in my hands when it did.

When I came to *Booklist* in 1980, I made sure that Doig’s books continued to land in my hands, and I’m happy to say I’ve reviewed all 13 of them (11 novels and two memoirs) over the past three decades. Even though it was a memoir that launched his career, the majority of Doig’s work has been fiction, most notably the series of novels set in the fictional Two Medicine Country of Montana, which he has claimed as his literary turf as unequivocally as Faulkner annexed Yoknapatawpha County. I have occasionally quibbled with Doig’s distinctive narrative voice, which sometimes turns overly florid and calls too much attention to itself, but more often, as in two of my favorites, *English Creek* (1984) and *The Whistling Season* (2006), voice and story are in perfect harmony.

Throughout his long career, Doig has been at his best when chronicling the passing of a season in the lives of a Montana family during the early 20th century. Those seasons typically mix daily life with grander events (the passing of Halley’s Comet or the building of Fort Peck Dam), but whether the scale is large or small, Doig always digs the details of his historical moments from the Montana dirt in which they thrived.

That is especially true of Doig’s latest book, *The Bartender’s Tale* (2012), which stars Tom Harry, owner and chief barkeep of a saloon in Gros Ventre, Montana, in the heart of Two Medicine Country. The tale jumps between 1960 and the Depression, when Tom ran another bar at the Fort Peck Dam construction site. Narrated by Tom’s precocious 12-year-old son, Rusty, the novel combines a moving coming-of-age story with great dollops of Montana history, and—best of all—a you-are-there look at daily life in a Western saloon (“Without a basic good glass of beer, properly drawn and presented, a saloon was merely a booze trough”).

Now that’s a detail I can really appreciate.



BILL OTT is editor and publisher of *Booklist*.



KAREN MULLER is librarian and knowledge management specialist for the ALA Library.

Solutions and Services

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The National Geographic Society publishes many invaluable resources in addition to its flagship *National Geographic* magazine, and that wealth is now available online. National Geographic: People, Animals, and the World, a new entry in the National Geographic Virtual Library multimedia product line produced by Gale Cengage, gives subscribers unlimited access to 175 full-text National Geographic ebooks on travel, science and technology, history, the environment, and animals; 325 videos; 655 maps and atlases; 600 downloadable National Geographic images; and full-text issues of *National Geographic Traveler* magazine from 2010 to the present, all integrated into Gale's research platform. Content is cross-searchable with the other products in the National Geographic Virtual Library series as well.



▲▲▲ mangolanguages.com

Mango Languages has launched Mango Mobile Library Edition, a free mobile app that allows iPhone, iPod Touch, and Android users full access to their library's Mango foreign-language instruction courses. Thirty-four language courses (28 for Android users) and ESL courses for speakers of 15 different languages (14 for Android users) can be downloaded by patrons of libraries that offer Mango services and accessed online or offline via the app's touch-screen interface. App features include interactive phonetic spellings, semantic color mapping, pronunciations spoken in articulated speed as well as fluent speed, literal translations and understood meanings, grammar and cultural notes, and memory building and critical thinking exercises. iOS4 required for iPhone and iPod Touch use. Android devices must be version 2.2 or higher.

corwin.com >>>

Corwin, a Sage company that publishes journals, books, and multimedia resources for preschool and K-12 educators, debuted its new eLibraries product December 3 during the Learning Forward Annual Conference in Boston. The eLibraries are subject-specific collections of ebooks that provide online access to Corwin's content of work by high-profile authors for professional development initiatives. Each eLibrary topic collection includes 10-12 ebook titles designed to support the needs of an entire school district, with resources for teachers, administrators, and coaches. Districts can also create a customized professional development plan to emphasize learning based on any of the titles in the collection. Every staff member in a subscribing district can receive unlimited simultaneous access to eLibraries.



To have a new product considered for this section, contact Phil Morehart at pmorehart@ala.org.

novarelibrary.com >>>

Novare Library Services, a firm started by librarians that specializes in IT solutions for libraries, now provides mobile web pages for library conventions that can be accessed on smartphones. Based on the open source jQTouch plugin, the flexible mobile web pages let convention attendees access schedules; program, exhibitor, and meeting information; and a conference center map from iPhone, Android, Blackberry, and Windows devices via links, QR codes, or by typing in a URL. FourSquare, Facebook, and Twitter accessibility is featured as well, allowing attendees to share their convention experience via social media with ease.



LITERATI BY CREDO FOR COLUMBIA'S GRADUATE WRITING PROGRAM

Columbia University's Undergraduate Writing Program (UWP) is a first-year seminar-style course that challenges new students to read, write, and think as critically as established academics. Graduate students teach the course, and librarians supplement their instruction with an introduction to research skills and methods.

Columbia has partnered with Credo Reference on various customizations since the university first subscribed to the database in 2007. In fall 2011, Credo approached Undergraduate Services Librarian Anice Mills and Digital Humanities Librarian Bob Scott to pilot a new project that could enhance the role librarians play in university writing instruction.

"We wanted to empower students by showing them a set of simple tools to master any database they come across," Scott said. In December, the librarians began working on tutorials and videos that could be embedded in Credo's new Literati interface. The tutorials are intended to help students brainstorm ideas for term papers, perform effective database searches, evaluate the credibility of resources, and understand plagiarism, copyright, and the need to cite references correctly. "We want students to become sophisticated users of online information by teaching them skills that will be useful well after they've graduated," said Mills. The librarians also worked to further refine Credo's customization tools that lead students from reference works to relevant databases in the collection.

"We find it helpful to think of Literati in three parts," said Shiva Darbandi, solutions associate at Credo. "The

first component is content. A subscription to Literati includes access to a variety of ebooks and scholarly articles, images, and hyperlinked videos. The second component is technology. The platform includes features such as Mind

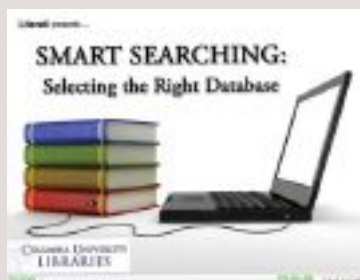
Maps, Topic Pages, and customized instructional multimedia. The third component is information literacy. These tools and services consist of special projects tailored to client needs, such as marketing campaigns, evaluations and assessments, or subject-specific videos."

Scott and Mills said Credo provided them with the opportunity to collaborate

with its customer solutions team to create multimedia materials based specifically on UWP course learning outcomes and Columbia library resources. These instructional multimedia materials are accessible in the Literati platform as well as through persistent URLs that can be used anywhere on the library's website. "We appreciated the opportunity to work with an outstanding technical staff that could respond quickly to our specific institutional needs," Scott said. In a poll of students who used Literati, 87% said that the strength of their paper increased significantly as a result.

Scott and Mills encouraged the faculty to access the tutorials for their instructional use as well, and colleagues gave positive feedback. One instructor said, "Because [Literati] is such a rich resource, students gravitate toward it. It is intuitive and helps them with preliminary work on their projects."

The librarians see this as a promising model of how database vendors can collaborate with academic librarians to ensure that research skills continue to be a priority.



Career Leads from

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The University of Utah School of Music seeks a Director for the McKay Music Library. The McKay Music Library is a strategic component of the academic, artistic, and scholarly mission of the School of Music and is a partner with the University's Marriott Library. **Please go to www.employment.utah.edu, click on staff jobs link then job for external applications. Use posting number PRN03073B, Job Code: 2130 to apply and see details.**

Mid-Continent Public Library in Independence, MO seeks a Manager for the Midwest Genealogy Center. As part of the collaborative leadership team of the Library, the Manager interprets and implements the direction of the Library to assigned staff members. The Midwest Genealogy Center Manager keeps abreast of current trends and services in the genealogy community, and is constantly working to assure that the Midwest Genealogy Center is recognized as one of the premier libraries of its type in the nation. Develops and manages implementation of Branch

services and projects, including archival responsibilities and digital collection responsibilities. Manages the collection development process including selecting and deselecting library materials based on needs of a family history library. Works with the Development Director to assist in cultivating new gifts and grants to enhance the library's programs and services. Required qualifications: Master of Library Science degree, 3 years Library and/or supervisory experience, 3 years' experience working with genealogical materials and customers. **For more information and to apply go to <http://www.mymcpl.org/about-us/employment-opportunities>.**

Solano County Library in Fairfield, CA is seeking an Assistant Director.

Provides professional and administrative assistance to the Director of Library Services in planning, organizing and directing services and programs for the Solano County Library. • Works closely with the Director to form policies, set goals and respond to the needs of both the staff and the public. • Accountable for ensuring effective program planning, systems and quality of operations for library services and staff in addition to directing day-to-day library operations. • Assists the Director in the recruitment, selection, development and evaluation of staff. • Represents the department to other departments, elected officials, advisory boards and commissions, and community agencies. • Responds to and resolves difficult and sensitive community or staff inquiries and complaints. • Exempt from civil service, "at will" and serves at the pleasure of the appointing authority and reports to the Director of Library Services. **THE IDEAL CANDIDATE** The ideal candidate is an innovative strategist with outstanding interpersonal skills, professional commitment and integrity, with the ability to set priorities and communicate effectively with varied audiences. Must be an effective leader who has the ability to develop, identify, motivate and properly direct professional and managerial staff in fulfillment of a strategic plan that is community focused, staff inspired and

outreach oriented. **QUALIFICATIONS** Four years of supervisory/administrative experience of library programs and services and supervision of professional and technical staff. Extensive education, training or additional experience in public administration including budget, planning, evaluation and implementation of services. MLS or MLIS required. **SOLANO COUNTY** Solano County, located between San Francisco and Sacramento, provides an inviting mix of rural and suburban lifestyles with easy access to some of the best arts, sports and recreation opportunities in the nation. The library, with 8 branches in 7 cities and 110 FTE, enjoys widespread community support, as evidenced by an 80% yes vote to continue a dedicated library sales tax until 2030. **See a complete position description including ideal candidate, examples of duties, minimum qualifications and supplemental questions at www.jobsatsolanocounty.com/**

Georgia College Library seeks an Associate Director of Instruction & Research Services. The person in this leadership position oversees instruction, collection development, government documents, reference and research, and provides input into the strategic direction and overall administration of the Library. **Visit <http://www.gcsujobs.com> for more information and application instructions.** Georgia College is a unit of the University System of Georgia and is an AA/EEO institution.

Georgia College Library seeks a User Engagement Librarian/Assessment Coordinator. Responsibilities include: maintaining and enhancing a User Engagement & Assessment Program and creating and disseminating professional communications to internal and external stakeholders. **Please visit www.gcsujobs.com/applicants/Central?quickFind=52978 to apply for this position.** Georgia College (<http://www.gcsu.edu>) is a unit of the University System of Georgia and is an Equal Opportunity Employer/Affirmative Action institution.

CONTACT Email joblist@ala.org or call 800-545-2433, Katie Bane, ext. 5105. Career Leads, American Libraries, 50 E. Huron St., Chicago, IL 60611; fax 312-337-6787.

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- **ALA JobLIST Placement Center** connecting job seekers and employers, and offering free career counseling
- Celebrations of the **75th anniversary of the Caldecott Medal**, with high-profile experts and children's book illustrators including Paul O. Zelinsky, Brian Selznick, Jerry Pinkney, Erin Stead, Chris Raschka, and Eric Rohmann
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Too Eager to Please

Librarians must learn how to say no

by Will Manley

Pity the poor library director, whose job description includes ensuring the work gets done, the patrons are happy, the powers that be (trustees, city managers, regents, deans, principals, school board members, city council members, county commissioners, etc.) are also happy, and library employees are happy. Oh, I forgot one thing: Do all this with a 10% budget cut.

We often talk about the librarian image, and this conversation often morphs into a debate about the dreaded librarian stereotype. We all know where that leads: We need to get a new wardrobe, we need to lose the comfy shoes, we need to update the 19th-century hairdo, we need to go on a diet, and most of all, we need to chill.

Personally, I think that's bad ad-

vice. Our dumpy, frumpy, lumpy, homely, mousy, dour image may not be exactly appealing, but it's also benign, serious, and sincere—which trumps a lot of other professional stereotypes, such as those of bankers (loan sharks), lawyers (barracudas), politicians (liars), stockbrokers (con artists), and physicians (quacks).

There is, however, one thing I would like to change about librarians. I'm fine with sensible shoes, frumpy frocks, and boring bunheads, but let's stop pretending we can move mountains and perform miracles. We are, quite frankly, too eager to please. It seems to be ingrained in our professional DNA. We just can't say no.

What did we say to one of the best-funded and most powerful of all federal agencies, the IRS? "Oh, you can't afford to set up or staff your own tax form distribution centers? Don't worry, we'll rescue you. Our library is a central gathering place, and we have a staff full of reference librarians willing to explain the intricacies of the US tax code to anyone who stumbles in and doesn't know a capital gain from an itemized deduction. We live to serve."



Let's stop pretending we can move mountains and perform miracles.

The US Post Office has apparently learned from its IRS brethren. After going billions of dollars into debt and being almost aced out of

business by the double whammy of email and private-sector carriers that actually deliver your letters and packages on time and in good condition, the USPS is finally thinking outside of the post office box: The agency has hatched the concept of putting post office kiosks in libraries. It can't be that much different than readers' advisory work, can it? It's called leveraging staff or pooling resources. Here's how it works. Library staffers who have had their hours cut and their salaries slashed are asked to take on yet one more service.

Yes, it's important to forge community partnerships. But can you think of two more undesirable partners than the IRS and the USPS?

Even worse than partnering with unpopular government agencies are library directors who kowtow when city managers and mayors insist that libraries slash their budget by 10% without cutting services. At what point will we realize that those who care most about serving the public should respond with a firm "no" rather than a wimpy "yes"? ■

WILL MANLEY has furnished provocative commentary on librarianship for more than 30 years and has written nine books on the lighter side of library science. Contact him at wmanley7@att.net.





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