

american libraries

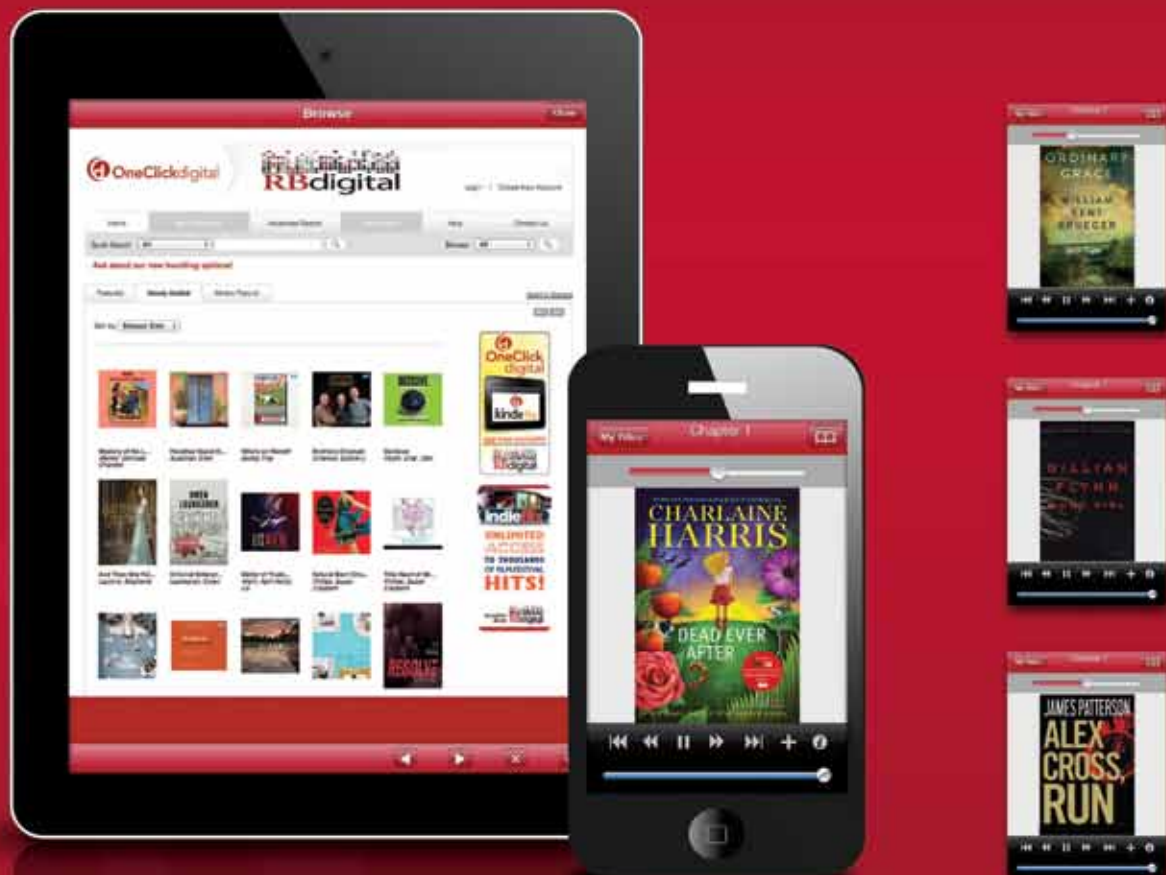
MAY 2013

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION



CASHING IN ON SOCIAL MEDIA

- The nitty-gritty
- Advocacy



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Documentary filmmaker Ken Burns called the National Parks "America's best idea." The libraries in these parks may be one of America's best-kept secrets.

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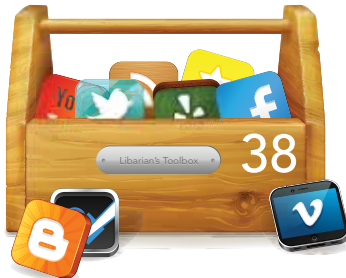


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Exploring National Parks, Leveraging Social Media

by Laurie D. Borman

Dreaming of a National Park vacation? If so, there just might be a special library for you to visit between hiking and geyser viewing. Author and California State University Stanislaus librarian Maryann Hight volunteers at LeConte Memorial Lodge Library in Yosemite. She researched several unique libraries in National Parks (see page 24) and found it was interesting and demanding work. A few of her observations:

- Many NPS libraries don't have a physical address and aren't easy to find. Some seem almost hidden from visitors.
- Not all are overseen by actual librarians—some staff members are museum curators, building administrators, or rangers. However, all are very passionate about their charge to care for the materials.
- Although the libraries are open to the public, many are designed to

serve park employees who provide interpretive services, not casual visitors. Ellis Island does not even have research material available to the public. Researchers must submit a letter stating a research purpose and request access, and then set up an ap-

pointment if their request is approved. Says Hight, "I talked to the librarian there over the phone for more than an hour. He had so many great stories I was ready to get on a plane to try to spend a week with him."

We hope your summer travel plans also include a visit to Chicago in June for the ALA Annual Conference. For a taste of the great programs and exhibit floor activities to come, see our Annual Must-Dos coverage on page 12. More Annual coverage will be in our June issue.

Elsewhere in this magazine, we have two stories addressing social media. First, an excerpt from Laura Solomon's excellent book *The Librarian's Nitty-Gritty Guide to Social Media* published by ALA Editions. Full of practical information, Solomon's book offers spot-on social media etiquette tips, among other advice. See the story on page 34.

Then, on page 38, Terra Dankowski shares some novel ways that libraries take advantage of Twitter and Facebook in *How Libraries Are Using Social Media*. An amazing fact: The Charlotte Mecklenberg (N.C.) Library used Twitter in a campaign that raised \$400,000 in two weeks.

Leonard Kniffel covers Libraries Without Borders, a humanitarian group founded in France that provides books, technology, and other knowledge resources in disaster zones. See the story on page 28.

Finally, with this issue we bid farewell to *Outside/In*, a column by David Lee King and Michael Porter. Many of you know David and Michael from their numerous books, blogs, and speaking engagements on emerging trends and social media. Over the past year and a half with *American Libraries*, their tips and ideas on the changing nature of digital tools in the library profession have been helpful to countless readers. We wish them continued success. ■

Squeeze in a library visit between geyser watching and hiking.

american libraries

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

ALA American Library Association

50 E. Huron St., Chicago, IL 60611
americanlibrariesmagazine.org
email americanlibraries@ala.org
toll free 800-545-2433 plus extension
local 312-944-6780 • fax 312-440-0901
online career classified ads: JobLIST.ala.org

Editor and Publisher

Laurie D. Borman • lborman@ala.org • x4213

Managing Editor

Sanhita SinhaRoy • ssinharoy@ala.org • x4219

Senior Editor

George M. Eberhart • geberhart@ala.org • x4212

Senior Editor

Beverly Goldberg • bgoldberg@ala.org • x4217

Associate Editor

Phil Morehart • pmorehart@ala.org • x4218

Associate Editor

Mariam Pera • mpera@ala.org • x5282

Advertising and Marketing Specialist

Katie Bane • kbane@ala.org • x5105

design and production

Managing Editor, ALA Production Services Chris Keech
Senior Production Editor Kirstin Kruttsch
Senior Production Editor Krista Joy Johnson

publishing department

Associate Executive Director Donald Chatham
Marketing Director Mary Mackay
Rights, Permissions, Reprints Mary Jo Bolduc • x5416

membership development

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advisory committee

Paul Signorelli (Chair), Brian Coutts, Luren Dickinson,
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David Tyckoson, Susan M. Weaver
Interns Sian Brannon, Molly Krichen
Editorial policy: ALA Policy Manual, section 10.2

advertising representative

Doug Lewis • dglewis@ala.org • 770-333-1281

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Leadership in a Digital Age

Libraries are laboratories for deep learning

by Maureen Sullivan

The increasingly digital context brings challenges and opportunities for librarians, library staff, archivists, and museum professionals. New roles and the competencies required to perform them are evolving. One overriding role for all of us is that of the leader. The complexity of the changes we experience leads to many unfamiliar situations in which deep learning is necessary to successfully work through the problems and challenges. Scholar Warren Bennis calls these “crucible” experiences.

Libraries today are rich with such experiences. They are laboratories for deep learning. To keep pace with the changing needs and interests of our communities they also need to be workplaces that expect, cultivate, and support innovation. Today's libraries require each of us to be a leader, whether by position held or by opportunity taken.

In late March, I served as a faculty member for the first Harvard Graduate School of Education Library Leadership in a Digital Age institute. I initiated the institute to address challenges we face as leaders in this new expanding context, and I led a session in which a group of about 100 participants had a lively discussion to identify future competencies. The framework for this discussion consisted of four general competency domains: conceptual or problem solving; specialist competencies; interpersonal skills; and self-management.

The conceptual domain includes such abilities as creativity and critical thinking, while the specialist area includes deep knowledge of a discipline and literacy. The interpersonal skills category includes communication, influence, and collaboration—all key for effective leadership.

Competencies in self-management, a relatively new competency framework, include risk-taking and a commitment to continuous learning and improvement.

To develop your future competencies, start by examining your current and emerging areas of responsibility. Take time to explore what is changing in your work and in your area of practice. Determine the key competencies for this work. Identify your strengths and build upon them. Identify areas for your development. Focus on no more than two or three key areas in which you are ready to commit to developing competence. Prepare and follow a leadership development plan.

Seek colleagues who will provide support, positive reinforcement, and guidance. Seek honest, specific feedback from trusted sources. Listen to this feedback with an open mind. Pay special attention to dissonant information. This can be an important source for new learning. Make a firm and unwavering commitment to learning and developing new areas of competence.



ALA will hold a Leading to the Future institute in August.

Adopt a practice of affirming your accomplishments. Take time to acknowledge and appreciate your achievements. Do this for others. Contribute to the learning and development of your colleagues. Recognize and take

advantage of opportunities to learn and develop in your day-to-day workplace. See the

library as your own laboratory for continual learning.

Through its divisions, offices, and chapters, ALA offers many programs in a variety of formats to support professional development. ALA members are often the first to identify and develop programs to address new areas of competence.

This August, ALA will present its first leadership institute, Leading to the Future. The curriculum will include leading in turbulent times; interpersonal competence; power and influence; the art of convening groups; and creating a culture of inclusion, innovation, and transformation.

The success of the first Library Leadership in a Digital Age portends continuation of this program and bodes well for the ALA Leadership Institute as a means to help more of us be ready for the challenges we face. ■

MAUREEN SULLIVAN is an organization development consultant to libraries and interim dean of the Graduate School of Library and Information Science at Simmons College in Boston. Email: msullivan@ala.org.

Defining “Transformation”

The very nature of what we do and how we do it is undergoing fundamental changes

by Keith Michael Fiels

Libraries of all types are currently undergoing changes that most agree are transformative in nature.

But what do we mean when we talk about “transforming” libraries? We mean that we are not just dealing with quantitative change—doing more, for instance—but with qualitative change. This means fundamental change in the very nature of what we do and how we do it.

While the dramatic growth in the use of ebooks and other digital content has attracted the greatest media attention regarding library services in the past couple of years, equally dramatic changes are occurring in almost every dimension of our work.

The reality is that libraries are experiencing a number of transformations. These include fundamental changes in our:

- communities
- community relationships
- user expectations and user services
- collections
- physical space
- library workforce
- library leadership

Communities, relationships

In the United States, as in much of the world, demographic changes are affecting communities of all sizes, including the continued urbanization of the US population as more and more people move from rural

areas to cities. At the same time, new immigrants have also changed the demographics of communities large and small across the country. The fact is, communities are changing—and libraries must continue to change with them.

As communities have changed, so has the relationship of the library to the community. The traditional library was a passive provider, reacting to community needs. The library opened its doors, and people came in to use its materials and services.

Today, the library must be proactive; it must engage its community. Librarians need to be out in the community, working with elected officials and community members to support the community’s aspirations, agendas, and goals. How can the library help reduce crime, increase high school graduation rates, or help people find jobs? Increasingly, libraries are serving as conveners, bringing community members together to articulate their aspirations and then innovating in order to become active partners and a driving force in community development and community change.

Collections

Library collections are also being transformed. While traditional collections consisted of books and printed periodicals located within the library, libraries now also provide ebooks, e-journals, and down-



As communities change, so must libraries.

loadable digital files. Last year, for example, a typical academic library spent two-thirds of its materials

budget on digital content. A growing number of academic libraries now maintain institutional repositories of digital content created by faculty and staff.

Increasingly, school libraries are linked to classrooms and to students’ homes, and public libraries are coming to see their website as their virtual branch. Libraries are interacting with users through social networking tools such as Facebook, Twitter, and Pinterest. More and more libraries are actively involving users in the creation of content and the crowdsourcing of curatorial functions.

Customer experience

Another area of transformation is that of user expectations and user services. The current generation is the first to be born digital, and they cannot remember an era without the internet or handheld devices. Increasingly, users expect services to be available 24/7.

Transformed libraries focus on the customer experience and how it can be improved. Many libraries are now looking at a “concierge” model, with an emphasis on highly personal assistance. Today’s users also expect interactivity and want to actively participate in their library experience. This means more active col-

laboration between users and librarians.

New expectations reward creation and collaboration. Increasingly, librarians are now embedded in the community as a way to better serve groups such as seniors or small businesses. Responding to the changing nature of work, they provide an increasing array of services that support small business development and job creation. Some libraries now offer business “incubator” services and spaces.

Others are creating media labs, where users have access to the tools and technologies they need to create their own content for sharing on a communitywide basis. They are creating makerspaces, where people can build and discover. Using gaming and play, they are creating more interactive environments for users of all ages.

E-government is also transforming the library. With more and more government information and government assistance now available only online, libraries are effectively becoming the most important single place where people can go to access government services, with librarians providing the professional assistance they need, at no up-front cost to the users, to access and navigate these services.

Physical space

The transformation of physical space in libraries is another new reality. While the 19th-century library had books at its center, the transformed library is centered around the user experience. It is not just an architectural restatement but a reconceptualization of the library as physical space to reflect new functions and the new forms that follow from them.

Flexible-space designs allow for changing uses: community meeting rooms; computer labs; and class-

rooms and temporary offices that support digital inclusion, user-created content, small business development, and community dialog and learning.

Academic libraries are creating open information commons that encourage the networking of technologies and people. Libraries of all types are looking at collaborative and creativity spaces, makerspaces, and “idea boxes”—areas designed to stimulate the imagination.

Workforce development and leadership

The transformation of the library workforce is also well underway. Gone is the stereotypical librarian of the past, barricaded behind a desk. Today's librarian may be roaming within the library, interacting with and assisting users, or may be an expert embedded in the community.

These librarians are tech savvy and are continuously learning about new technologies, working collaboratively with users to solve problems, answering questions, and assisting in the creation of user-created content. Just as important, they are increasingly being encouraged to experiment, to learn from successes, and, occasionally, to fail.

Which brings us to the transformation of library leadership: In the traditional library, hierarchical organization and management reign. In the transformed library, managers now serve as team leaders and technical knowledge is more diffused. Librarians are encouraged to “lead from beneath,” to innovate and to experiment. The goal of the manager is to capture the creativity of team members, to inspire and to empower.

Teaming for transformation

When ALA members got together to create the Association's current

strategic plan, the transformation of libraries emerged as a central theme, right alongside advocacy and education. Throughout the Association, the tens of thousands of librarians who create and participate in conference programs, publications, and online learning know that the sharing of innovative and best practices is a core function of our Association. Our strength is in the collective creativity we bring to the challenges we face as individual library practitioners.

This transformational focus is also strongly reflected in the work of President Maureen Sullivan (community engagement, transformational leadership), Past President Molly Raphael (ebooks and e-content), and President-Elect Barbara Stripling (service innovation). It is also reflected in the work of virtually every division (examples include ACRL, PLA, and LLAMA's focus on transformational leadership, and ALCTS' focus on transforming collections), round table, and online interest group.

At the heart of this lies a new Transforming Libraries portal (ala.org/transforminglibraries). While it's still very much a work in progress, the digital content and leadership areas are shaping up as significant resources for libraries looking to learn about—and share—innovative and transformative ideas. Come visit, come scoff, but what's most important, come help build.

Whether you're an academic librarian, a school librarian, a public librarian, or a special librarian, we need your creativity, your innovative programs and services, and your innovative ideas.

Come join the transformation. ■

KEITH MICHAEL FIELDS is executive director of the American Library Association, headquartered in Chicago.

ALA Questions Removal of Graphic Novel in Chicago

On March 14, Chicago Public Schools (CPS) ordered Marjane Satrapi's graphic novel *Persepolis: The Story of a Childhood* to be removed from CPS classrooms and libraries. An order that reversed the book's removal from school libraries but kept it out of 7th–10th grade classrooms was issued the next day, following criticisms and complaints from parents, teachers, students, the American Library Association, and others about the decision.

The graphic novel details Satrapi's life as a young girl living in Iran

during the Iranian Revolution. The CPS order was given without addressing reasons for the removal, but subsequent statements hint that it may have been prompted by objections to the book's depiction of torture in a single frame of artwork.

"We have major problems with this book removal," said Barbara Jones, director of ALA's Office for Intellectual Freedom and executive director of the Freedom to Read Foundation (FTRF). "We believe that removing books from the hands of kids is chilling and is an act of censorship. It reflects the totalitarian society that this book is

all about. It does not reflect the democratic institution of learning that the Chicago Public Schools is supposed to be.

"We strongly urge Chicago Public Schools to provide a full explanation of how the decision was made to remove this book from classrooms and libraries in the first place."

ALA and FTRF have filed Freedom of Information Act requests for all documents relating to the removal order.

As of mid-April, no timeline had been announced for the reinstatement of *Persepolis* to CPS classrooms.

ALA Sways High Court to Affirm Library Lending

The United States Supreme Court reversed a Second Circuit court decision on March 19 that, had it been upheld, would have prevented libraries from lending books manufactured outside the United States.

The case, *Kirtsaeng v. Wiley & Sons*, involved a student, Supap Kirtsaeng, who was sued by publishers Wiley & Sons for reselling foreign editions of Wiley textbooks in the US below domestic retail price. The publisher argued that the first sale doctrine of the Copyright Act, which allows for the resale, loan, or donation of purchased products, did not apply in this instance since the textbooks were not published in the US.

The lower court found Kirtsaeng guilty and ordered him to pay Wiley & Sons \$600,000 in damages.

The case could have affected libraries significantly, as many lend materials manufactured outside of the US. The Supreme Court's rejection of the lower court's decision allows libraries to lend without fear of retribution. Justice Stephen Breyer cited the ALA amicus brief in his opinion.

"The American Library Association tells us that library collections contain at least 200 million books published abroad," said Justice Breyer. "How... are the libraries to obtain permission to distribute the millions of books? How can they find, say, the copyright owner of a foreign book, perhaps written decades ago? Are the libraries to stop circulating or distributing or displaying the millions of books in their collections that were printed abroad?"

James Madison Award Honors Aaron Swartz

Rep. Zoe Lofgren (D-Calif.) awarded ALA's James Madison Award to activist/computer programmer Aaron Swartz posthumously at a ceremony held in Washington, D.C., during the 15th Annual Freedom of Information Day on March 15.

Swartz, who died in January, was an advocate for unrestricted access to peer-reviewed scholarly articles. Cofounder of Demand Progress, an advocacy group that organizes people to take action on civil liberties and government reform issues, he was honored for promoting and protecting public access to research and government information.

"Aaron Swartz embodied ALA's principles that value open and equal access to information," said Lofgren, adding that his death "is a significant loss of an outspoken and passionate advocate."

SUPERMAN JOINS READ CAMPAIGN

Actor Henry Cavill, who stars as Superman and Clark Kent in the upcoming film *Man of Steel* is the latest star to join ALA Graphics' celebrity READ campaign. Cavill's poster will be featured in the ALA Graphics summer catalog. New promotional materials are now available for Banned Books Week and Teen Read Week, as well. Visit the ALA Store at www.alastore.ala.org/alagraphics.



IFRT Parties at Annual to Fund Free Speech

The Intellectual Freedom Round Table (IFRT) will celebrate its 40th anniversary with an event at the historic Chicago Cultural Center in downtown Chicago on June 28 in conjunction with the 2013 ALA Annual Conference.

Proceeds benefit the John Philip Immroth Memorial Award, which honors an individual or group that sets an example for the defense and furtherance of the principles of intellectual freedom. IFRT hopes to raise \$10,000 for the award.

Tickets are \$30 apiece for IFRT members, \$40 for nonmembers, and \$20 for students. Sponsorship opportunities are available, as well. For more information, visit ala.org/ifrt/ifrt-40th-anniversary-celebration.

United for Libraries Dedicates Landmarks

Queens (N.Y.) Library's Langston Hughes Community Library and Emily J. Pointer Public Library in Como, Mississippi, have been named Literary Landmarks by United for Libraries. The designations honor the author and poet Langston Hughes and Stark Young, drama critic, poet, playwright, and

author of the novel, *So Red the Rose*, who was born in Como in 1881.

Langston Hughes Community Library is the home of the Black Heritage Reference Center of Queens County, housing New York State's largest public circulating collection of material on the black experience. A landmark plaque was placed in the library during the 28th Annual Langston Hughes Celebration on February 23.

Emily J. Pointer Public Library received a plaque to acknowledge Young's connection to the city. The plaque was placed on the library's south lawn during a tribute on March 28.

The Langston Hughes Community Library and Emily J. Pointer Public Library are two of more than 120 Literary Landmarks designated by United for Libraries since 1986. Visit ala.org/united/products_services/literarylandmarks for more information.

Workshop Explores Serving DIY Patrons

ALA Tech Source offers a new workshop that explores how libraries and librarians can best serve patrons who are accustomed to using smartphones, tablets, and other web and mobile devices to serve themselves.

CALENDAR

ALA EVENTS

May 1–7: Choose Privacy Week, privacyrevolution.org.

May 7–8: National Library Legislative Day, ala.org/nlld.

June 27–July 2: American Library Association Annual Conference, Chicago, ala13.ala.org.

Sept.: Library Card Sign-Up Month, ala.org/librarycardsignup.

Sept. 22–28: Banned Books Week, ala.org/bbooks.

Sept. 25: Banned Websites Awareness Day, ala.org/aasl/bwad.

Oct. 13–19: Teen Read Week, ala.org/teenread.

Oct. 20–26: National Friends of Libraries Week, ala.org/united/events_conferences/folweek.

Nov. 16: International Games Day, ngd.ala.org.

2014 EVENTS

Jan. 24–28: ALA Midwinter Meeting, Philadelphia.

June 26–Jul. 1: American Library Association Annual Conference, Las Vegas.

LIBRARIANS MEET AT SXSW 2013



Andrea Davis, reference librarian at the Naval Postgraduate School in Monterey, California, with a member of Google Glass marketing team.

Librarians turned up in full force at the South by Southwest (SXSW) Interactive festival held in Austin, Texas, March 8–12. They appeared on panels, led core conversations with nonlibrary audiences, and hosted receptions and meet-ups. Public and academic librarians alike used the event to build relationships with the digerati gathered in Austin, chatting with people at parties and on the streets about ways libraries can work with makers, gamers, hackers, bloggers, and start-ups. “I’ve tried to get a core conversation to happen for three years now, to get people talking about where libraries can meet emerging needs. This year, we made it happen,” said Andrea Davis (above), reference librarian at the Naval Postgraduate School. Davis rallied an energetic team of SXSW-bound librarians, using Facebook to plan months in advance.

—Patricia Martin, founder and CEO of LitLamp Communications, and the first director of ALA’s Development Office

“Serving the DIY Patron: Library Instruction at the Point of Need,” led by Meredith Farkas, head of instructional services at Portland (Oreg.) State University, explores the DIY mindset and ways to embed online and live virtual reference help at patrons’ points of need.

The 90-minute online workshop will be held May 16 at 2:30 p.m. Eastern time. Register at alastore.ala.org/detail.aspx?ID=4302.

YALSA Funds Summer Library Internships

Twenty public libraries will receive \$1,000 Teen Summer Internship Program Grants to help fund summer internship programs for youth. The grants are awarded by the Young Adult Library Services Association

(YALSA) and funded by the Dollar General Literacy Foundation.

For a full list of recipients, visit ala.org/yalsa/awardsandgrants/teenintern.

Three Libraries Receive Great Books Giveaway

Allen Parish Libraries in Oberlin, Louisiana, is the grand-prize recipient of the Great Books Giveaway, awarded annually by YALSA. The library system will receive more than \$20,000 in books, audiobooks, and other materials donated by publishers and producers.

Allen Parish Libraries had no teen collection prior to 2012. Books from this giveaway will be used to build fiction and nonfiction collections in its three facilities.

Because of the large volume of donations, YALSA was able to name two runner-up libraries. The Foundation Schools in Largo and Gaithersburg, Maryland, and John B. Hod Junior High School in Odessa, Texas, will also receive books and other items. The estimated value of the entire collection donated to all three libraries is more than \$40,000.

Applications for next year’s Great Books Giveaway are now being accepted. Deadline is December 1. Visit ala.org/yalsa for more information.

“StoryCorps @ your library” Sites Unveiled

Ten public libraries have been selected to participate in the “StoryCorps @ your library” pilot program. Coordinated by the ALA Public Programs Office in partnership with StoryCorps, and funded by a grant from the Institute of Museum and Library Services, the program brings StoryCorps’ oral history interview project to libraries.

Libraries will retain copies of the interviews created at their location, and they all will be archived at the Library of Congress.

Participating libraries receive a \$2,500 stipend, a toolkit of material, professional recording equipment, and training by StoryCorps staff. For more information, visit programminglibrarian.org/storycorps.

Midwinter YALSA Presentations Needed

YALSA is seeking proposals for its Trends Impacting Young Adult Services Paper Presentation, which is being held at the 2014 ALA Midwinter Meeting in Philadelphia, January 24–28.

Papers should present points of view based on current research and relating to four priority areas: impact of libraries on young adults;

young adult reading and resources; information-seeking behaviors and needs of young adults; and informal and formal learning environments and young adults.

Presenters will receive up to \$1,500 to defray travel and registration costs. Proposals are due by June 1. For more information, visit ala.org/yalsa/awardsandgrants/mwpaper.

EBSCO Gives Travel Stipends for Annual

Seven librarians have been awarded the EBSCO ALA Annual Conference Sponsorship, an annual prize that awards \$1,000 to librarians to attend ALA Annual Conference.

As a part of the scholarship application process, librarians wrote an essay detailing how attending the conference would contribute to their professional development. The winners, including two first-time attendees and two 2013 Emerging Leaders, are: Jannie R. Cobb, National Labor College, Silver Spring, Maryland; Nancy Condon, Uncle Remus Regional Library System, Madison, Georgia; Sara Arnold-Garza, Albert S. Cook Library, Towson University, Towson, Maryland; Elizabeth Kahn, Patrick F. Taylor Science and Technology Academy, New Orleans; Caitlin Moen, LAC Group, Metairie, Louisiana; and Hannah Q. Parris, Johnson and Wales University, Denver Library Campus, Denver.

The winners will be honored by EBSCO and ALA during a breakfast ceremony on June 30 during the ALA Annual Conference in Chicago.

Coretta Scott King Grants Awarded

Three libraries have been awarded 2013 Coretta Scott King Donation Grants. Jefferson County (Miss.) Library, Talahi Elementary School

in St. Cloud, Minnesota, and Tap In Leadership Academy in Champaign, Illinois, will receive more than 100 books submitted for consideration for the 2013 Coretta Scott King Book Awards, including a full set of the 2013 winner and honor titles.

The awards are presented annually by the Coretta Scott King Book Awards Committee of ALA's Ethnic and Multicultural Information Exchange Round Table to encourage the artistic expression of the African-American experience through literature and graphic arts. Recipient libraries of Coretta Scott King Donation Grants are chosen from a field of dozens of applicants based on need and the potential benefits they will receive from the collection. For more information, visit ala.org/csk.

AASL Seeks Proposals for 2014 ALA Annual

The American Association of School Librarians is accepting proposals for programs to be presented during the 2014 ALA Annual Conference, June 26–July 1 in Las Vegas.

Proposals for 60- or 90-minute concurrent sessions and half- and full-day preconference workshops should include up to three learning objectives and address how the session supports the AASL Strategic Plan, *AASL Standards for the 21st-Century Learner*, and/or *Empowering Learners: Guidelines for School Library Programs*.

The deadline for preconference submissions is 11:59 p.m. Central time on May 27. The deadline for concurrent session submissions is 11:59 p.m. Central time on August 26. Submissions will be accepted only online. Email, mail, and fax submission will not be accepted. For more information, visit ala.org/aasl/aaslrpf.

Last Chance for Design Submissions

The deadline to submit library designs for *American Libraries'* 2013 Library Design Showcase, our annual feature celebrating the best new and newly renovated or expanded libraries of all types, is May 31. If your library is on the cutting edge, we want our readers to know about it. To be eligible, projects must have been completed between January 1, 2012, and April 30, 2013. To have your library considered, send a 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. For more information, email ALShowcase@ala.org. ■

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Professional Development

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- Sessions created in partnership with the **Harwood Institute** on advancing library-led community engagement, offering practical steps, strategies, and tools.

- **Library Unconference** (June 27) and **Library Camp** (July 1), serving as informal bookends to your conference experience, with the chance to ask questions, explore ideas, brainstorm innovations, share inspirations, and reflect on what you've learned.

- **Networking Uncommons**, a Wi-Fi-enabled space for impromptu sessions, follow-up conversations, and small get-togethers.

Speakers

Atypical economist and coauthor of smash hit *Freakonomics*, Steven Levitt promises to turn your brain inside out at the Opening General Session (June 28). And throughout, you can hear and meet other best-selling authors, experts, political luminaries, and thought leaders like Alice Walker, Khaled Hosseini, Amy Patchett, Congressman John Lewis, Cory Doctorow, Mark Frauenfelder,

CHICAGO CULTURAL CENTER

Nearly a century before it became the nation's first and most comprehensive free municipal cultural venue, the building that is now the Chicago Cultural Center (78 E. Washington St.) was the first home of the Chicago Public Library. An impressive piece of architecture from the outside, the Tiffany stained-glass dome, ornate multi-colored mosaics, marble, and molding make this gem even more beautiful inside. As one of Chicago's biggest attractions, the Cultural Center plays host to hundreds of international, national, regional, and local artists, musicians, and performers every year, providing a free showcase where the public can enjoy and learn about the arts. It also houses one of two year-round downtown visitors' centers.

(Near the Randolph and Wabash stop on the Brown, Pink, Green, Purple, and Orange El lines.)



Photo: Jeremy Reddington / Shutterstock.com (Cloud Gate)

Oliver Stone, Peter Kuznick, Jaron Lanier, Temple Grandin, Ping Fu, Dan Cohen, Jonathan Kozol, Giada De Laurentiis, Erin McKean, Oren Slozberg, Karol M. Wasylyshyn, Michael Margolis, Lee Rainie, and others.

Awards and Honors

Happy birthday, Caldecott!

Celebrate the 75th anniversary of the Caldecott Medal, with high-profile experts and children's book illustrators including Jerry Pinkney, Chris Raschka, Eric Rohmann, Brian Selznick, Melissa Sweet, Erin Stead, Philip Stead, and Paul O. Zelinsky.

Other award celebrations include the announcement of the second-ever Andrew Carnegie Medals for Excellence in Fiction and Non-fiction, and perennial favorites the Newbery-Caldecott-Wilder Awards Banquet, Coretta Scott King Book Awards Breakfast, Stonewall Book Awards Brunch, Margaret A. Edwards Luncheon, and Michael L. Printz Program and Reception.

Sign Up Now

Enhance your experience

With so many thought-provoking conversations and networking opportunities, who has time to exercise? Attendees can fix that by joining in the **ThinkFit 5K Fun Run & Walk** on Sunday (June 30). Celebrate the installation of Barbara Stripling as the new ALA president and the new 2013–2014 division presidents at the **Inaugural Brunch** (July 2).

Exhibit Hall

Visit the **Live @ your library Reading Stage** and **PopTop Stage** to meet and hear from hundreds of authors; get books signed; pick up ARCs;

chat and review the latest and best products and services with more than 800 exhibitors; pick up useful tips and info from the poster sessions; enjoy the **What's Cooking @ ALA Cookbook** and **Graphic Novel/Gaming Stages**; see work by and meet the artists and illustrators behind your favorite comics, games, and graphic novels in **Artist Alley**; connect and get informed at the **Membership Pavilion**; and close out the conference with a celebration at **Wrap Up/Rev Up**.

Makerspace Movement

Get the latest ideas and programming innovations by visiting the Maker Pavilion and Interactive Demo Area; attending the special Maker Showcase in the exhibit hall on Monday (July 1); and hearing speaker Mark Frauenfelder, founding editor-in-chief of *MAKE* magazine and founder of Boing Boing.

ALA/ProQuest Scholarship Bash

McCormick Place will play host to “**Best of the Second City**” (June 29), a collection of skits from Chicago's legendary sketch comedy theater. Enjoy unique material directed at libraries, librarians, and ALA, and help raise funds for scholarships.

Stay Connected and Informed

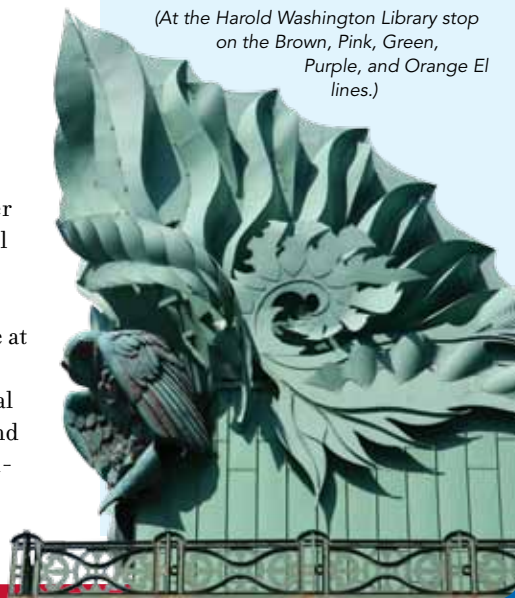
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- Check out the ALA Annual Scheduler at alaannual.org—and look for the mobile app in mid-May—so you can receive up-

dates, plan and organize your conference time, get tailored recommendations, create a sharable calendar, and more. ■

HAROLD WASHINGTON LIBRARY CENTER

For much of the 1980s, Chicago's Central Library was homeless, its collections housed in various storage facilities around the city. In 1987, with the support of Mayor Harold Washington, the city held a design competition for a new municipal library; it was won by the architectural firm Hammond, Beeby, and Babka. In 1991, the classically styled building bearing the mayor's name became one of the largest public libraries in the world. In 1993, seven large painted aluminum acroteria were added to its roof, including an owl, the Greek symbol of knowledge; seed pods, representing the Midwest's natural bounty; and owls perched in foliage. On the divide between its granite-block base and the brick portions are wall medallions that depict ears of corn and the goddess Ceres, who represents agriculture and fertility. These adornments add to the building's significance, especially in a city renowned for its architecture.

(At the Harold Washington Library stop on the Brown, Pink, Green, Purple, and Orange El lines.)



A Year in the Life of Librotraficante

Librotraficante has had a rollercoaster year. Led by Houston-based author and activist Tony Diaz, the organization (which means “book smuggler” in Spanish) formed last year in response to Arizona House Bill 2281, which outlaws teaching courses in Arizona public schools that promote the overthrow of the United States government, foster racial and class-based resentment, favor one ethnic group over another, or advocate ethnic solidarity.

The bill, signed into law by Governor Jan Brewer in 2010, forced Tucson United School District (TUSD) to dismantle its successful Mexican-American studies program after receiving complaints that the course instilled views that were anti-American, anti-white, and hostile to the US government. The elimination of the program led to the removal of hundreds of books from Tucson United school libraries, including works by Isabel Allende, Junot Díaz, Dagoberto Gilb, Howard Zinn, Henry David Thoreau, and William Shakespeare. Former teachers and students of the program filed lawsuits to challenge the law’s con-

stitutionality, and the American Library Association passed a resolution at its 2012 Midwinter Meeting opposing the restrictions.

Librotraficante sprung to life in the wake of these actions. Diaz and supporters

organized a caravan that traveled across the Southwest to spread the word about the Arizona law and gather copies of the banned books to stock in underground libraries in Tucson. The group gathered more than 1,000 books by the time it reached Tucson to rally on March 17, 2012. The ensuing year saw further action: social media campaigns, the launch of a magazine, numerous freedom of speech events, and the rise of underground libraries elsewhere.

Librotraficante’s efforts could not completely stem the tide of the legal system, though. On March 11, a federal court upheld most provisions of HB 2281, stating that the law didn’t violate students’ First Amendment rights and that it did not discriminate. The section of the law that prohibits courses serving students of a particular ethnicity was declared unconstitutional, however, opening the possibility that Mexican-American studies courses of some nature could be reinstated.

These courses may be resurrected thanks to another ruling as well.

On February 6, 2013, a federal court ordered TUSD to



Librotraficante leader Tony Diaz (center) leads students in protest against Texas Senate Bill 1128.

end segregation and discrimination. The district was first ordered to do so in 1974, after the court ruled against TUSD in a lawsuit filed by the Mexican American Legal Defense and Educational Fund on behalf of minority students. Nearly 40 years later, the courts determined that the school district has yet to comply with the earlier ruling. As a result, TUSD has been ordered to implement a court-approved plan to eliminate segregation and discrimination—including offering culturally relevant courses, which may contain elements of the banned Mexican-American studies curriculum.

In recognition of its advocacy, Librotraficante was honored with the Robert B. Downs Intellectual Freedom Award at the ALA Midwinter Meeting in Seattle in January. The award is given annually to individuals or organizations that have furthered the cause of intellectual freedom, particularly as it affects libraries and information centers and the dissemination of ideas. The honor elevates the profile of Librotraficante and may aid its efforts as it continues a similar fight in Texas.

Filed by Republican state Sen. Dan Patrick in early March, Texas Senate Bill 1128 (along with a House companion bill filed by Texas District 98 Rep. Giovanni Capriglione) seeks to disqualify ethnic studies courses from eligibility as core history requirements for graduation from Texas universities. If the bill is enacted, only US and Texas history courses will be allowed to fulfill such requirements.

“In a global economy, why would anyone want to build a border wall around history courses?” Diaz asked in a March 13 statement.

—Phil Morehart

“In a global economy, why would anyone want to build a border wall around history courses?”

Gun Violence, Videogames, and Libraries

The tragedy at Sandy Hook Elementary School this past December—and the courageous response of our school and library colleagues in Newtown, Connecticut—was a horrific reminder that senseless killing can happen anywhere.

Along with calls for ammunition and assault-weapon restrictions, as well as heightened school security nationwide, came renewed concerns about violent videogames. The Obama administration directed the Centers for Disease Control and Prevention in January to study the causes of gun violence, including the effects of violence in videogames, the media, and social media on real-life actions.

Inevitably, the presence of videogames in several community libraries also became part of the debate:

■ The Paterson (N.J.) Free Public Library board backed a staff petition February 27 to bar children from playing any online videogames onsite until they reach the 7th grade. Director Cindy Czesak told *American Libraries* the concern arose from the “boisterous behavior” that erupts at the main library during gameplay.

■ At the request of several patrons, Elmhurst (Ill.) Public Library is reviewing its policy of purchasing popular videogames rated M for “mature.” Patrons are already required to show identification to prove they are at least 17 to borrow an M-rated game, according to the March 18 *Chicago Tribune*.

Instead of considering bans, ALA’s Office for Intellectual Freedom recommends that libraries cultivate videogame creation, play, and contests. Many reluctant learners are at-risk youth, and gaming helps bring them into the library. James Paul Gee (*What Video Games Have to Teach Us about Learning and Literacy*) has documented how gaming leads to positive classroom outcomes, as has David Williamson Shaffer (*How Computer Games Help Children Learn*).

In 2005, California barred the sale of certain violent videogames to children without parental supervision. Unconvinced by the research claiming that engaging in

virtual violence leads to the real thing, the Supreme Court struck down that law 7–2 in 2011 (*Brown v. Entertainment Merchants Association*), declaring that even violent videogames are protected by the First Amendment.

Adding dialogue to the data

Christopher Ferguson, chair of the Department of Psychology and Communication at Texas A&M International University, isn’t convinced either. “The research is in-

consistent and weakened by methodological flaws,” he wrote in the January 10 *Chronicle of Higher Education* about several hundred studies with varying conclusions.

As for preventive measures, Harold Pollack, codirector of the University of Chicago’s Crime Lab, sees gun violence as a complex public health problem. In a February 14 interview with *The Atlantic*, he said the best mitigating influence on young people who are at risk is the “actual adult human beings” in their lives.

Library consultants at Chicago Public Library’s YOUmedia center are among the “actual adult human beings” who truly connect with teens. As a result, the space in the downtown Harold Washington Library Center is packed with young people after school and into the evenings, many of them from neighborhoods with pervasive gun-related crime. In mid-March, CPL partnered with Steppenwolf Theatre to tackle the issue of how guns affect communities head-on: Five branches hosted free performances of *How Long Will I Cry?* a play using the words of gun-violence victims, their families, and bystanders as captured in court and police documents.

Libraries are among the most trusted of institutions. It is time to use that trust to create activities and programs that help solve the problem of gun violence. ALA is working with the Kettering Foundation and with the Harwood Institute to promote such dialogue and, on June 28 at the ALA Annual Conference in Chicago, will host a community conversation about gun violence that will include young people who have been affected.

—Barbara Jones, director, Office for Intellectual Freedom

Instead of banning videogames, cultivate their creation, play, and contests to help bring at-risk youth into the library.

Libraries “Cache” In on Geocaching Treasure Hunts

As physical collections shrink in response to the digital revolution, most libraries are looking for ways to keep the turnstile spinning. In central New York near Syracuse, Liverpool Public Library (LPL) found one answer this past spring in the call of the wild, namely, the growing geocaching craze.

Geocaching is a cross between an outdoor hike and a scavenger hunt—except that it is fueled by technology. Participants in this popular pastime look for a hidden treasure, or cache, using global positioning system (GPS) coordinates that are accurate to within 40 feet of the item being sought. At that point searchers rely on clues to guide them the rest of the way. According to Geocaching.com, there are more than 1.98 million active geocaches and more than 5 million geocachers worldwide.

Fortunately for LPL, Onondaga Lake Park is two blocks from the library’s front door. An urban recreation area of almost 3,000 acres, the park has seven miles of trails used by hikers, bikers, and skaters. Boaters enjoy the cool breeze off the park’s namesake lake—perfect for a geocaching adventure.

Of course, with some imagination on the cache creators’ part, urban environments can lend themselves to geocaching just as easily as rural settings. ProgrammingLibrarian.org—the online resource center of ALA’s Public Programs Office—reported in 2010 that Chicago Public Library supplemented its fall 2009 “One Book, One Chicago” selection of Carl Smith’s *The Plan of Chicago*:



This Liverpool (N.Y.) Public Library cache was hidden in the exposed roots of an ash tree. The clue: “Look for ashes where there was never fire. This cache has stilts, but look lower, not higher!”

Daniel Burnham and the Remaking of the American City with an architectural treasure hunt of geocaches stuffed into plastic test tubes hidden throughout the city. The slips of paper inside contained tidbits about Burnham’s vision for Chicago.

ProgrammingLibrarian.org also described how the University of Notre Dame in Indiana helped first-year students acclimate to the campus library system several years ago through a geocaching activity called “Cache In at the Libraries.” Those who found all the caches entered a drawing for an iPod Shuffle.

Joining in the programming fun this summer, many West Virginia public libraries will host the WV Geocaching Adventure on their grounds in celebration of the state’s sesquicentennial. Players can visit multiple libraries to win a path tag designed by the state’s Department of Education and the Arts.

LPL’s geocaching goal was similar: to engage nature lovers with the library, and vice versa. And it worked. Within minutes of an-

nouncing the library’s caches on March 20, 2012, the geocaching bloodhounds were on the scent, and participants were reporting their progress almost immediately. One hundred and forty-four people borrowed “On Safari” Liverpool Library backpack kits in a 10-month period. Twenty backpacks, 10 of which were designed for the library geocaching game, were developed through a \$5,000 library grant from the Onondaga Lake Partnership and led participants to five caches hidden in Onondaga Lake Park.

Each backpack contains a paper-back copy of *The Geocaching Handbook* and a quick-start guide produced by the library. The critical piece of equipment in each backpack is a Garmin eTrex 20 handheld GPS device. Ten were purchased with about \$1,800 in grant funds. Loaning the GPS device enabled anyone, regardless of disposable income, to enter the game.

LPL housed treasures in purchased cigar-box-sized containers made of semitransparent plastic, and

placed about a half-dozen in each of the five cache boxes. The treasures stashed inside consisted of inexpensive items such as key rings, bookmarks, small animal figures, little plastic tops, and used costume jewelry. (Since geocachers operate under a “take something/leave something” code of ethics, LPL has never had to restock boxes.) The library also placed a paper logbook and pencil in each box so players could record their progress or pass along messages to those who followed.

LPL had provided incentives to get players excited: The grand prize was a family cruise, donated by a local boat touring company, on Onondaga Lake. Any individual or team who found all five library caches by a given deadline was automatically entered in the midsummer drawing, and the library knew who qualified

because everyone’s progress was tracked at Geocaching.com.

A second incentive was a little piece of metal called a travel bug. To geocachers, it is a real treasure. Similar to a military dog tag, a travel bug has a serial number. All five library caches initially contained one. The game creator posts a mission for each bug online, such as “Visit every state park in New York.” Geocachers carry out the bug’s mission one step at a time and, as it turns out, love being put to work.

A geocacher removes the travel bug from a cache, places it in another cache in accordance with its mission, and then reports the move to the website along with the new GPS coordinates. For this reason, travel bugs and similar items are called “trackables” and they add significantly to the fun. Trackables are not

expensive but do need to be included in any geocaching budget. LPL bought its travel bugs from Groundspeak, the company that created Geocaching.com.

There are ground rules for hiding caches posted on the geocaching website. For example, they cannot be buried underground and they must be a minimum of 500 feet apart. However, putting a cache under a log or covering it with twigs or leaves is allowed. LPL hid four of the caches in natural nooks and crannies, but one cache was put in a birdhouse built for the activity, with a subcompartment underneath the avian living quarters.

This modern-day treasure hunt is a natural fit for libraries of all types to add to their programming.

—Alan NaPier, librarian assistant
Liverpool (N.Y.) Public Library

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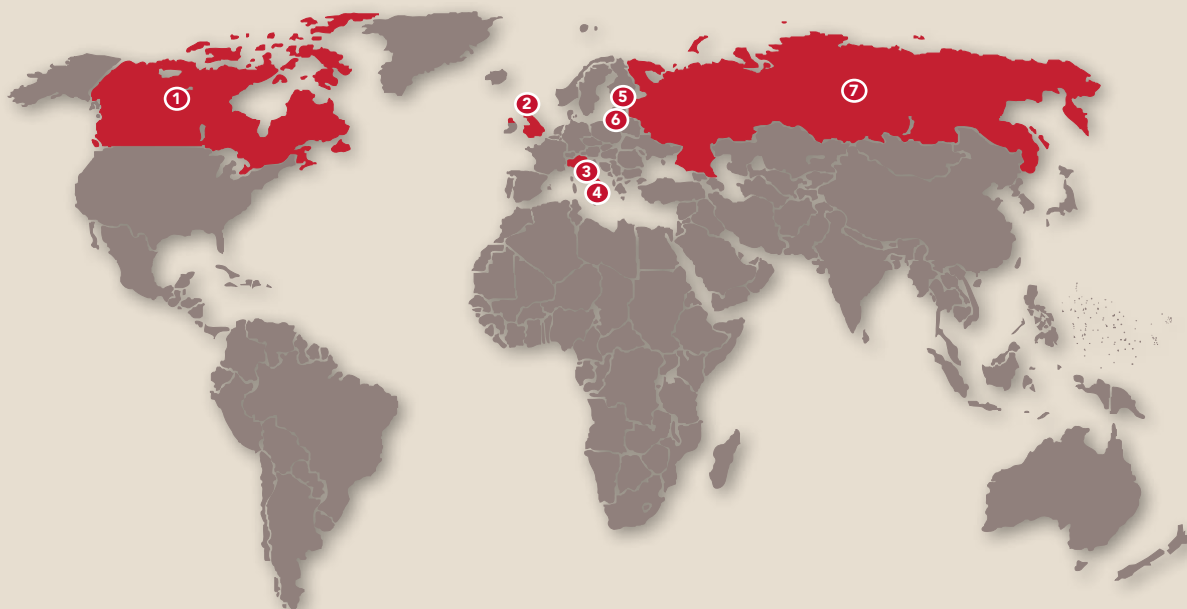
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GLOBAL REACH



CANADA ①

Federal librarians and archivists who set foot in classrooms, attend conferences, or speak up at public meetings on their own time are engaging in “high risk” activities, according to the new code of conduct at Library and Archives Canada. Given the dangers, the code says the department’s staff must clear such “personal” activities with their managers in advance to ensure there are no conflicts or “other risks to LAC.” The code also spells out how offenders can be reported.—*Postmedia News*, Mar. 15.

UNITED KINGDOM ②

A report commissioned by the government, *An Independent Review of E-Lending in Public Libraries in England* by William Sieghart, was released March 27. Marking the occasion, Culture Minister Ed Vaizey stated that while free ebook lending in public libraries enhances service to users, the interests of booksellers and publishers must be protected too. Those protections would be “through ‘frictions’ that limit the supply of ebooks in the same way that physical book loans are controlled,” the report contends.—*UK Department for Culture, Media, and Sport*, Mar. 27.

VATICAN CITY ③

The Vatican is digitizing the entire Apostolic Library—all 40 million pages of it. The project will take nine years and be made possible by a 2.8 petabyte storage donation from EMC, a company that specializes in information security and data storage. Luciano Ammenti, coordinator of the Vatican Library Data Center, estimates in a November 2012 YouTube video (bit.ly/10fo0im) that each page will need 150 MB of storage.—*The Verge*, Mar. 13; *EMC*, Mar. 7; *YouTube*, Nov. 13, 2012.

ITALY ④

Marino Massimo de Caro was sentenced to seven years in prison March 15, along with a lifetime exclusion from holding any public office, for his role (as former library director) in the thefts from the Girolamini Library in Naples. Others involved in the case received lighter sentences. At his trial he also confessed to thefts from the libraries of Osservatorio Ximeniano and San Giovannino

degli Scolopi in Florence, as well as national libraries in Naples, Florence, and Rome.—*Napoli Today*, Mar. 15; *Artinfo*, Mar. 22.

ESTONIA ⑤

A man returned a library book 69 years late, partly blaming the late return on a World War II aerial bombing that damaged the library. Ivika Türkson of the Tallinn Central Library said that in early March the man, in his mid-80s, returned the overdue book—which was checked out on March 7, 1944, while the region was occupied by Nazi Germany—along with an apology and an offer to pay a late fee. The book was volume 1 of the selected works of Estonian writer Eduard Vilde.—*Associated Press*, Mar. 12.

LITHUANIA ⑥

Officials in the capital city of Vilnius have named a city street after Ona Šimaite (1894–1970), a librarian at Vilnius University who aided and rescued Jews in the Vilna Ghetto during World War II. Entering the ghetto under the pretext of recovering library books from Jewish university students, she smuggled in food, smuggled out literary and historical documents, and helped hide many Jews outside the ghetto. In 1944, she was captured and tortured by the Nazis and sent to a concentration camp in southern France. Her life is recounted in Julija Šukys’s *Epistolophilia: Writing the Life of Ona Šimaite* (University of Nebraska, 2012).—*The Voice of Russia*, Mar. 8.

RUSSIA ⑦

In April, the government began moving Jewish books and manuscripts claimed by the orthodox Chabad-Lubavitch movement to the Jewish Museum and Tolerance Center that opened in Moscow in November 2012. A US judge in January had ordered Russia to pay \$50,000 a day in fines for failing to honor a 2010 ruling by a US District Court to hand over the historic collection of 12,000 books and 50,000 manuscripts, gathered by Rabbi Yosef Yitzchok Schneerson, to the New York–based movement. The Foreign Ministry claims the collection was nationalized in 1918 because there were no legal heirs in the Schneerson family.—*Jewish Telegraphic Agency*, Mar. 28.

NEWSMAKER: CAROLINE KENNEDY

Caroline Kennedy has been a lifelong advocate for reading, literacy, and libraries. Her career has included work with the New York City Department of Education and the John F. Kennedy Presidential Library. Most recently, she spoke at the 2013 ALA Midwinter Meeting and served this year as honorary chair of National Library Week. Kennedy has written or edited 10 bestselling books on American history, politics, and poetry. Her latest work, *Poems to Learn by Heart*, was published in March. *American Libraries* spoke with Kennedy about her work, the future of libraries, and her love of poetry.



You've long been a strong supporter of libraries and librarians. How did you become involved in library advocacy?

CAROLINE KENNEDY: I have always loved going to the library. It's one of those places where you always have an adventure. When I started working at the New York City Department of Education in 2002, we focused efforts to build private sector involvement and support for school libraries. In far too many schools, libraries were shut, antiquated, or underresourced. That's unacceptable in a world where access to information is the key to success and libraries are the place kids go to read for fun.

Libraries are undergoing a rapid evolution. What do libraries have to do to prosper and what roles do you see them playing in people's lives in the future? Libraries have the power to create communities. They reach out to people and bring them together through programs and activities. For seniors, libraries are a social place; for kids after school, they are a safe space; and they can be a creative space for the whole community. Librarians need to make sure people know that libraries have informa-

tion that is useful for job seeking, developing skills, accessing resources and benefits, and navigating complex technology, as well as books that can change lives. I think libraries will continue to play an important role in people's lives—but it's a role that will change over time.

What differences are there in how your children regard or use libraries from how you do? Has technology affected their perception of what constitutes a good library? My children have less of a need to physically go to the library than I did because so much information is now available online. They still use the library when they need to concentrate on their work and study for exams—but I suspect that they are secretly using it to socialize. The most beautiful people are all in the library.

You've spoken at length about your parents' love of books and learning. How did this influence your library appreciation and your own publishing endeavors? Our house was full of books, and I learned to read when I was very young. My father told me bedtime stories, and my mother taught us poems. As a parent, if you

love something and share it with your child, usually they will come to love it too. I hope that's as true for my own children as it was for me.

How did you choose the selections in your poetry anthology, *Poems to Learn by Heart*? Why do you think people should learn these particular ones by heart? I wanted to make sure that the book included poems that both boys and girls would enjoy, and that there were funny poems as well as serious ones. I went back to the old poetry books my brother and I had as children and collected ones we liked best. I wrote to my friends and family and asked for their favorites and ones their children liked. It was a wonderful process. I got so many incredible poems. Then I enlisted four young poets from DreamYard Preparatory School, an arts-themed high school in the Bronx, to help choose the final poems. A poem they wrote as a group, called "Voices Rising," is included in the book. Learning a poem by heart is a great way to make sure that you always have it. You can share it and not have to give it away. You can call it up when you need it, and it will give you joy, comfort, strength, and wisdom. ■

Retired, but Embedded

Using our skills to develop networking relationships

by Evie Wilson-Lingbloom

As librarians, our skills are as embedded in our personal lives as they are in our work, and they do not desert us when we leave our positions. After retiring in 2009, I began volunteering at Hedgebrook, a writing residency program for women on Whidbey Island in northwest Washington State. Inspired by its founder, Nancy Skinner Nordhoff, the program is committed to nurturing the voices and work of emerging women writers. Every year about 40 women of various backgrounds are chosen from 500 to 800 applications for residency.



The most valuable portion of my volunteer time has been assisting writers with their research.

Librarians always hope to have enough time to establish networking relationships with places and programs such as these, developing liaison activities that match our own organizational interests and goals. Being a volunteer here has allowed me to do this and has felt natural. I began by helping to organize the library of alumnae's published and filmed works—many of which are in anthologies or literary journals—to streamline access for writers in residence. Getting these individual pieces into an Excel database shows the writers that 46% of Hedgebrook alumnae have, in fact, been published. The plan is to add the database to Hedgebrook's website so

interested readers can see a list of their published works.

Here are some of the benefits for libraries from this type of volunteer relationship:

- A clearer understanding of the resources libraries offer emerging and published writers in this technological age. Some library users are still learning about all the information available in online databases. Many still depend on a printed page for research, unaware that more up-

to-date information is available in full text in journals contained in these databases;

- Creation of a new generation of library supporters worldwide;

- Validation that library staff members with research and retrieval skills are still critical interpreters in the information-sharing business; and

- Connecting with local public libraries and academic libraries. For example:

- Erica Bauermeister, a Hedgebrook alumna, was chosen as the 2011 Whidbey Reads author. Whidbey Reads is an annual communitywide reading program, sponsored by local organizations and Sno-Isle Libraries in Marysville, Washington.

- Hedgebrook writers' works are displayed each year at Sno-Isle's Freeland and Langley branches.

Being part of Hedgebrook has

been the major gift of my retirement. Circumstances prevent me from being a world traveler, so having the opportunity to learn about other cultures from the writers and their work has been a life-altering continuing-education experience.

Perhaps the most valuable portion of my volunteer time has been assisting writers with their research through the many in-house and online resources of Sno-Isle Libraries, as well as the online databases of the district's Freeland and Langley branches.

One summer afternoon, I was working with a young author who was explaining the historical background of her current writing project. The writer had a slave ancestor who, along with her children, was freed before moving to the Midwest. I began looking through 1870 US census records and found a record of her elderly ancestor, who had lived with her son in a Midwestern state. Everyone in the Hedgebrook kitchen rushed to look over my shoulder at the laptop screen where this woman's name was recorded in the HeritageQuest database.

Making this kind of contribution has always been at the core of my commitment to our profession. Working as a librarian embedded in this venue enables me to continue effecting change myself—for libraries and for people. ■

EVIE WILSON-LINGBLOOM is a past president of the Young Adult Library Services Association and served on ALA's Executive Board from 1994 to 1998.

The Applicant Pool

Wading through the personal statements of prospective librarians by Joseph Janes

Far too many people are floundering in our educational system, and I believe libraries can change that.”

“What else is a coffee-obsessed, overorganized, well-read information analyzer with a love for technology to do?”

“I am a convener, a catalyst for action, a collaborative project manager.”

“I want to be forever both-ered—bothered people make great things happen.”



Through admissions work, we are changing the profession we all care so deeply about.

I hope these folks don’t mind my quoting their fine words; I couldn’t think of a better way to convey the depth and breadth and richness of the gems we find when reading personal statements from people applying to the University of Washington’s MLIS program. I’ve been doing admissions work off and on for almost 25 years now (gulp), and not only have I seen it all—including the guy years ago who said he wanted to be Batman when he grew up (I stopped reading right then and voted to admit him, because that took guts)—I’ve seen it all change.

Back in the day, library school applicants often covered two basic points in their personal statements: what job they desired and why they wanted to work in libraries. These got very specific on both counts. They would give job titles like sub-

ject bibliographer or cataloger, or name a specific kind of institution in which they wanted to serve, like a rural public library or a community college. And of course, they all loved books.

Most would also tell some version of the Road to Damascus story. How they were working in an office and wound up maintaining the files and

building the databases, or discovered they enjoyed doing the research for their college papers more than writing the

papers themselves, or how a friend saw their alphabetized spice rack and suggested they should be a librarian. Librarian? You mean I could do this for a living?

Sound familiar? Often, librarianship was also a second career choice, one that people found along the way but that few grew up aspiring to, aside from those of us who were genetically predisposed from birth. (Thanks, Mom.)

Today, I continue to be struck by how things have changed. Far fewer people come to us, at least to our program, by way of Damascus. The profile of applicants has shifted; we now get a substantial number who are within a year or two of completing undergraduate degrees and more than a few college seniors.

And while many speak of experiences with books and libraries, I also find a less specific sense of what

their interests and intended careers are. Not vague, necessarily, just general. Instead of “I want to be a public librarian,” it’s not uncommon to see “I want to work to improve and develop communities and promote social justice through better access to information,” which, of course, can often amount to the same thing.

By the time you read this, our decisions will be made for the coming year. It’s tough work, sifting through these statements and recommendations (please, please, pleeeeeease write strong letters with specifics for people you’re recommending) to find the applicants we think show the greatest potential to succeed with us and, professionally, beyond our program. It’s a tremendous opportunity and a tremendous responsibility, as my faculty, student, and staff colleagues on our admissions committee all know. We’re changing lives at every turn, and the profession we all care so deeply about as well.

It can also be inspirational. Let me leave you with one more excerpt: “I know times are iffy. I’m entering the field precisely because times are iffy—it’s worth working to make sure these institutions endure.” Isn’t that just the sort of person you want in your profession? I do, and we’re working to find and nurture even more of them ... but that’s another story. ■

JOSEPH JANES is associate professor and chair of the MLIS program at the Information School of the University of Washington in Seattle.

Coming to TERMS

Sharing expertise in electronic resources management

by Jill Emery and Graham Stone

Two decades after the advent of electronic journals and databases, librarians are still grappling with ways to best manage e-resources. These times of economic austerity create budgetary pressures at many institutions, with the result that librarians must continually justify their spending on resource management.

Techniques for Electronic Resource Management (TERMS) began in 2008 after we began discussing electronic resource management (ERM), current ERM tools, the lack of consistency in practices, and missing features in the available systems. As a set of guidelines, TERMS seeks to become a reference point for those who are new to ERM, those who have suddenly shifted job functions to oversee ERM, and those who are looking for recommendations.

After swapping ideas between library organizations in the United States and the United Kingdom on what ERM actually means, we came up with six TERMS, started working on a draft document, and created a plan for a crowdsourcing review. During 2012, the latest draft was migrated to a wiki (library.hud.ac.uk/wikiterms/Main_Page) in order to be shared, monitored, and updated by librarians throughout the world. With input from the field, we

wrote the *Library Technology Report* titled “Techniques for Electronic Resource Management” (February/March 2013).

The wiki received positive feedback from librarians in the United States, Brazil, India, Ireland, and the United Kingdom, and as a result, several librarians have offered to work on six segments of future ver-

sions of the wiki as open peer reviewers:

■ TERMS 1: Investigating new content for purchase or addition. Assigned to Ann Kucera,

Baker College, Flint, Michigan.

■ TERMS 2: Acquiring new content. Assigned to Nathan Hosburgh, Montana State University, Bozeman.

■ TERMS 3: Implementation. Assigned to Stephen Buck, Dublin City University, Ireland.

■ TERMS 4: Ongoing evaluation and access. Assigned to Anita Wilcox, University College Cork, Ireland.

■ TERMS 5: Annual review. Assigned to Anna Franca, King’s College, London, United Kingdom.

■ TERMS 6: Cancellation and replacement review. Assigned to Eugenia Beh, Texas A&M University, College Station.

In 2012, TERMS was endorsed by the Knowledge Base+ project in the United Kingdom, a project of JISC Collections made up of a set of “workflow management tools related to the selection, review, renewal,

and cancellation of publications.” It has also received interest in the United States from GOKb (Global Open Knowledgebase) managed by Kuali OLE (Open Library Environment), a community of nine research libraries working together to build an open-source system designed by and for academic and research libraries that will manage and deliver intellectual information.

TERMS was used in 2011 as a teaching aid by Galadriel Chilton at the School of Library and Information Studies at the University of Wisconsin–Madison to establish a key framework for its ERM class. The library community at large has been interested in the development of in-person presentations on TERMS, and so the authors have sought feedback at such library events as the Electronic Resources and Libraries conference in the US.

The wiki entries will develop as new formats evolve and next-generation web-scale management systems become more widely adopted. TERMS is already showing that the content in each of the six wiki pages is useful for preparing electronic resources managers to map and understand the e-resources cycle, enabling seamless access for patrons and creating efficiencies in the e-resources workflow. ■

JILL EMERY is collection development librarian at Portland (Oreg.) State University. GRAHAM STONE is information resources manager at the University of Huddersfield, UK. This article is excerpted from the February/March 2013 issue of *Library Technology Reports*.



TERMS
will be a
reference
point for
those who are new to ERM.

Spare Me the Hype Cycle

Focus on what works rather than what's hot

by Meredith Farkas

Every academic librarian worth her salt is embedded.” “3D printers are so hot right now.”

“Are you telling me you don't have QR code scavenger hunts at your library?”

“Your library doesn't tweet?”

“But surely you have a Pinterest board!”

Although I've been in the profession only a decade, I've seen plenty of hyped-up ideas cycle through over the years. In 2006, every library had to have a blog. By 2008, every library had to have a Facebook page and a gaming program or collection. Right now, makerspaces are all the rage. And by 2014 it'll be something else. These things aren't necessarily bad. In many cases, they're quite good and useful, and they point libraries in positive directions. However, hype can also blind librarians to what is a right fit for their institutions.

Fit over frenzy

I've seen some libraries jump on hot new things quickly, and for some, that's just fine. But others, as the fervor dies down, end up jumping ship for the next new thing. Those of us whose libraries are not on the cutting edge are fortunate to be able to observe these early adopters because we can learn from their successes and failures. However, I wonder what patrons think of their library's constant adoption and abandonment of new services and

technologies. On the other hand, I see some librarians, made cynical by the hype cycle, who dismiss out of hand anything they perceive as being overpromoted.

It's easy to get blinded by the hype and either adopt something that isn't a right fit for your library or not adopt something that is. One recent and rather visible cautionary tale is blogging. If you search the web, you'll find a vast graveyard of library blogs started between 2004 and 2006, when librarians were being told that blogging was the best way to have human and transparent conversations with their patrons. Many libraries have developed successful blogs because they were a good fit for their community and the libraries understood what it took to make a blog successful. Many more, however, abandoned their blogs due to lack of staff time or patron interest.

Librarians need to evaluate trends through a critical lens and examine the environment in which we operate. Who are our patrons? What are their needs? What are the priorities of our community and library board, or provost and president? Our priorities should flow from those needs and priorities.

My university is focused right now on pedagogical innovation and growing our online offerings. Clearly, the library should be poised

to support and provide leadership in these areas. When I see a shiny

When I see a shiny new thing, I ask myself, “How will this further the library's goals?”



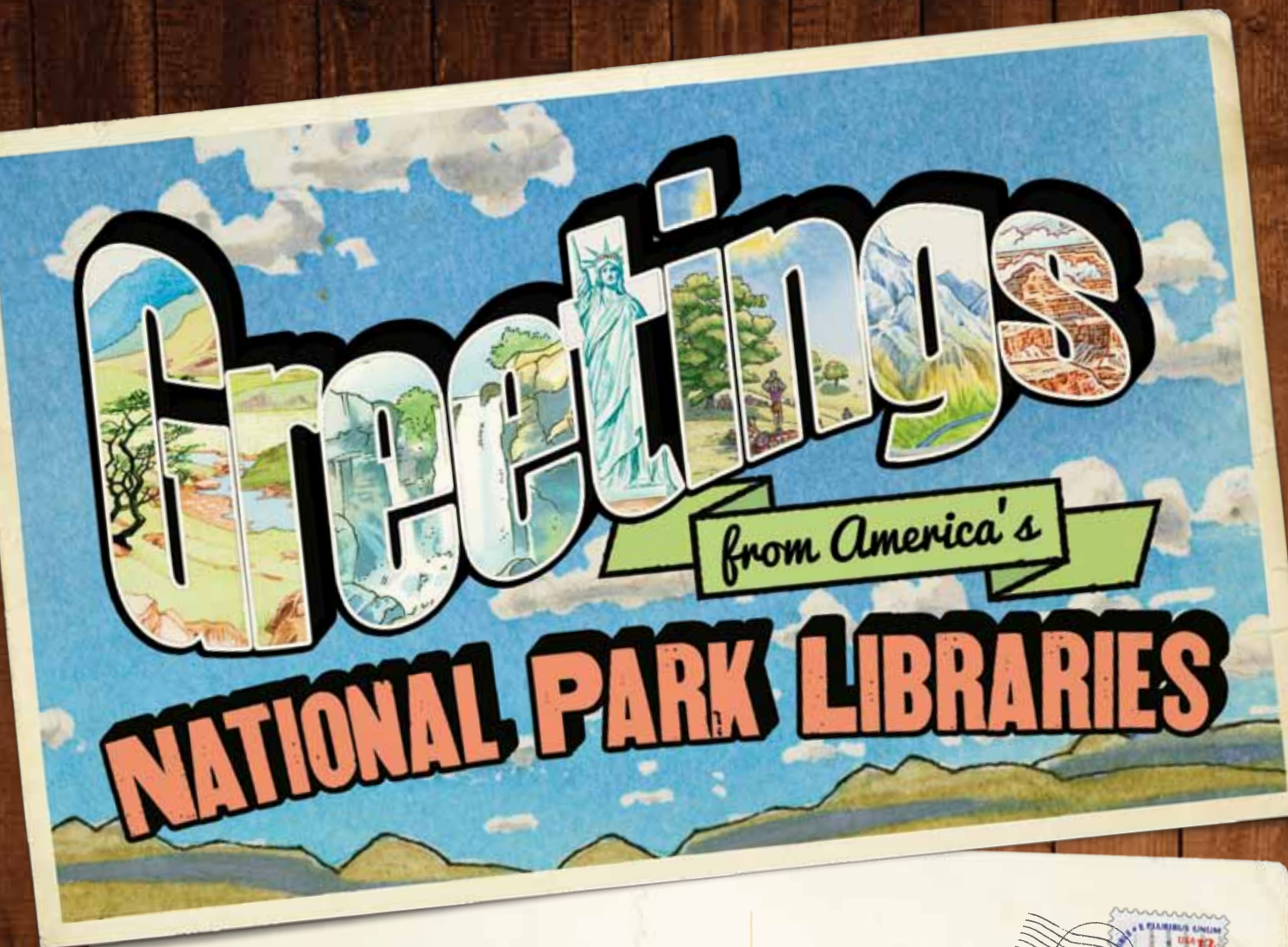
new thing, I ask myself, “How will this further the library's goals?” If I struggle to find an answer, I know it's not

worth pursuing.

Even when you're not adopting the next new thing, there is frequently something to be learned from it. Three-dimensional printers may not be a good fit for your library, but they point to the value of providing technologies that support content creation. For your library, that may mean providing video-editing or web-design software. Maybe you don't have the time to be embedded in online classes, but you can find a low-touch, high-impact way to embed library collections, services, and instruction in online classes.

The hype cycle will continue to churn and we'll continue to be bombarded with technologies and approaches we're told we just *have to* adopt in order to remain relevant or be good librarians. Focusing on the needs and priorities of those we serve helps to ensure that we are embracing—or not embracing—new tools for the right reasons. ■

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



By Maryann Hight

Filmmaker Ken Burns called the National Parks “America’s best idea.” The libraries in these parks may be one of America’s best-kept secrets.

“The National Park libraries,” says Nancy Hori, supervisory librarian at the National Park Service (NPS) Pacific West Regional Library in Seattle, “are in some of the most beautiful and sacred areas of the United States. The remote locations, often in historical buildings without climate control, present many challenges for keeping materials safe and secure.” As part of the NPS, they are government and public libraries, house special collections, and in many cases serve as museum libraries. The librarians, curators, and rangers who oversee the NPS libraries provide a way for visitors to connect with a place, an event, or local history that is unique. We’ve chosen a few across the country for you to consider on your next national park visit, each featuring something special; history, architecture, collections, or just a gorgeous location.




Statue of Liberty National Monument, New York and New Jersey

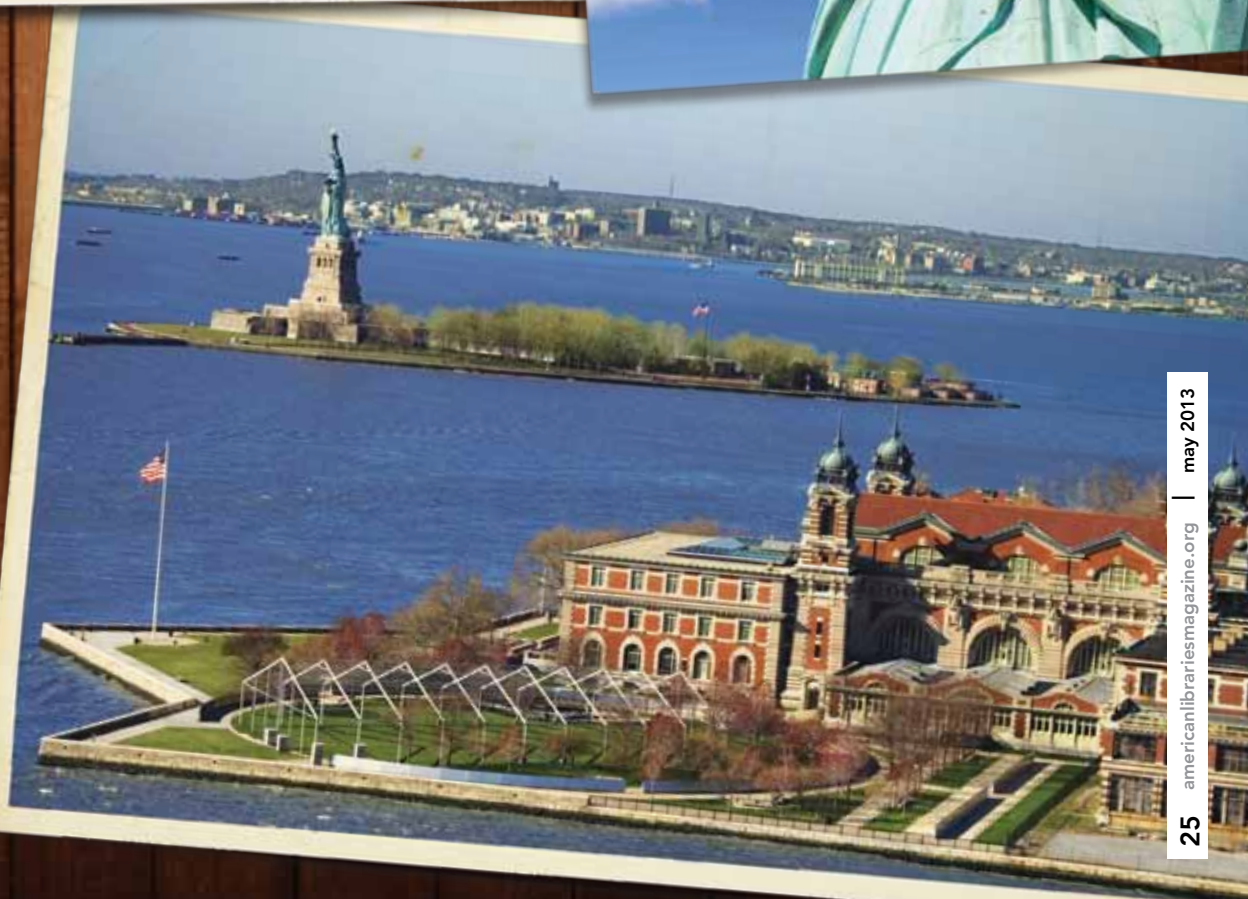
Bob Hope Memorial Library

Ellis Island Immigration Museum

nps.gov/elis/historyculture/bob-hope-memorial-library.htm

The well-known entertainer for whom this library is named passed through Ellis Island as a child. Every day hundreds of visitors tour an exhibit that includes the honorary Oscar awarded to Bob Hope in 1960, part of the library and museum's permanent collection. Librarians here are skilled researchers and scholars. While no original immigration records are located in the library, the librarians often help visitors locate resources for information about family members who came to the US through this gateway. Unique materials in the collection include 2,000 oral histories and many early 20th-century films featuring Ellis Island. 

Editor's Note: Hurricane Sandy flooded the basement of the building on Ellis Island and destroyed the utilities. Luckily, the third-floor library and materials are safely intact, reports librarian Barry Moreno. While it is uncertain when the library will open its doors, the Statue of Liberty should reopen later this year. Stay updated at twitter.com/EllisIslandNPS.





Crater Lake National Park, Oregon

Science and Learning Center Library
nps.gov/crla/slc.htm

Richard M. Brown Memorial Library,
 Steel Visitor Center
nps.gov/crla/slcfacilities.htm

One of the two libraries located in the park, the SLC library is housed in a carefully restored Rustic Style building. This architectural style emphasizes the use of natural building materials and is common in the national parks. The heart of the SLC collection consists of reprints of classic papers written in the park's early years and the most recent scientific papers pertaining to the park and its environment. In addition, reference books and reports serve the needs of visiting researchers, park staff, and Learning Center program participants. Librarian Jordan Yee noted that the collections and services mark the important role science plays in the national parks. This library is open only in the summer.



In contrast, the Richard M. Brown Memorial Library mainly serves park employees, but park visitors may find the oral history interviews interesting, or may wish to page through *Nature Notes from Crater Lake*, published irregularly from 1928 to 2002. Completed in 1934, this Rustic Style building was formerly the ranger dormitory. Steel Visitor Center is open every day except Christmas. Visitors to the library are encouraged to make an appointment.



Grand Canyon National Park, Arizona

Grand Canyon National Park Research Library
 Park Headquarters, Grand Canyon, Arizona
nps.gov/grca/historyculture/reslib.htm

Pose for a photo at Mather Point, with its mile-high view above the Colorado River, or gaze at the California condors if they are out and about. Then mosey over to the headquarters building, where more than 12,000 books, manuscripts, and oral histories on area geology, history, environment, and native peoples await at the Grand Canyon National Park Research Library. The library also features a small children's collection. While the general public can't check out materials, everyone is welcome to browse. There's Wi-Fi access, too. Park librarian Ted McClure points out that there are many one-of-a-kind materials, including manuscripts and oral histories in the rare books collection, viewable by appointment only. The research library is open to the public Monday through Friday from 8 a.m. to 4:30 p.m.



Image W. Tyson Joye

Yosemite National Park, California

Yosemite Research Library, Yosemite Village

Yosemite Archives, El Portal, California

nps.gov/yose/historyculture/collections.htm

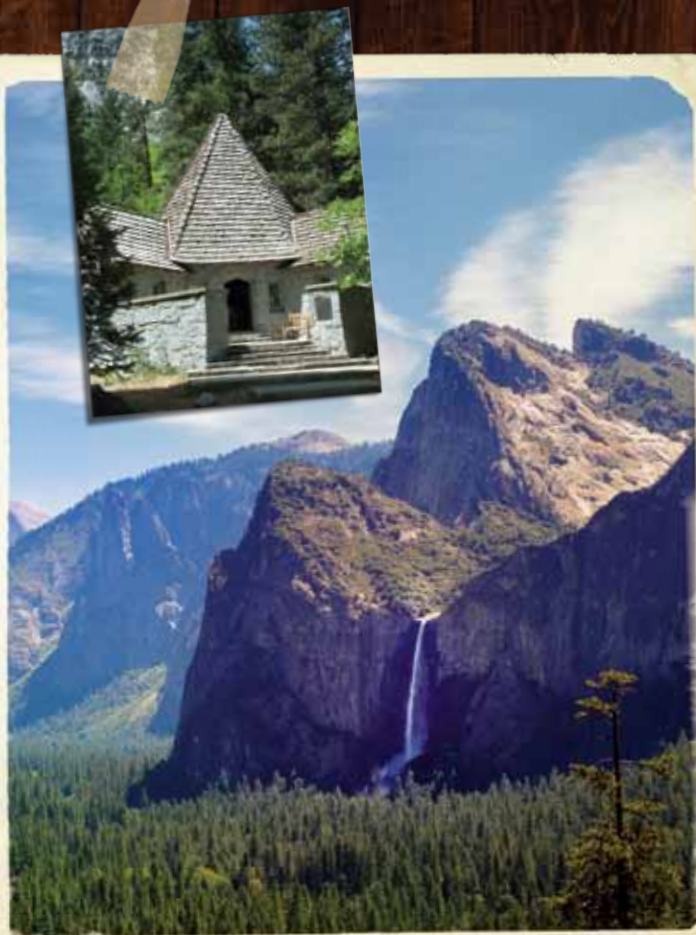
LeConte Memorial Lodge

Located across from the Housekeeping Camp

sierraclub.org/education/leconte/library.asp

Located in the heart of the valley, the Yosemite Research Library is administered in conjunction with the Yosemite Museum in a historic Rustic Style building. The library has about 10,000 books relevant to the natural and human history of the park, including many unique published personal accounts of trips around the world or across the West that mention Yosemite (1870s–1920s). There is a larger archives maintained in the small town of El Portal that preserves personal papers, manuscript collections, and service records. Hours at both facilities are limited, so check the website or call for an appointment.

In addition to the two official NPS collections, the small library in the Sierra Club's LeConte Memorial Lodge features materials on park history, biology, botany, and geology. The collection of children's material is popular with park visitors. The lodge is open May through September, Wednesday through Sunday.



San Francisco Maritime National Historical Park, California

Maritime Library, Fort Mason Center

nps.gov/safr/historyculture/library-collections.htm

Librarians at the Fort Mason Center, where the library is located, take pride in the extensive collection of photographs—nearly 400,000 strong—and ship plans, from one-masted boats to massive battleships. The reading room serves as a portal to a large collection of books, titles, maps, and charts, which are available by paging. The oldest item in the library dates from 1536: a history discussing sea terms. While the library is open to the public, access to archival collections is available only by appointment.

The holdings of national park libraries can be searched online at library.nps.gov/webvoy.htm. ■



MARYANN HIGHT is a reference and instruction librarian at California State University, Stanislaus. While embracing the opportunities presented by technology, she works to promote the traditional values of libraries.



Image Michael Quinn



Disaster Relief...

By Leonard Kniffel

with Books

Libraries Without Borders evaluates the role that books, freedom of expression, education, and culture play in humanitarian emergencies

When a disaster occurs, aid workers, organizations, and governments naturally focus on emergency assistance to victims. They set up medical outposts in conflict zones, drop food supplies from helicopters, and hand out shoes and clothing in disaster areas.

The activists behind Libraries Without Borders (Bibliothèques Sans Frontières) understand that priority must be given to food, water, shelter, and medicine. They also recognize that little attention is paid to another basic human necessity: the knowledge resources needed to cope with catastrophe.

Founded in Paris in 2007, Libraries Without Borders (LWB) provides targeted books and periodicals to support library collections; trains local librarians, bookbinders, documentarians, and archivists; provides the support to build or renovate public libraries as well as universities'

or schools' documentation centers; computerizes libraries; structures library networks on a regional and national scale; and provides opportunities for cultural and technical exchanges between libraries and communities.

"We started with nothing," says LWB chairman and founder Patrick Weil, "with a room in my apartment for an office. The biggest obstacle we faced was skepticism."

It has become Weil's mission to convince the doubters that, after food and shelter, what disaster victims need most is hope. "We want to help people recover as human beings, to mobilize across continents," adds Weil, whose

“nothing” has evolved in just six years into an organization that creates 500,000 new readers each year, with 500 volunteers, 25 employees, and an annual budget of roughly \$2.5 million. LWB organized training sessions for nearly 300 librarians in 2010 at locations around the world and created the Savoir Solidaire portal to provide training and networking in French.

“Access to books, culture, and knowledge for victims of natural and man-made disasters is important because these allow individuals to reconnect with the rest of humanity and provide them the strength to look toward the future,” says Weil, a senior research fellow at the National Center for Scientific Research in France.

Based on findings of UNESCO in 2011 that only 2% of all international aid goes toward education, LWB maintains that education must be available in emergency situations because it allows people to recover a sense of normality. “We believe also that such education efforts beyond formal schools, such as mini-libraries in disaster zones and storytime programs for displaced persons, must be made a priority,” Weil adds, “because they cultivate the human spirit and provide distractions to help disaster victims cope with trauma.”

Local engagement, worldwide

At the request of Haitian institutions, Libraries Without Borders sent an emergency mission to Haiti following the devastating January 2010 earthquake. Weil says he was “struck by some of the reactions we received in the United States and Europe,” such as people asking if giving Haitians the opportunity to read and write was really a priority like food and shelter.

“In our work in Haiti and beyond, we have drawn inspiration from several initiatives in history,” Weil says. He cited examples: After World War I, the American Committee for Devastated France intervened to establish libraries for children as a way of helping them overcome trauma. The International Board on Books for Young People (IBBY) carried out similar initiatives after World War II and after the conflicts in the former Yugoslavia. Inspired by journalist Jella Lepman (1891–1970) and founded in Zurich in 1953, IBBY remains an active organization working to bring books to children all over the world.

LWB takes a cooperative approach to book donation. Partner libraries select titles from a database of books so librarians can choose how to develop their own collections to meet local needs. Weil says, “We rely on the people with whom we work, the people on the ground, local institu-

tions” to be successful. The organization sends 100,000 books abroad each year. He believes books are absolutely essential but also understands the power of technology if used for good.

LWB’s mission is “to expand access to knowledge and information for all,” which in practice comes through different methods in different regions, always by providing what Weil calls “locally relevant and sustainable solutions.”

The organization is active in more than 20 countries, with heavy concentration in Francophone Africa—Cameroon, Chad, Democratic Republic of the Congo, Republic of the Congo, Madagascar, Rwanda, Senegal, and Togo, with plans to move into Mali and Niger.

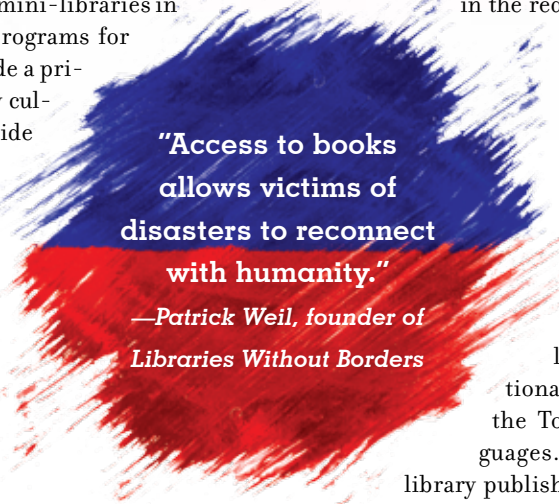
In Burundi, Rwanda, and the Democratic Republic of the Congo, LWB supports the creation of specialized documentation centers at three universities.

In Romania, it has assisted the French Library in Galati in the redevelopment of its material and electronic collections, financial and human management structures, and educational and cultural activities.

In northern Niger, the group has partnered with librarians at the municipal library in Arlit on a local historical heritage preservation project. LWB staffers work with local librarians to collect traditional history, stories, and fables in the Tomaje, Hausa, and Fula languages. LWB also helped the public library publish traditional history collections in bilingual (French and local languages) volumes using micropublishing and binding equipment.

“Since Libraries Without Borders believes that dignity through books, writing, and learning should not be denied to victims of humanitarian disasters, we have placed greater emphasis in our projects on providing relief services,” says Weil. In Haiti, for example, he says LWB organized two programs in displaced-persons camps after the 2010 earthquake—first, with UNICEF to provide “storyboxes” in French and Creole and storytimes for children in the camps, and second, by setting up mini-libraries or reading organizations in 30 displaced-persons camps. In Haiti alone, LWB has built or supported 74 school and university libraries, 28 public libraries, and 31 special libraries such as prison libraries, law libraries, and libraries for women’s rights. Nearly 200 Haitian librarians have received training in library science workshops.

On June 14, 2012, LWB held a conference in Paris on literature and the Arab Spring. Titled “To Read and to



**“Access to books
allows victims of
disasters to reconnect
with humanity.”**
—Patrick Weil, founder of
Libraries Without Borders



Haiti's bookmobile service, known as BiblioTaptaps, launched in 2012, fulfilling a critical need for books and access to information.

Write Is to Be Already Free,” the conference featured a panel discussion with Tunisian lawyer and human rights activist Radhia Nasraoui, Tunisian poet Tahar Bekri, and French writer and historian Lucien X. Polastron.

The panelists discussed the role of literature during political transition, the involvement of writers in revolutions, libraries as levers for the promotion of democracy and human rights, and democratic inclusiveness and censorship. Moderated by Moroccan writer Omar Berada, the conference drew a crowd of about 200 people to the rooftop gallery of the Arab World Institute.

On the ground in Haiti

In 2011, Libraries Without Borders opened the University Digital Library at the University of Haiti (Université d'État d'Haïti or UEH). The first digital library in Haiti, it now provides 15,000 students, researchers, and professors in Port-au-Prince with access to millions of electronic articles and books. LWB's efforts in Haiti showed that books, freedom of expression, education, and culture play a vital role in providing relief in humanitarian emergencies. Books and culture help disaster victims cope with catastrophe and prepare for a future in a country where 2,500 schools were destroyed and nine of the university's 11 academic libraries were seriously damaged.

In April 2012, LWB and the UEH began a project to construct the Ruche Central Library Reserve, the first of its kind in Haiti. To be built on the site of the future campus at Damien, northeast of Port-au-Prince, the structure will eventually accommodate the library's collections from all 18 departmental divisions. Today,

the university libraries have a collection of 75,000 books, but according to Weil, only 10,000 of these books are up-to-date, usable, and appropriate for university-level studies. The university aims to increase the number of new books to 300,000 in three years. The initiative is in the development phase, and LWB is trying to identify partners and donors for the project, whose total cost is estimated at 5 million euros (\$6 million US).

In cooperation with the European Union, the Digicel Foundation in Haiti, the French-Caribbean Institute for Cooperation, and FOKAL (Fondation Connaissance et Liberté), LWB launched Haiti's first three bookmobiles in 2012. BiblioTaptaps are named after Haiti's “tap taps,” which are colorfully painted buses or pickup trucks that serve as shared taxis. With a name that literally means “quick quick,” they are expected to reach more than 15,000 children and adults every month in Port-au-Prince and its surrounding areas, as well as Haiti's north and central provinces.

In Port-au-Prince, BiblioTaptaps are now circulating in the neighborhoods hardest hit by the earthquake, providing books and making intellectual resources available to many for the first time since the quake. In the provinces, the bookmobiles will focus on 20 underserved communities and remote villages where libraries are nonexistent and there is limited access to books. Some 40 local Haitian associations support the BiblioTaptaps project.

“BiblioTaptaps are more than just bookmobiles—they are places along roads and near displaced-persons camps where people can meet, read, open discussions,

and foster debate,” says LWB Director J  r  my Lachal. “They provide space for local organizations to hold educational workshops covering topics ranging from environmental awareness to cholera prevention.”

“We witnessed how stories about mighty lions or funny frogs were able to transport children from dire post-earthquake conditions; they provided escape from the trauma,” says Lachal. “Ultimately books and expression sustain human dignity and provide a source of self-worth and identity. In reestablishing culture amid the rubble of disaster, books provide sources of resilience and hope by instilling the conviction that there will be life after the camp.”

From implementing projects in Haiti after the earthquake and in Tunisia after the 2010–2011 revolution, LWB has learned that books and stories have the power to improve living conditions in the worst situations. More than 50 libraries were burned in Tunisia during the uprising, and LWB has so far reopened, restocked, and trained librarians for four of those libraries.

“We believe that in order to facilitate sustainable development, we must offer support throughout the whole book supply chain,” Weil says.

Reading is a basic need

“Believing strongly that dignity through books, writing, and learning should not be denied to victims of humanitarian disasters, Libraries Without Borders is calling on international organizations and governments to better take into consideration the role these play in emergency situations. Reading and expression must take their place among food, water, shelter, and health as basic needs and priorities in humanitarian emergencies,” Weil concludes.

Asked what American librarians can do, Weil tells *American Libraries*, “Help us with the Haitian project. Haiti is the poorest neighbor of the United States. In the press you rarely see an article about good things in Haiti. We have demonstrated that with books and libraries we can make good news in Haiti.”

Read more at librarieswithoutborders.org. ■



LEONARD KNIFFEL is a writer and librarian living in Chicago. He is former editor and publisher of *American Libraries*. His forthcoming book, *Musicals on the Silver Screen*, is scheduled to be published by Huron Street Press in 2013. He can be reached at lkkniffel@sbcglobal.net or on his blog at PolishSon.com.



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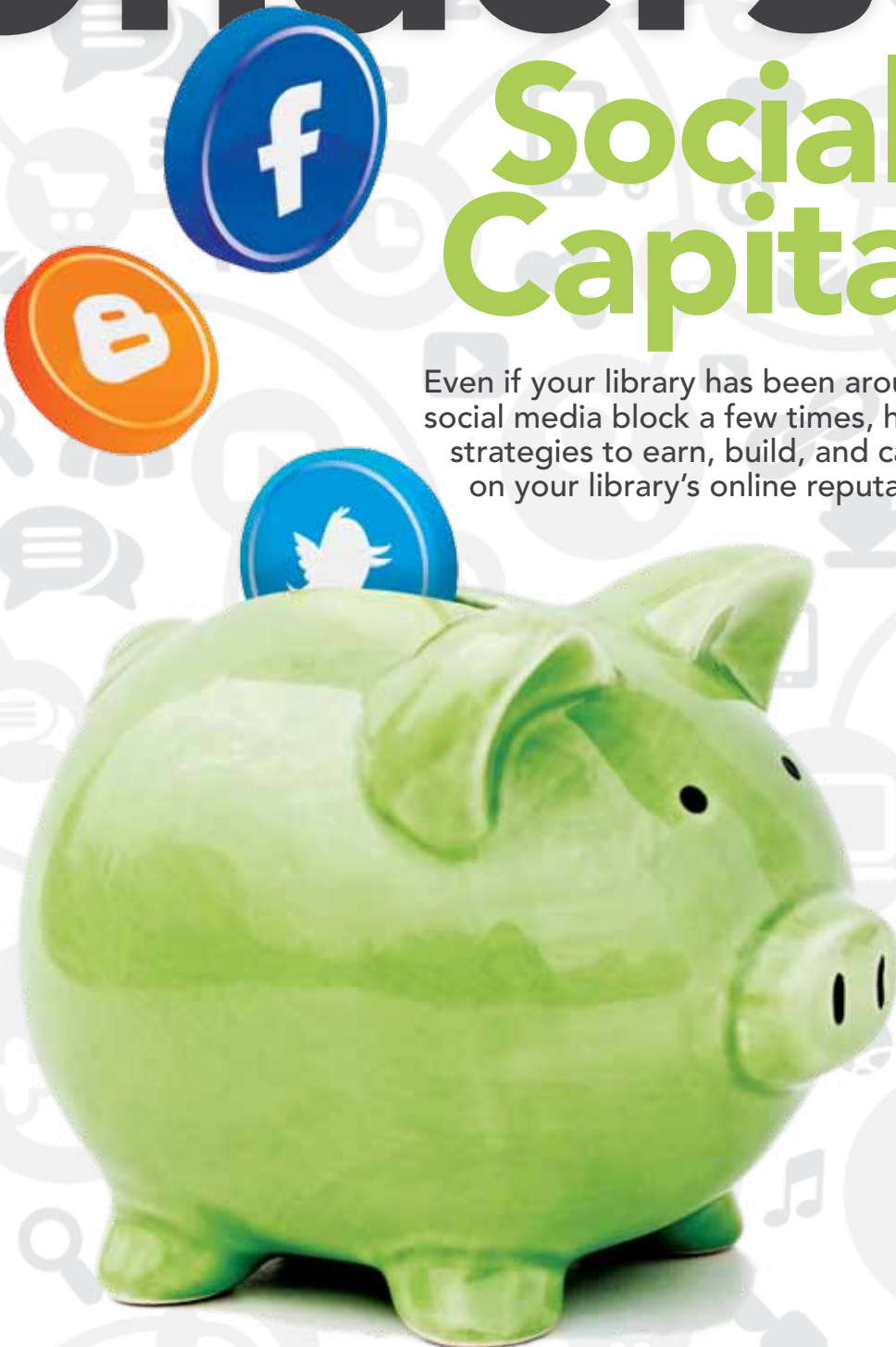
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Understa

Social Capital

Even if your library has been around the social media block a few times, here are strategies to earn, build, and cash in on your library's online reputation



ending

By Laura Solomon

During the Save Ohio Libraries movement in 2009, some libraries in Ohio jumped into Twitter. Undoubtedly, they saw it as another avenue for getting the word out about the imminent and catastrophic budget cuts being proposed by Ohio's governor. However, two major factors prevented them from really using Twitter as an effective rallying tool.



The first was simply a lack of followers. Numbers are not the only criterion for social media success (and certainly not the most important one), but some followers are needed to spread a message. When an organization jumps into a social media tool during a crisis before having developed followers over time, there is a distinct lack of audience to hear any pleas for help.

The second was a lack of social capital. Social capital is what allows any organization or individual to make requests of its followers successfully. Think of social capital as funds in a sort of intangible bank account that you add to by listening to, engaging with, and doing favors for others. Each time you make a request, you are drawing on that account. If no social capital has been established from which to draw, actions requested of others are likely to be ignored.

Having social capital is, in many ways, equivalent to having credibility in a selected online community. Social capital can be earned only over time, by participating appropriately in the community.

Earning social capital

Gaining social capital really means becoming a strong, consistent member of the online community. People

expect reciprocity. Building a social media reputation means giving back.

How can your library go about earning the trust of its patrons online? There are several ways, and like all relationships, these methods require effort and time to develop. For most, a combination of the following actions will usually benefit a library's online reputation.

Thank your patrons. When someone comments on your library blog, even if it's just to agree, thank him or her. If the commenter says something negative, express appreciation for the feedback. It shows that your library is listening to all points of view and values constructive input. If someone posts something about the library to his or her Facebook page or retweets for your library on Twitter, acknowledge and thank that person. It's an easy way to engage your patrons and promote positive feelings toward the library.

Ask for opinions. Ask for readers' favorite Oprah Book Club pick or their favorite program at the library. Try asking for opinions on the worst book ever written. The more controversial the question, the more feedback it will likely get. Although generating controversy for its own sake may not be your library's goal, facilitating conversation between the library and others is something

you want. Be proactive and initiate exchanges of ideas and opinions on a variety of topics that interest your patrons on an ongoing basis.

Offer links to other sites of interest. Posting only links to your library's assets (e.g., catalog, programs, or website) is just another method of self-promotion and not a form of engagement. Have you seen a funny video on YouTube? Pass the link along. Do the same for interesting blog posts and articles. Just make sure they are not written by anyone on your library staff or you may diminish the open forum you are trying to encourage.

Retweet your followers. If your library is on Twitter, the person who is responsible for the Twitter account should learn the syntax of retweeting and do so whenever and as often as possible. If one of your library's followers says something that might be of interest to others, pass it along. Bear in mind that you may ask your followers to pass on something later to advocate for the library. Build up your social capital now so that you can ask for favors later.

Always give credit. This applies to all content, not just retweets. Do you want to promote a new program that was a patron's idea? Name the patron and link directly to that person if you can. People want to be involved when they know their name is going to be promoted. This is another reason why photos of patrons at programs are a popular way to get people to visit a website. The library is an organization that cannot exist without its community, so be sure to acknowledge that community whenever and as often as possible.

Encourage feedback. One way that many people commonly use social media is as an outlet for venting their frustrations. This is the perfect opportunity for your library to hone its social media "voice." If one of your library's friends or followers is venting, expressing empathy can help forge a relationship. It can serve to show that your library is "human"—that real people who care work there. Additionally, it shows that the library is paying attention to its patrons, and its response can help them feel important and part of the community.

Ask people in your library's network about items they

post or follow up on something they posted earlier. In addition to asking, tell them about interesting things that happen at the library. This isn't promoting a program—this is a more personal, less self-serving way to make a status update. Maybe you received a unique or interesting reference question? Post it, along with the answer. Pique people's interest in what you do and what makes the library tick.

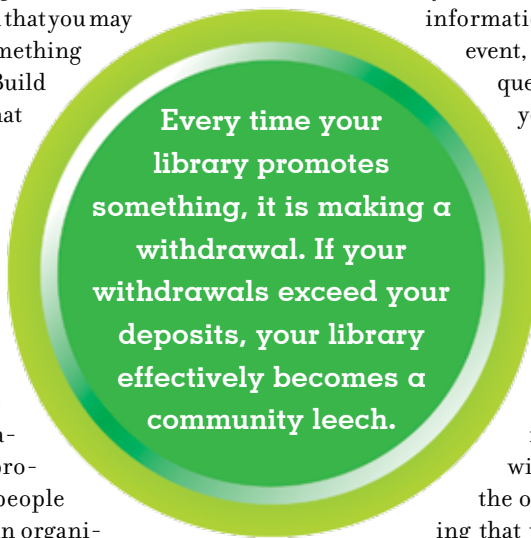
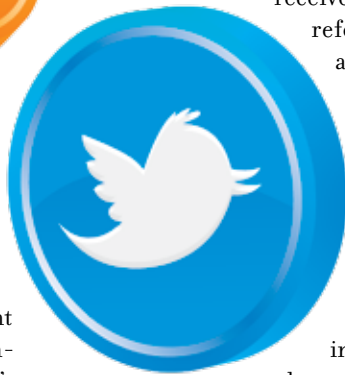
Provide information people care about. Online, your library needs to provide value to its friends and followers. If there's information about something happening in your community, use your online channels to pass on that information. When promoting a library event, be sure your post answers the question "What's in it for me?" for your followers. Advertising a service or program without promoting its benefits is counterproductive and can actually drain your library's social capital.

Monitor and respond to posts. When someone says something about your library, whether positive or negative, it's crucial to respond with something. Acknowledging the other person and demonstrating that your library is listening (and cares) is extremely important in building one-to-one relationships.

Bottom line: Every time your library directly engages with someone online in a positive way, especially one that benefits the other person, it gains social capital. Social capital takes time to earn and trust to build.

Advanced social capital strategies

Once your library has been around the social media block a few times, it may be ready to move on to some bolder methods for gaining capital and strengthening relationships. Your library may want to try some of these strategies.



Post photos. Get an account on a Twitter-enabled service, such as Twitpic or Instagram, that allows you to post photos from anywhere and share them through your library's Twitter account. Think about putting up not only photos of events or programs but also casual or funny shots of staff going about their daily work (or perhaps celebrating a staff birthday). Photos can also add to the "humanness" of the library online and add variety to what would normally be only a stream of text posts.

Provide good customer service. Social media, as a medium, is not always ideal for regular reference services. Chances are good that your library will occasionally encounter requests for help via social media, however. Some people prefer to communicate via Facebook or Twitter. Respect that these people want to communicate with the library and respond, as well as possible, using the same medium.

Promote contests. If your library runs contests, announce the winners via social media in addition to any other avenues you might use. Try a contest done entirely via social media, such as creating online videos or captioning a photo on Flickr.

Add social media URLs to business cards and signage. Nowadays, most libraries have their website URL included on their business cards, stationery, ads, and signs. Include your social media URLs in offline promotional materials as well. This acts as proof of social engagement, welcoming patrons to your online community and building trust in your library. Integrating online and offline advertising not only is common sense but also increases your library's credibility in online social realms.

Create a viral experience. One of the best examples of viral marketing is described by the Twittown blog:

"When the San Francisco area's most famous (er, only) Korean BBQ takeout truck rolls into the neighborhood, lines literally stretch around the block. But given the mobile nature of the business, how do people know when and where to find it? Enter Twitter. Kogi BBQ uses Twitter to let customers know where they are going to be each day, and if the photographs showing hundreds of people waiting in line for Korean BBQ to-go are any indicator, it's a business strategy that has worked out incredibly well for them. The real-time nature of its business demands a real-time communications platform to underpin it, and Twitter (as well as Facebook) is the basis for that platform. Sandwich carts around the country should take note" ("Five Wickedly Clever Ways to Use Twitter," Twittown, Oct. 26, 2009).

How many libraries have bookmobiles? This is a strategy that could easily be duplicated. Using social

media or texting, the library could create real-time updates and commentary along the bookmobile's route.

Social media participants have to be aware of their deposits and withdrawals of social capital. Having a healthy balance is integral to being successful in the long term. Deposits of social capital add value to the community as a whole; withdrawals have value only to the library.

Bottomline: Participate in conversations. Remember that the recipients of any of your library's messages have expectations of reciprocity.

Spending social capital

Ben McConnell, a writer for Church of the Customer Blog (churchofcustomer.com), recommends a social capital deposit/withdrawal ratio of 80% to 20%; the vast majority of an individual's or organization's social media interactions need to be other-centered ("The Last Temptation of Twitter," Church of the Customer Blog, Dec. 19, 2008).

Knowing that social capital should be spent only when necessary, you should ration it for only critical purposes. Promoting every program going on at your library will quickly run your social media account into overdraft status. Self-promotion is expensive. The Save Ohio Libraries campaign drew heavily on the social capital of a handful of individuals who were already well invested in social media communities. Advocacy is certainly one legitimate use for social capital. Some other worthwhile purposes include:

- Breaking news ("Sorry, the internet is down—we're working on it!")

- Feedback ("What do you think of the new self-checkout machines?")

- Informal polls ("Which is better: storytimes on weekends or weeknights? Why?")

Yes, promote the library's programs, but advertise just those that are high-profile or that you know are a great match for your social media audience.

Bottom line: Every time your library promotes something or asks for a favor, it is making a withdrawal. If your withdrawals exceed your deposits, your library effectively becomes a community leech—and in some cases, a pariah. Spend social capital wisely. ■



LAURA SOLOMON is library services manager for the Ohio Public Library Information Network. This article is an excerpt from her book *The Librarian's Nitty-Gritty Guide to Social Media* (ALA Editions, 2013). Visit www.alastore.ala.org to purchase a copy.

How Libraries Are Using

By Terra Dankowski

Social Media

Expanding online toolkits
to promote advocacy



Novelist and director Stephen Chbosky was hanging out at the New York Public Library, fielding questions about his just-released film *The Perks of Being a Wallflower*, offering tips to aspiring writers and sharing morsels of inspiration with starry-eyed fans. But he wasn't in New York.

"You don't even have to bring the author to your town anymore," says Johannes Neuer, associate director of marketing for the NYPL. "Google Hangouts are the perfect places to create brand engagement."

When Neuer talks about social media tools, libraries should listen. Hangouts is just one of many public-facing platforms NYPL has taken into the fold of a marketing arsenal that produces results. To wit, with a following of more than 250,000 at its main Twitter handle, NYPL was able to leverage a 30-day campaign featuring celebrity quotes that offered effusive praise for libraries into a 35% increase in average monthly library card sign-ups last September. With more than 80 Facebook pages and 60 Twitter accounts representing the 90 branches serving Manhattan, Staten Island, and the Bronx, it's fair to say that NYPL has been a frequent adopter, if not high-profile leader, in the social media space.

"We pick platforms based on whether it works with the type of content we want to put out and whether it meets our goals—brand awareness, increased traffic, and creating community," Neuer says. Facebook, Twitter, Google+, YouTube, Pinterest, Tumblr, and e-newsletters are a few staple mechanisms. Yet most staggering is not the quantity of accounts, or what NYPL shares and curates on social media platforms, but the content the library creates itself through a vast infantry of librarian bloggers.

"We give [bloggers] as much latitude as they want to write about what interests them," says Lauren Lampasone, digital producer for NYPL's Reference and Research Services. "There are some people who have embraced this and are very prolific." Last year 150 bloggers published 810 blog posts encompassing 180 different subject areas, with visits to these blog channels increasing 56% between 2011 and 2012. The blogs are an invaluable part of NYPL's social content marketing, with librarians acting as internal advocates and most of the traffic coming from Google searches.

"The content is a discovery mechanism for the collec-

tions that we have," Neuer says. This point resonates in light of a recent Pew Internet & American Life Project study, "Library Services in the Digital Age," which found that 73% of patrons visit libraries to browse, and personalized recommendations are still an important service to the library-goer. In this way, blogs serve as a point of entry for customer service. "I like to see whether blogs lead to click-throughs to our digital gallery or our online catalog," says Lampasone.

While Neuer acknowledges that not all library systems are as large or replete with employees-turned-ambassadors as NYPL, he believes that using social media is a low-budget practice any-sized library can take on. "You can do it all in-house, especially if you have creative people," Neuer says. Though taking staff resources into consideration, Neuer acknowledges, "It's not free."

"If all libraries were doing what we're doing, it would be amazing," says Lampasone. "It would really put libraries in the position of 'we have access to all of this.'"

Going viral for survival

Facing a slashed book budget, reduced employee hours, and Sunday closings back in 2010, the Central Rappahannock Regional Library, headquartered in Fredericksburg, Virginia, sought to make a morale-boosting music video for a staff appreciation function. "We had been struggling with budget cuts—we wanted to give [our staff] a semi-humorous affirmation that they've been asked to do more but they're still doing a fabulous job," says Sean Bonney, the graphics coordinator at CRRL, who organized the filming.

What resulted was "Libraries Will Survive," an aptly re-titled parody of the disco hit "I Will Survive," starring CRRL's own staffers. While originally intended for an internal audience, Bonney says, "It was always my intention, in the back of my head, to share this publicly."

Propelled by "strong content with an entertainment hook," Bonney says, "Libraries Will Survive" amassed 13,000 views in its first week on the library's YouTube channel. Today, the short and long versions of the video have more than 180,000 combined views.

"I knew what 'viral video' meant, but I had never experienced anything like that," says Caroline Parr, deputy director at CRRL. "In that moment it's everywhere you look."

The video spread primarily through Facebook and gained the positive attention of bloggers, news outlets, and national and international fans. "People would say, 'I saw you on YouTube, I saw you on TV.' They would see the brand



and come in and talk to us,” Bonney says. This type of “ineffable, good-feeling” engagement, says Parr, “is worth a lot, but it’s hard to quantify.”

“We didn’t ask for money. The real result was that people appreciated we had a good sense of humor about this,” says Parr. Still, the video was not without detractors—Parr says some believed the levity took gravitas away from the message of crisis.

And while Bonney suggests that the goofiness of librarians playing against type, whatever the public perceives type to be, may account for the social media traction, he also thinks the video conveyed what he considers the double-edged sword facing all libraries—“when the economy is tough, people need their libraries more.”

Following their “non-campaign,” as Parr refers to it, CRRL is forging ahead with collaborative social ideas, such as a partnership with the county for developing a history-themed branded channel on a location-based mobile alert app called Tagwhat. “We were already believers in social media before the video,” Parr says. Now what is important is “what we in the library can bring to local government that they haven’t heard about,” says Parr.

Charlotte Mecklenburg (N.C.) Library experienced a similar economic trough in March 2010, facing a proposed fiscal cycle that would have cut the number of branches in the system from 24 to 12. Far from accidental, a social media-assisted campaign to cover a \$2 million deficit in two weeks’ time emerged organically, and almost instantaneously, as marketing and communications specialist Jenifer Daniels was live-tweeting a board meeting. “One of the meeting attendees said, ‘Two million dollars, is that all?’” Blurting this sentiment on Twitter, it turns out, was effective in kickstarting a campaign.

“It was the catalyst to start the conversation,” Daniels says. “It jumped from the social space to children having lemonade stands on their front lawns.”

CML’s long-standing social media goals—“to be in control of the message without media filter and be as transparent as possible,” according to Daniels—were put to the test during the day-and-night frenzy of status updates and tweets during the budget crisis. “It wasn’t about asking for money; it was about asking for support. A lot of time was spent just answering folks’ questions on what this meant to them,” says Daniels.

Still, the community raised more than \$400,000 of the \$2 million deficit, which Daniels

attributes to Facebook, Twitter, and word of mouth, as well as traditional methods such as collection boxes and donation signs. Layoffs occurred, but only four of 12 proposed branches were shuttered. Daniels says that the 800% increase in fans and followers across Facebook and Twitter during those two weeks have been actively sustained, “because we were so transparent at our lowest point.”

Essential to this transparency was CML’s decision, preceding the crisis, to consolidate its number of social presences from roughly 200 accounts down to 20 accounts, according to Cordelia Anderson, director of marketing and communications. “We had a bunch of accounts—disparate content—and

people were tuning them out,” says Daniels. “Twenty presences, closely monitored and managed,” Anderson adds, “were much more effective than 200 sites with potentially out-of-date or conflicting information would have been.”

These days, Daniels describes CML’s social media networks as a sandbox. “We’re having a good time, getting folks engaged, and cultivating new readers and learners in the community.” The sandbox is not without consideration to more traditional marketing collateral, dashboard-measured metrics, or the public’s level of engagement and tone.

“We really know that this is conversation and this is social. We’re just selling you change and your life being different. We want to know how you feel about us, because we’ll know we’re on the right path,” Daniels says.

“Social media is not our strategy; it’s a tool. It affects our decisions and how we draft our key messages,” Daniels adds. “What we have is buy-in; that’s why this works.”

Place-based community

Jeremy Graybill, marketing and communications director for Multnomah County (Oreg.) Library, admits to being simultaneously frustrated and “mindblown” when a place-based social advocacy campaign, Show Your Library Some Love, swept through the Portland area.

He was frustrated because public libraries can’t campaign for ballot measures—which meant MCL watched from the sidelines as volunteers from Libraries Yes and political campaign firm Winning Mark drove patrons to the libraries’ steps, posing for photographs holding oversized prop hearts, in the hopes of creating visual support for a levy dictating library funding in last May’s election. MCL couldn’t so much as click “share” or “retweet.”

He was consequently stunned by “super-impressive” efforts to turn library lovers from “awareness to engagement to advocacy,” Graybill says. By identify-

“Library locations aren’t going anywhere—so how do we expand? Isn’t an online community just as viable as a library branch?”





Multnomah County (Oreg.) Library's My Life, My Library campaign merged social media, advertising, and traditional marketing campaigns to get its message out.



ing between 300 and 400 geosocial supporters via checks on networks such as Foursquare, Yelp, Google Places, and Facebook Places, campaign runners were able to cultivate more than 100 conversations and three dozen cause organizers.

"It was fun to watch," Graybill says, "but it was kind of like being a kid in a candy store." The levy passed with more than 80% of the vote, and Graybill's team could finally share. The Facebook post thanking the library's fans (today approaching 19,000 on Facebook) for passing the levy is still the library's most popular social media update—it was seen by tens of thousands and shared by hundreds. "We were trending on Twitter that night," Graybill says.

This isn't the first time library patrons have appeared front-and-center in marketing campaigns promoting MCL. My Life, My Library, a (non-election affiliated) campaign designed to be a "colorful, representative, and inclusive" profile of the community, seeks to show "how the library benefits people beyond the four walls of the library," Graybill says. The campaign focuses on an individual—new parent, senior citizen, someone seeking citizenship—and uses social media marketing, such as YouTube broadcasts, in tandem with traditional marketing and advertising, to tell life-changing stories.

Given that the library sees its user base as a defining asset, it may come as no surprise that this year MCL switched to a new online catalog that seeks to build a more interactive community. "We had feedback from a lot of patrons to be more social. This is a big step forward in being able to present the library's collection in new and different ways," says Graybill.

The revamped MyMCL, which runs on the BiblioCommons interface (also used by NYPL and CRRL) and can roll back to the old catalog at any time, ideally simplifies

searches, and employs social networking capabilities that allow library patrons to rate, review, and find recommendations on materials. "Peer review creates a community of book lovers," Graybill says. "The goal was to build a site for 443,000 cardholders at all levels of technological literacy—more options, not less."

More, not less, carries through to MCL's style of social media management. While somewhere between 10 and 15 people contribute to the surprisingly cohesive voice behind the library's Facebook and Twitter presences, nobody on staff manages social media accounts full time. "We all collectively add to our plates," Graybill says. "The idea is to steer the enthusiasm to strategic outcome."

In doing so, Graybill and his team have given themselves a framework to play—akin to Daniels's sandbox—with careful attention to how the online and social experience builds on the expertise of their well-regarded librarians and delivers services to customers. "Library locations aren't going anywhere—so how do we expand?" Graybill asks. "Isn't an online community just as viable as a library branch?"

Social media's return on investment is, however, something Graybill considers unquestionable. "It's a no-brainer. There are 1.1 billion people on Facebook," he says. "We talk to 5,000 people per week."

"It creates a new space for libraries to have value," Graybill says. Beyond their four walls. ■



TERRA DANKOWSKI is a freelance journalist living in Chicago.

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LSSI has a proud and successful history of providing vital contributions to libraries serving local communities, schools, colleges, corporations and the federal government. We are the world's premier contract provider of library operation services and solutions to public and government libraries. LSSI improves library services and operations to communities and institutions by focusing on established service priorities, customer service quality, best practices, and efficiencies. LSSI accomplishes more with our customers' library budgets. We identify and secure grants, leverage library automation and technology, and create library programs tailored to the needs of the local community.

www.lssi.com

Caroline Kennedy as Honorary Chair, National Library Week 2013

Author, editor, and reading, literacy, and library advocate Caroline Kennedy served as Honorary Chair of National Library Week 2013 (April 14–20). Kennedy appeared in TV public service announcements (PSAs) that aired on the Disney Channel. ALA made the TV PSAs available to libraries to post on their own websites, along with a print PSA featuring Kennedy and the National Library Week theme, "Communities matter @ your library."

Kennedy with Laura Marano, star of *Austin and Ally* on the Disney Channel.
www.youtube.com/watch?v=XeJclfJXKfs



INVESTING IN AMERICA'S LIBRARIES



Jonathan Worrall, CEO

As a proud member of the Library Champion family, Mergent is pleased to offer our strong support of the American Library Association. Founded in 1900, Mergent operates one of the longest continuously collected databases of: descriptive and fundamental information on domestic and international companies; pricing and terms and conditions data on fixed income and equity securities; and corporate action data. Mergent's unique history has enabled it to be an innovative leader in easy-to-use, powerful information tools that combine functionality with the latest in technology. In addition, Mergent's Indxis subsidiary develops and licenses equity and fixed income investment products based on its proprietary investment methodologies. Our licensed products have over \$5 billion in assets under management and are offered by major investment management firms.

www.mergent.com



Joe Mansueto, Chairman, Founder & CEO

It is a pleasure to partner with an organization that looks for better ways to serve people. We at Morningstar are proud to be Library Champions and to support the American Library Association. Morningstar, Inc. is a leading provider of independent investment research in North America, Europe, Australia, and Asia. Our goal is to offer products that improve the overall investment experience for individual investors, financial advisors, and institutions. Founded more than 25 years ago, we continue to evolve and expand our products. We're committed to delivering world-class investment research and services to people around the globe.

www.morningstar.com/goto/mirc



Jay Jordan, President & CEO

OCLC strongly supports the Library Champions program and its commitment to library advocacy and the vital efforts of librarians around the world. Since 1967, OCLC and its member libraries have been working together for the public good. Each day, the OCLC community of librarians in more than 72,000 libraries in 170 countries uses OCLC cooperative services to help people find the information they need. Each day, these Library Champions help to advance research, scholarship and education. We at OCLC are proud to be advocates for libraries and librarians and the ideals they embody.

www.oclc.org



William Schickling, President & CEO

Today's libraries are looking for better ways to serve their patrons and streamline staff workflow. And that's precisely what we do at Polaris Library Systems. As a forward-thinking library automation company, our goal is to keep you at the leading edge of technology, helping you to maximize resources, reduce costs and improve patron satisfaction. Our mission at Polaris is to help libraries better serve their communities.

www.polarislibrary.com



Kurt Sanford, CEO

In 1938, ProQuest began a partnership with libraries to connect individuals to the world's knowledge: the great books, articles, ideas, and news destined to spark new wisdom and action. Over the years, we have evolved together through changing technologies, fluctuating economies, and end-user vagaries. We've watched information rise to cloud-level and collections float beyond walls. And here we are... still partners in our joint goal of connecting people with authoritative information that can illuminate, educate and excite. At ProQuest, we relish this partnership with libraries and librarians. We invest in library education, recognize educators who enthrall the next generation of librarians, and support MLS programs with free resources. If we're being measured by the company we keep, we are truly honored to be called Library Champions.

www.proquest.com



Steve Laird, President

ReferenceUSA is a powerful online reference and research tool providing library cardholders instant, real-time access to accurate, in-depth information on 24 million U.S. businesses and 260 million U.S. residents. *ReferenceUSA* makes it faster and easier to find new business opportunities, research executives and companies, find news articles, conduct job searches, research papers, locate addresses and phone numbers, conduct market research and much more.

www.ReferenceUSA.com



Jed Lyons, President & CEO

Rowman & Littlefield is one of the largest and fastest growing independent publishers and distributors in North America. We are honored to be the supporter of ALA's distinguished Equality Award which is awarded at Annual Conference. The company publishes under a dozen imprints in virtually all fields in the humanities and social sciences including Scarecrow Press, Sheed & Ward, Taylor Trade and AltaMira Press. While celebrating our 36th anniversary in 2011, we will publish 1,400 new academic, reference, and general interest books. Each of our 1,400 new books will be released simultaneously in paper and ebook editions. We also own National Book Network (NBN) and NBN International. The company has published more than 30,000 new books since it was founded in 1975.

www.rowman.com



Blaise R. Simpu, President & CEO

Librarians stand at the forefront of the information revolution. SAGE stands beside them. For more than 45 years, SAGE has consulted and conferred with librarians to help meet the ever-changing needs of library patrons. Most recently with the publication of the report "Working together: Evolving value for academic libraries," a six-month research project carried out by Loughborough Information Science University in the UK and commissioned by SAGE. Through our Library Advisory Group at the ALA Annual Conference, SAGE representatives and librarians exchange ideas, discuss initiatives, and plan strategies for the future. SAGE was founded on the idea that engaged scholarship lies at the heart of a healthy society. Today SAGE is a global, growing group of companies, including CQ Press and the recent addition of Adam Matthew to the SAGE family. SAGE is privileged to further this vision as a Library Champion.

www.sagepublications.com



Richard Robinson, Chairman, President, & CEO

Scholastic is proud to once again join the ALA in championing the important role school and public libraries play in providing all children and young adults access to books, research, and technology.

As a longtime supporter of ALA, we believe in the importance of libraries as a valuable resource for improving student achievement and lifelong learning. Through Scholastic Library Publishing, we continue to respond to the needs of libraries by developing print and digital products through our well-regarded print brands of Children's Press and Franklin Watts, and our digital brands of *Grolier Online*, *BookFlix* and *TrueFlix*. We are proud to provide libraries with the resources they need to prepare our children for the future.

www.scholastic.com



Edwin Buckhalter, Chairman

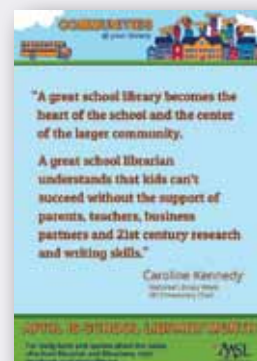
If the future of world civilization lies with education, then it is unacceptable that any country should fail to educate its children (and in some cases adults) to read and write and to introduce them to the pleasures of gaining knowledge and experience through reading. Libraries reinforce teaching and open wide horizons to all, irrespective of their background. At a time of budget cuts and economic difficulties it is critical for the ALA to maintain its support for the Campaign for America's (and the World's) Libraries. I am delighted that Severn House's contribution demonstrates our ongoing willingness to support library advocacy via the Library Champions program, which in turn helps produce a balanced society—and its future leaders in the community.

www.severnhouse.com

Atyourlibrary.org promotes school libraries for April's School Library Month

In support of School Library Month, ALA's public awareness website, atyourlibrary.org, promoted school libraries through "30 Reasons to Celebrate School Libraries." Each day throughout the month of April, the site rolled out facts and quotes from authors in support of the value of school libraries.

The website was designed for the general public and aims at increasing the use of libraries by people of all ages. The goal is to provide information and recommend resources that everybody can take advantage of at their local library.



INVESTING IN AMERICA'S LIBRARIES



Bill Davison, CEO

SirsiDynix, with libraries, helps communities thrive by connecting people with the resources they need in the way they need them. SirsiDynix offers a comprehensive suite of solutions for superior library management and user experience. The solutions help libraries improve internal productivity and enhance a library's capabilities to better meet the needs of people and communities, making libraries more relevant than ever. SirsiDynix also assists libraries through cloud computing, personal consulting, and other professional services. SirsiDynix is the world's leader in library automation, providing functionality to all library market types: academic, public, school and special and serving over 3,600 customers, 23,000 individual libraries, and 160 million library users in 70 countries in the Americas, Europe, Africa, the Middle East and Asia-Pacific.

www.sirsidyndix.com



The mission of Sisters in Crime is to promote the professional development and advancement of women crime writers to achieve equality in the industry. Sisters in Crime has 3,600 members in 48 chapters worldwide, offering networking, advice and support to mystery authors. The organization includes authors, readers, publishers, agents, booksellers and librarians bound by our affection for the mystery genre and our support of women who write mysteries. Sisters in Crime was founded by Sara Paretsky and a group of women at the 1986 Bouchercon in Baltimore.

www.sistersincrime.org



Derk Haank, CEO

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S&P Capital IQ provides proprietary and third-party multi-asset class data, research and analytics to institutional investors, investment advisors and wealth managers around the world. We deliver our content through desktop solutions such as Capital IQ, Global Credit Portal and MarketScope Advisor, as well as through customized enterprise feeds such as Global Data Solutions, S&P Securities Evaluations and Compustat. S&P Capital IQ sharpens financial intelligence into the wisdom our customers seek. NetAdvantage has recently increased coverage with the addition of the Daily Price Record, a searchable and sortable database providing high, low and closing prices of over 75,000 US stocks traded on NYSE, AMEX and NASDAQ. Users can easily search for pricing on both active and inactive stocks and mutual funds.

www.netadvantage.standardandpoors.com



Jose Luis Andrade, President, Swets North America

Swets is focused on improving the delivery and use of knowledge from your library. We provide you with the most effective solutions by combining people, data and technology. Our innovative solutions address Decision Support, enabling Research Productivity and Collaboration, and ensuring the overall success of your library. Contact us today at Info@us.swets.com for more information on any of our services.

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Roger Horton, CEO, Taylor & Francis Group

The Taylor & Francis Group is proud to be an active supporter of the US library community and to participate in the ALA's Library Champions program. As one of the world's leading publishers of scholarly journals, books, ebooks, and reference works, Taylor & Francis helps bring knowledge to life by providing researchers and students with the highest quality information across a range of specialties in Humanities, Social Science, Science, Technology and Medicine. Taylor & Francis staff provide local expertise and support to our editors, societies, and authors and tailored, efficient customer service to our library colleagues.

www.tandf.co.uk/libsite



Chris Kibarian, President – IP & Science

Thomson Reuters is proud to be a part of the American Library Association's Library Champions program. We recognize the contributions our nation's libraries and librarians make toward strengthening science and scholarship in the United States. Thomson Reuters works with over 5,600 academic institutions to provide research solutions from Web of Knowledge, and Web of Science to EndNote. In all cases, libraries remain at the forefront of advancing knowledge exchange in a rapidly changing world, and we value opportunities to increase public awareness.

www.thomsonreuters.com



Annette Harwood Murphy, President & CEO

The Library Corporation, a family-owned business founded in 1974, provides automation solutions for school, public, academic, and special libraries of all sizes, including some of the busiest libraries in the world. TLC's library automation and cataloging products include Library-Solution®, Library-Solution® for Schools, CARL-X™, LS2 PAC, LS2 Kids, LS2 Mobile, LS2 Circ, Textbook Tracking & Asset Management, BiblioFile®, ITS-MARC®, AuthorityWorks™, and Online Selection & Acquisitions – all backed by an unparalleled level of customer support and assistance. TLC is proud to support the Library Champions program, which recognizes the achievements of individual librarians while increasing public awareness and promoting advocacy programs – important reasons to stand behind this program.

www.TLCDelivers.com



Dr. Vinod Chadrha, President & CEO

VTLS started in the library automation business in 1975. This year, VTLS Inc. consistently in the forefront of library automation and information technology, has provided innovative software, custom solutions, and superior service to the global library community. VTLS's virtua now supports RDA, FRBR and linked data. RDA compliant cataloging tools and user interfaces are provided in the Virtua ILS, and custom Drupal modules are available for both Virtua and VITAL digital asset management software. Maintaining a steadfast commitment to both development and customer service, VTLS devotes 40 percent of its corporate resources to research and development and another 30 percent to customer support. Its independence and growth testify not only to the success of its corporate vision but also to the fulfillment of its stated mission to develop, market, and support exceptional library automation products.

www.vtls.com

Library Champions make it possible to increase awareness of the value of libraries and librarians and to advocate for them across the country and around the world. To learn how you can become a Library Champion and help ALA speak up and speak out for libraries, please contact the ALA Development Office at 800.545.2433 ext.5050 or email development@ala.org.



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Currents

■ February 1 **Eli Arnold** joined Horace W. Sturgis Library, Kennesaw (Ga.) State University as information commons librarian.

■ February 24 **Lynn Basanese** became director of the Franklin D. Roosevelt Presidential Library and Museum in Hyde Park, New York.

■ In March **Janet Campbell** retired as library director at the Mansfield (Mass.) Public Library, where she had worked for 23 years.

■ In March **Janice Del Negro** was promoted to associate professor at the Graduate School of Library and Information Science at Dominican University in River Forest, Illinois.

■ March 2 **Jennifer Dixey** became collection support and digital initiatives man-

ager at the Whatcom County (Wash.) Library System.

■ February 4 **Andrea Estelle** became director of Otsego (Mich.) District Public Library.

■ February 25 **Elmer Eusman** became chief of the conservation division at the Library of Congress.

■ In March **Libby Feil** became history and genealogy librarian at the New England Historic Genealogical Society in Boston.

■ In March **James Galbraith** became librarian at the Juliette K. and Leonard S. Rakow Research Library of the Corning Museum of Glass in Corning, New York.

■ In March **Élene Gedeveni** became director of Wharton County (Tex.) Library.



Janice Del Negro



Libby Feil



Sujin Huggins



Cindy Kleback

■ Last fall **Linda Marie Golian-Lui** became associate dean and library director of Horace W. Sturgis Library at Kennesaw (Ga.) State University.

■ In January **Eric R. Green** became coordinator of the Panhandle Library System for the Nebraska Library Commission in Scottsbluff.

■ February 1 **Ana Guimaraes** was appointed information commons/collection development librarian at Horace W. Sturgis Library, Kennesaw (Ga.) State University.

■ In February **Sujin Huggins** was promoted to assistant professor at Dominican University's Graduate School of Library and Information Science in River Forest, Illinois.

■ February 16 **Jerry Johnson** retired as youth librarian at Fitchburg (Mass.) Public Library.

■ April 19 **David Karre** retired as executive director/CEO of the Four County Library System in Vestal, New York, after 23 years.

■ In March **Cindy Kleback** became manager of the Perry Hall branch of Baltimore County (Md.) Public Library.

■ **Karen Levi-Lausa** recently became executive director of the Words Beyond Bars Project at The Limon Correctional Facility in Lincoln County, Colorado.

■ February 1 **Michael Luther** became assessment librarian at Horace W. Sturgis Library, Kennesaw (Ga.) State University.

■ In March **Liz Lynch** became library director of Lake Agassiz Regional Library in Moorhead, Minnesota.

■ February 19 **Andrew Medlar** became assistant commissioner for collections at Chicago Public Library.

■ January 4 **Bobbie Morgan** became director of Putnam County (Ill.) Public Library District.

■ December 31, 2012 **Ruth J. Nussbaum** retired as reference librarian at the National Library Service for the Blind and Physically Handicapped.

■ February 1 **Adam Olsen** joined Horace W. Sturgis Library, Kennesaw (Ga.) State University as virtual services librarian.

■ In April **Christine Perkins** became director of

CITED

■ **Kim McNeil Capers**, youth counselor at Queens (N.Y.) Library for Teens, was named winner of the PASEtetter Award by the Partnership for After School Education. The award celebrates "afterschool educators whose commitment, energy, and creativity have had an indelible impact on the children and youth of New York City."

■ In March **Diane Kelly**, associate professor at the University of North Carolina at Chapel Hill's School of Information and Library Science, received the British Computer Society Information Retrieval Specialist Group Karen Spärck-Jones Award 2012 in Moscow during the annual European Conference on Information Retrieval.

the Whatcom County (Wash.) Library System.

■ April 1 **Joel Silver** became director of the Lilly Library at Indiana University in Bloomington.

■ March 15 **Carol Stewart**, library director of Clayton County (Ga.) Library System, retired after 33 years.

■ In November 2012 **Sarah Vantrease** became library manager at Butte County (Calif.) Library's Chico branch.

■ In February **Erica Voell** became collection development librarian, youth specialist for Kansas City (Mo.) Public Library.

■ In March **Thomas Vose** stepped down as branch manager of César E. Chávez Public Library in Oakland, California, to become director of the Palmdale City Library.

■ March 11 **Rebecca Wolf** was named director of Winnetka–Northfield (Ill.) Public Library District.

■ February 1 **Jennifer Sutcliffe Young** was appointed systems librarian of the Horace W. Sturgis Library at Kennesaw (Ga.) State University.

■ March 1 **Holly White** became reference/web resources librarian at the Muskingum University Library in New Concord, Ohio.



Liz Lynch



Tanya Zanish-Belcher

OBITUARIES

■ **Janet Kunkle Bell**, 87, former children's librarian at Montgomery County (Md.) public libraries for more than 20 years, died January 26 of Alzheimer's disease.

■ On March 20 **eva efron**, 66, school library services supervisor at the Nassau Board of Cooperative Educational Services (BOCES) in Westbury, New York, died of pancreatic cancer. Prior to Nassau BOCES, efron—who spelled her name in lower case—served as an assistant to the school library system director at Eastern Suffolk BOCES and was a high school librarian at Brentwood (N.Y.) High School.

■ **Barbara Klump**, 78, former director of the Schultz-Holmes Memorial Library in Blissfield, Michigan, died March 17. She worked at the library from 1978 until her retirement in 2003. Klump attended Wheaton (Ill.) College and Eastern Michigan University in Ypsilanti.

■ **Gordon M. Marshall Jr.**, 70, died of cancer on February 13. Marshall held a master's degree in early American history from Clark University in Worcester, Massachusetts, and taught history at Worcester Polytechnic Institute from 1969 to 1970. From 1971 to 1993, he was assistant librarian at the Library Company of Philadelphia, where he revived the exhibition program and designed notable shows, including "The Larder Invaded," a cook's

tour of 300 years of local culinaria. During the early 1990s, Marshall led a \$1 million renovation that transformed the library into a modern research center. In 2002, he was invited back to the library as a board trustee. After serving three three-year terms, he was named an emeritus trustee in 2012.

■ **Gabriele Sieg**, 95, who retired in 2001 after serving two decades as head librarian at the German School in Potomac, Maryland, died January 12 after complications from a fall. Sieg immigrated to the United States in 1958 and became a US citizen in 1963. Before working at the German School, she was cataloger and classifier for the Byzantine Studies program at Dumbarton Oaks Research Library and Collection in Washington, D.C. She was past president of the American Goethe Society of Washington, D.C.

■ **Karen Simmons**, 62, director of the Douglas County (Minn.) Library, died February 26 in a car collision in central Minnesota. She was hired as library director in January 2011 but had been serving as interim director since October 2009. Simmons had more than 20 years of service at the library, including working as assistant library director and children's librarian.

■ **Karen Veramay**, 61, died February 11 of cancer. She served as manager of Jackson (Mich.) District Library's Concord branch for 15 years.

■ In March **Tanya Zanish-Belcher** became director of special collections and university archivist at Z. Smith Reynolds Library of Wake Forest University in Winston-Salem, North Carolina.

At ALA

■ February 19 **Joaquin Falcon** became communications specialist for the Office for Library Advocacy.

■ In March **Willie Glispie** became senior administrative assistant

in the Executive Office.

■ March 22 **Sofiana Krueger** left the Public Programs Office as program coordinator.

■ February 25 **Mariam Pera** became associate editor at *American Libraries*. ■

Send notices and color photographs for *Currents* to Mariam Pera, mpera@ala.org.

Nonfiction Programming

Spark kids' imaginations with the wonders of amazing facts

by Abby Johnson

Almost every state in the Union has adopted the Common Core State Standards, which emphasize that students read literary nonfiction. A great way to stimulate students' curiosity and encourage youngsters to pick up informational books is to include nonfiction in your library programs. With a wealth of new narrative nonfiction being published each year, a treasure trove of titles on your shelves is just waiting for you to incorporate.

Ages 0–5. Adding nonfiction to your preschool storytimes opens children's eyes to the world around them. Many titles will fit into themes you're already using. *Waiting for Wings* by Lois Ehlert (Harcourt, 2001) is perfect for storytimes about spring, insects, or gardening. As part of your fall storytime, share the photos in *Pumpkins* by Ken Robbins (Roaring Brook, 2006) to show how pumpkins grow. Add *Under the Snow* by Melissa Stewart (Peachtree Press, 2009) to a winter storytime about how animals cope when the weather turns cold.

Other authors of great nonfiction books for preschoolers include April Pulley Sayre, Bob Barner, and Gail Gibbons. The books in the Pebble Plus series from Capstone have large color pictures and simple text, so they're great for sharing with preschoolers. Don't be afraid to

paraphrase if the book you want to share is too wordy for this age group. If a book contains too much text to read aloud, talk about the pictures and share some simple facts. Using a book without reading it word for word shows parents, teachers, and caregivers how they can do the same, thus opening up possibilities in the library stacks.

Ages 5–10. There is plenty of nonfiction children's literature that makes great read-aloud books for the elementary school set. Nonfiction often appeals to kids who might not think they're interested in storytime. See how

quickly they change their minds when you break out *How Big Is It? A Big Book* by Ben Hillman (Scholastic, 2007). Be sure to choose books with interesting pictures and/or cool facts to share and, again, don't be afraid to paraphrase.

Actual Size by Steve Jenkins (Houghton Mifflin, 2004) will amaze young listeners with its life-sized illustrations of different animals. Nic Bishop's animal books, including *Frogs* (Scholastic, 2008) and *Spiders* (Scholastic, 2007), also include fascinating photographs. Share *How Much Is a Million?* by David Schwartz (Lothrop, Lee, & Shepard Books, 1985) to dazzle young listeners with facts about huge numbers, and be sure to explain how Schwartz calculated his estimations, as noted at the back of

Narrative nonfiction awaits your programming.



the book. Use fact books like *Weird but True: 300 Outrageous Facts* (National Geographic, 2010) as stretchers in between longer books.

If you're providing STEM (science, technology, engineering, and math) programs, remember to turn to your nonfiction collection for inspiration and to incorporate literacy. Reading all or part of a nonfiction picture book is a way to give your participants a quick overview of topics they're learning about. Pairing a nonfiction read-aloud with a science demonstration or a hands-on activity is a great way to inspire kids to check out what else your nonfiction shelves have to offer.

Boy, Were We Wrong about the Solar System! by Kathleen Kudlinski (Dutton, 2008) is an excellent book to start a conversation about how scientists are constantly making discoveries and revising accepted theories. *Pop! The Invention of Bubble Gum* by Meghan McCarthy (Simon & Schuster, 2010) might inspire young inventors. And accounts from survivors in *Titanic: Voices from the Disaster* by Deborah Hopkinson (Scholastic, 2012) can enliven a program on buoyancy and water pressure.

Narrative nonfiction for children is really taking off. There are many quality titles to choose from, so the next time you're programming, reach for the nonfiction. ■

ABBY JOHNSON is children's services/outreach manager at New Albany-Floyd County (Ind.) Public Library. Find her on the web at abbythelibrarian.com.

Creating Original Content

Tools for engaging with your customers

by David Lee King and Michael Porter

Content creation may seem like a novel function for libraries, but it's nothing new. If you think back to the traditional library of yesteryear (or even traditional services in today's library), you will notice plenty of examples of content being created.

For instance, has your library ever done any of the following?

- Produced a pathfinder or a tip-sheet handout
- Written a book review
- Created a newsletter or blog specifically for patrons
- Authored original stories for storytime
- Developed and led programs and classes

All these activities are content creation. In fact, libraries have always tried to make it easy for our customers to interact with and understand our libraries and materials. Now we're just using newer tools such as social media sites, video equipment, and microphones to make it that much easier to share our content and acknowledge it as such.

Here are other ways libraries create content for customers:

Videos

These days, making a quality video to post online is as easy as pressing the upload button on YouTube. Okay, maybe not quite that easy—there is, after all, lighting, script-writing, and video editing involved.

But if you visit YouTube and browse around, you will find a number of libraries that have their own channels. Edmonton (Alberta) Public Library's YouTube channel (youtube.com/user/edmontonpl) provides an introduction to the library, introductions to specific services, how-to videos, videos for children, and promos for the library's summer reading program. Watch its short video (1:15) titled "Storytime Station—Zoom Zoom" (youtu.be/tHOq-BwxTFg).



Podcasts

Many libraries also podcast, some by capturing the audio of programs by library hosts and sending them out via iTunes as a podcast. Other libraries create weekly or monthly podcast shows. For example, Topeka and Shawnee County (Kans.) Public Library (where David works) does regular book-related podcasts (tsclpl.org/podcast), where special guests from the library and community discuss library resources and collections that will help customers learn about new bestsellers and emerging genres. It's a great way to discover what other people are reading and recommending.

Seattle (Wash.) Public Library has an audio podcast in which listeners can find author readings by Cory Doctorow, Aimee Phan, and J. A. Jance, among others (spl.org/library-collection/podcasts).

Blog posts

A simple "what's new" post is easy to write and can be handy for customers. What was once a typical chat with a patron—informative but lost to the wider community as soon as the words were uttered—is transformed by the blog platform into content the

Explore creative ways to better serve your customers.

entire community can access. Here's one example: The What's New blog at Portland

(Oreg.) State University's Branford P. Millar Library (library.pdx.edu/blogs) focuses on recent library news and highlights grants received and new materials acquired.

Staff members at Lester Public Library in Two Rivers, Wisconsin, write Blogging LPL (lesterpublic.wordpress.com), which also focuses on library news and is updated several times per week.

Your expertise

You may not think of yourself as content, but you are a walking treasure trove of knowledge—about your library, about a variety of topics, even about how to navigate the web. Those conversations you have with customers? That's library-created original content right there, and ultimately, the most valuable content a library has is you. ■

DAVID LEE KING is digital services director 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

Technology in the Library

by Karen Muller

With this collection of books, we're looking at ways technology—old and new—contributes to the management of libraries. In some cases, such as the card catalog, it answers a need and creates its own uses. In other cases, such as the cellphone, the technology was created for a different purpose but its adaptations transform library services in ways we are only beginning to harness.

With our online catalogs, we think we've replaced the card catalog with technology.

Paper Machines: About Cards & Catalogs, 1548–1929, translated

by Peter Krapp from the German by Markus Krajewski, provides a history of the index in card form, documenting how for four centuries the physical card catalog *was* a technology. No, it did not originate with Melvil Dewey, but rather centuries earlier. Shortly after the invention of movable type, when printed books proliferated, the bibliographers and librarians of the day sought to create a catalog—and started using movable paper scraps to create representations of the books and sequence them in a logical order. Others adopted the technology for tasks as diverse as conscription rolls, accounting

records, and medical records. This isn't an easy read, but the historical context, especially the descriptions of the implementation challenges—including the determination of the standard size for the catalog card (the subject of a spirited debate at an ALA conference), or the fact that we are still seeking a universal catalog—are informative.

INDEXED. THE MIT PRESS, 2011. 224 P. \$30. 978-0-262-01589-9

Social media seems pervasive, but using it well requires management. In *The Librarian's Nitty-Gritty Guide to Social Media*, Laura Solomon reviews the processes for implementing a social media presence, from advocating for its implementation to closing an account. Through mini-case studies and sample policies, Solomon reviews the strategies for success. She also includes some practical dos and don'ts, methods of measuring success, and managerial considerations, such as how to give a cohesive voice to the library's social media initiative (see excerpt, p. 34–37).

INDEXED. ALA EDITIONS, 2012. 224 P. \$52. PBK. 978-0-8389-1160-0



Social media seems pervasive, but using it well requires management.

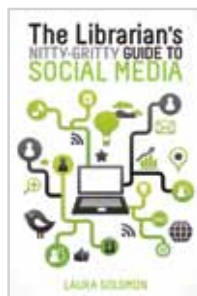
According to a recent Pew Internet & American Life Project study, 86% of Americans have a cellphone; more than half use it to search the internet and nearly three-quarters for text messaging.

This pervasiveness has implications for services in all types of libraries. *Using Mobile Technology to Deliver Library Services: A Handbook* focuses on academic libraries, but its research on what library services students want delivered on their mobile devices should also inform public librarians.

Author Andrew

Walsh offers a guide to implementing the most desired services, including text messaging for short reference questions. Walsh also addresses mobile websites and implications of mobile searching in information literacy instruction. INDEXED. SCARECROW PRESS, 2012. 160 P. \$80. PBK. 978-0-8108-8757-2

Implementing Virtual Reference Services: A LITA Guide, edited by Beth C. Thomsett-Scott, picks up where Walsh leaves off by describing several text-messaging reference services. Other essays and case studies present considerations for general virtual reference services and more



ROUSING READS

READING THE CARNEGIE LONGLIST

specific issues with the use of chat services and Twitter for reference. One important essay, “Embedded Librarians Using Web 2.0 Services for Reference” by Ellen Hampton Filgo, connects virtual reference and embedded librarianship, showing how collaborations between an embedded librarian and a department or work group become greatly enhanced when virtual reference is the norm.

INDEXED. ALA NEAL-SCHUMAN, 2013. 168 P. \$70. PBK. 978-1-55570-899-3

In *Disability and the Internet: Confronting a Digital Divide*, information policy specialist Paul T. Jaeger explores the intersection of disability and information technology. This is an important work, as providing access to all goes beyond usability studies and adherence to Section 508 accessibility for web-based information and applications. Jaeger provides solidly researched background on the laws that should guide provision of internet services but also points out where accommodations fail to meet people’s needs—whether at work, school, or the library. After enumerating the barriers, he describes the evaluations that are needed and the policy reforms we should be seeking and advocating.

INDEXED. LYNNE RIENNER PUBLISHERS, 2011. 225 P. \$55. 978-1-58826-828-0

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



Helping launch the Andrew Carnegie Medals for Excellence in Fiction and Nonfiction was one of the most exciting things I’ve ever done in my many years at *Booklist*. We had very little time to get the awards off the ground last year. The official announcement that *Booklist*, RUSA, and Carnegie Corporation of New York would be partnering on an adult-book award on the same scale as the Newbery and Caldecott awards came in January 2012, and a mere six months later, the first winners were announced at ALA Annual Conference in Anaheim by committee chair Nancy Pearl.

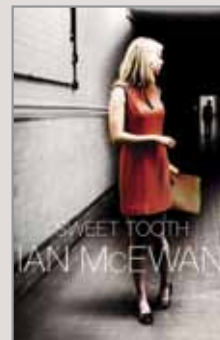
This year the pace isn’t quite so frenetic, which will give us time to promote not only the winners (one in fiction and one in nonfiction) and the finalists (three in each of the two categories), but also books featured on what we’re calling the longlist: 50 selections from *Booklist*’s Editors’ Choice list and RUSA’s Notable Books list, from which the finalists and winners will be drawn. Not being a member of the selection committee, I don’t need to read these 50 books on a deadline, but I’m going to try to read them anyway. And I think you should, too, because this longlist provides an ideal snapshot of a year in publishing.

Alas, I’m off to a slow start. As of mid-February, when I’m writing this column, I’ve read only three of the 50: Ivan Doig’s *The Bartender’s Tale* and Esi Edugyan’s *Half-Blood Blues* in fiction, and Robert Caro’s *The Passage of Power: The Years of Lyndon Johnson* in nonfiction. If this trio—Doig’s eloquent coming-of-age tale about growing up as the son of a bartender in mid-20th-century Montana; Edugyan’s incredibly rich story of music, politics, and personal betrayal in Weimar Germany; and Caro’s magisterial, near-Shakespearean account of LBJ’s life between 1960 and his assumption of the presidency after JFK’s assassination—is any indication of the quality of the remaining 47 titles (and I’m sure it is), I’m looking forward to some marvelous reading.

So what am I going to read next? Well, I’m likely to start with Ian McEwan’s *Sweet Tooth*, and not only because it’s about a British spy during the Cold War, a subject and time period I relish. No, it’s mostly because McEwan is one of the most elegant writers I know, and his every sentence is worth savoring. Louise Erdrich is another writer I follow both for style and content. Her latest novel, *The Round House*, was sitting on my bedside table even before the longlist was announced.

After McEwan and Erdrich, who knows? In fiction, Paul Theroux’s *The Lower River*, Alice Munro’s *Dear Life*, and Hilary Mantel’s *Bring Up the Bodies* are all calling my name, and in nonfiction, I’m salivating over Ross King’s *Leonardo and the Last Supper* and Salman Rushdie’s *Joseph Anton*.

I have no idea how any of these books will fare in the voting, but I’m going to enjoy reading them, win or lose. If you’re as excited as I am about taking an enormous bite out of the Carnegie Medals for Excellence longlist, check it out on the ALA website (ala.org/awardsgrants/carnegieadult/longlists), and start reading right away.



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

Solutions and Services

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Baker & Taylor has partnered with Findaway World to launch a free app that enables library patrons to borrow and download audiobooks directly to their mobile devices. Acoustik Audiobooks allows patrons whose libraries subscribe to Baker & Taylor's Axis 360 digital media platform instant access to more than 25,000 new and bestselling backlist audiobook titles from Baker & Taylor and Findaway's collections. Selections can be explored, checked out, downloaded, and listened to via a user-friendly interface, creating a virtual one-stop for audiobook enjoyment. The app is available for download at Apple iTunes and Google Play.



^^^ **impelsys.com**

Impelsys, a leader in electronic content delivery, has launched a new acquisitions system for libraries that simplifies the process of purchasing ebooks. Developed in partnership with Douglas County (Colo.) Libraries, the Impelsys eBook Ordering System enables a library's collection development staff to order ebooks directly from participating publishers without using a third-party ordering system, potentially avoiding markups from suggested retail price. Publishers upload their catalogs directly to the Impelsys dashboard, which displays ordering information, cover art, book descriptions, pricing, and more for librarians' ordering use. Librarians and acquisitions staff can also receive email alerts on new titles when they are available.

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

gale.cengage.com >>>

Gale Cengage has embarked on a years-long endeavor that will change the way students and researchers explore the humanities digitally. The educational content, software, and services company is integrating its extensive digital collections to create Artemis, which the firm believes will be the world's largest online curated

humanities collection. The Artemis platform offers the ability to search Gale's primary and secondary sources repository as well as thousands of different subjects and genres, allowing search retrieval from a greater, wider range of pooled information. New analytic tools, thematic subject indexing, interface updates, and sharing and collaboration tools are among the features that will simplify collections searches. Gale Cengage is releasing Artemis in phases over the next few years as its collections are migrated to a single platform.



CASE STUDY

BALTIMORE COUNTY EMBRACES POLARIS/3M MERGER

Polaris Library Systems and 3M Library Systems have simplified the ebook lending experience by integrating their services into one program that benefits library patrons, librarians, and administrators alike. The consolidation of the Polaris

Integrated Library System and the 3M Cloud Library eBook Lending Service allows patrons to browse a library's digital collections along with its physical ones. They can discover, check out, and place holds on 3M-distributed ebooks without leaving the Polaris library catalog.

Ebook selections can be downloaded directly to mobile devices via the 3M app, as well. Librarians are able to automatically receive statistics and cataloging records for ebooks in real time as titles are checked out via 3M without manually having to import MARC files, and circulation reports reflect digital circulation, which provides a more complete circulation picture.

Baltimore County (Md.) Public Library was one of the

beta testers for the program, adopting it on December 17, 2012. Jamie Watson, collection development coordinator, and Cathy Wortman, ILS administrator, said they are extremely pleased with the program's ease of use. "It



Patrons can browse, check out, and hold 3M-distributed ebooks without leaving the Polaris library catalog.

allows you to do something you couldn't do before," said Watson. "It's just one or two clicks instead of an arduous process. It's a big win for us."

Watson and Wortman also praised the Polaris/3M merger for helping to increase circulation. They noted that usage of the 3M platform in Baltimore

County almost doubled in the months following the consolidation, growing from 2,747 titles checked out in December 2012 to 4,910 in March 2013.

Most important, Baltimore County patrons are happy with the program. "There was concern about moving away from what we had been doing," said Wortman. "But customers have commented on how nice and straightforward it is."

Career Leads from

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LIBRARIAN II, Hawaiian Collection, Position #84421, The University of Hawai'i at Hilo, Edwin H. Mookini Library, full-time, tenure-track, general funds, to begin approximately July 2013, pending position clearance and availability of funds. Duties: Reporting to the Head of Public Services, this position will be responsible for a wide range of academic library public services duties with emphasis in the areas of Hawai'i, the Pacific, and indigenous language and culture revitalization. **For complete description, minimum and desirable qualifications and application instructions, please visit <http://www.pers.hawaii.edu/wuh/>. Inquiries: Ms. Veronica Tarleton, 808-974-7575. Application Deadline: Postmarked by May 7, 2013.** The University of Hawai'i at Hilo is an EEO/AA employer D/M/V/W.

Librarian I (Reference & Instruction Librarian) John B. Coleman Library Prairie View A&M University (PVAMU) invites applications for the position of Librarian I for Reference & Instruction Services. This position is responsible for providing reference services to students, faculty, staff, and other patrons. The Library seeks a candidate who will provide assistance with the Information Literacy Program, provide supplementary research assistance to faculty and students, prepare library instruction materials, and perform collection development duties in a subject matter area. **QUALIFICATIONS:** A Master's degree in Library Science from an ALA-accredited program is required. The successful candidate must have knowledge of traditional and electronic resources. No prior experience is necessary. **ABOUT PVAMU:** Prairie View A&M University, a member of the Texas A&M

University System, is a public land grant university located 45 miles northwest of Houston, Texas, the nation's fourth largest city. It has an enrollment of more than 8,000 students and offers bachelor's, master's, and doctoral degrees in a variety of disciplines. The University's target service area for undergraduate, graduate, and outreach programs includes the Texas Gulf Coast Region; the rapidly growing residential and commercial area known as the Northwest Houston Corridor; and urban Texas centers. **HOW TO APPLY:** Interested applicants will be required to attach a résumé, three letters of recommendation, and a copy of an official transcript for the MLS degree earned to the online application. To view this job announcement in its entirety and to apply online, please visit us at: jobs.pvamu.edu. Prairie View A&M University is an Affirmative Action/Equal Opportunity Employer.

Bismarck Public Library, ND is seeking a **Library Director**. Progressive public library with an annual budget of \$2.5 M and serving the capital city and county of 86,000 is seeking an energetic, capable leader. Qualifications: MLS or MLIS from an ALA-accredited institution. Minimum of six years of increasingly advanced public library administrative experience, including management of library support and professional staff. Demonstrated experience in providing leadership. Salary Range: \$68,203 - \$102,336. **Deadline to apply: 6/14/2013. For more information and to apply go to: <http://www.bismarck.org>.**

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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No More Mr. Nice Guy

When you retire, what will you miss most?

by Will Manley

You've finally arrived: After 40 years of working your library gig, it's your dreaded retirement party. After all the "over the hill" jokes and the stories about how you started out with a stamp pad and ended with an iPad have been told, after the last piece of Costco cake has been eaten, and after you've received the "thanks for 40 years of dedicated service" plaque, someone blurts out, "Speech!" So with a combination of trepidation and relief that this final workplace ritual is coming to an end, you rise and mumble a few feeble words about having had the "good fortune to work with such a wonderful bunch of library folk who will be greatly missed in retirement."

Only that's not what you're thinking. You're thinking that you won't miss them at all. None of them. Not

the chatterers, whis-
tlers, or whiners.
Not the staff-lounge
lawyers nor the
grapevine gossip-
mongers. Not the
self-aggrandizing administrators.
Not the meddling mid-level micro-
managers. Not the spineless front-
line supervisors. Not the overly
caffeinated, "do-we-have-a-smile-
on-our-face-today?" children's
librarians. Not the "I am a human
search engine" reference librarians.
And most emphatically, not the "we
are the *real* librarians" catalogers.

Forty years is a long time to deal
with the same people day after day.
The conventional wisdom is that
career burnout is a function of
kowtowing to patrons—clueless,
ungrateful, disrespectful patrons.
But that's not completely true. Even
the most burned-out library drone
can recognize that patrons are a

necessary evil even
though some may
be pains in the pos-
terior. Without
them, there are no
library jobs. There
is a lot of truth to
the dreaded four
words you often
hear from problem
patrons: "I'm pay-
ing your salary."

But it's harder to
reconcile yourself
to kowtowing to an-
noying coworkers.
They most assured-



**It's hard to
be a team
player.**

ly do not pay your salary, but you have to pretend to get along with them because you never want to

hear the career-kill-
ing "You are not a team player"—that
brilliant concept invented by ad-
ministrators to keep you in line.

Annoying coworkers make it hard
to be a team player. Think of those
colleagues who take the *New York
Times* to the bathroom and, when
they're done, put it back on the
newspaper rack. Coworkers who al-
low a tomato sauce-laden pasta dish
to explode in the staff microwave
and then walk away from the mess.
(I believe there is a special place in
hell for coworkers who nuke an ex-
tra large bag of popcorn, fill the
library with its fumes, and then take
off for a break in the park.) Worse
yet are the pigs who turn the staff
refrigerator into a hazmat site by
leaving their four-week-old lunches
in there to spoil and rot.

I could create a classification
scheme of annoying coworkers that
would make Melvil Dewey proud,
but you get my overarching message:
Try to be a little more respectful of
others.

As for those annoying sexagenar-
ians among you who love to say "60
is the new 35," please do us all a fa-
vor and retire. ■

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
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