

american libraries

NOVEMBER/DECEMBER 2015

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION



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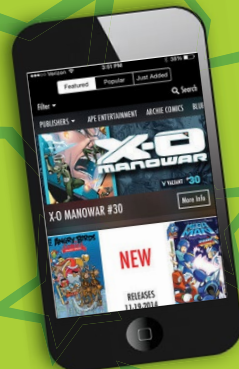
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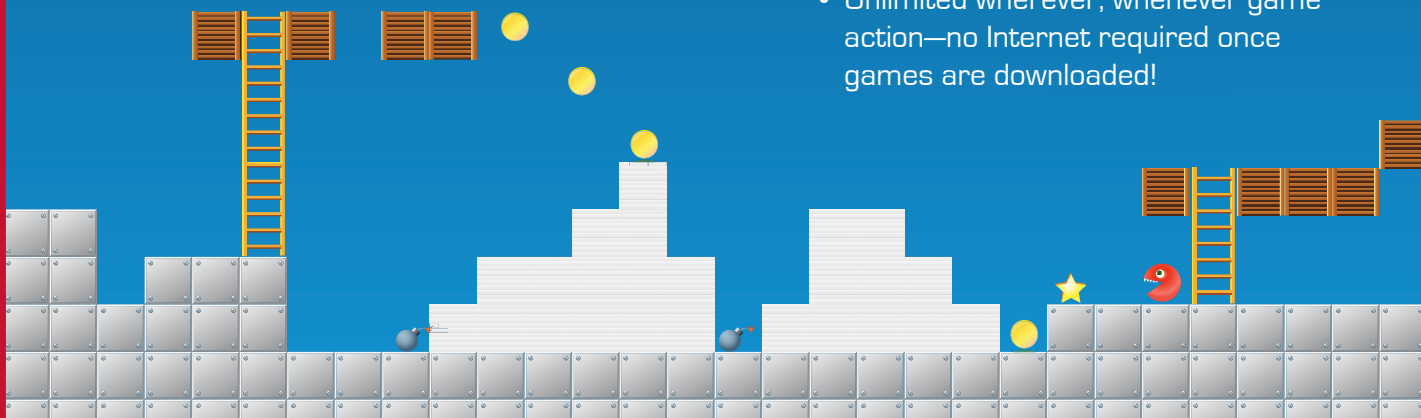
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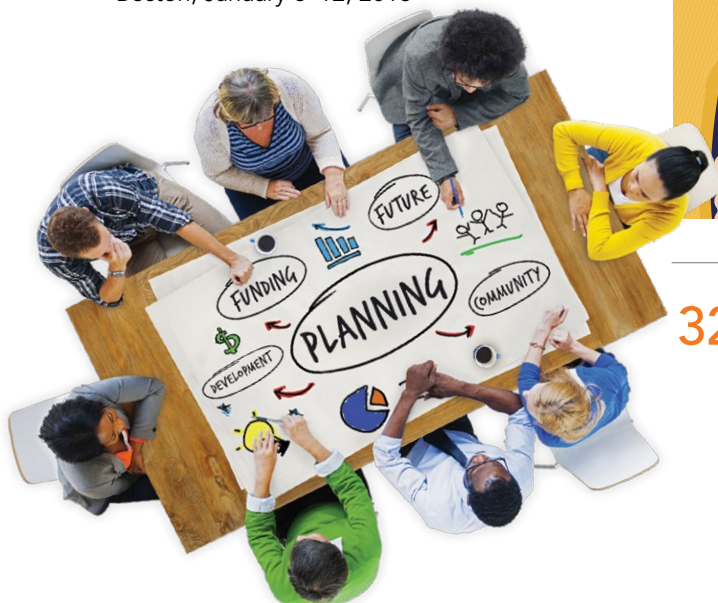
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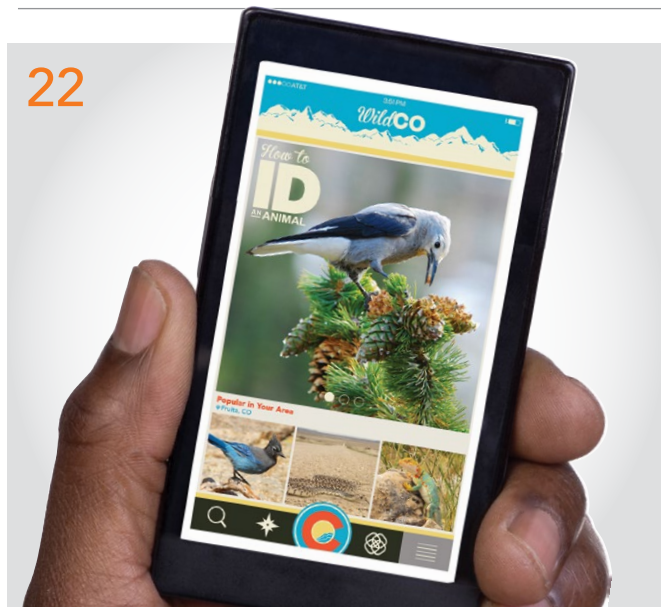
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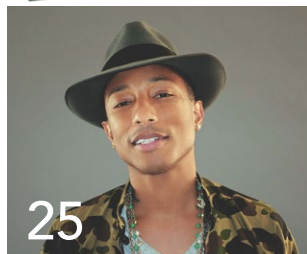


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Spotlight on Your Library

by Laurie D. Borman

The *American Libraries* editorial team meets every few weeks to discuss story ideas for our print and online features. We receive a number of submissions from librarians and freelancers that we consider, and we have our own ideas to pitch to the group. Since we started these meetings a few years ago, one story idea kept recurring: a single cool project happening at a library. It wasn't a trend that we were seeing at many libraries, so it didn't fit as a "trends" article. And it wasn't the type of story that we'd generally cover in a big feature. It was just a great single library story.

We hated giving up on the pitch, yet where were we going to put it? So, we created a new place: Spotlight. It's a short feature about your libraries and your stories. You'll find the first Spotlight, by Joseph Sanchez, director of Mesa County (Colo.) Libraries, on page 22, about a

unique wildlife discovery app that his library is developing. I just wish I could download it, too. Guess I'll have to move to Colorado.

Public libraries need their boards of trustees, and not just for book sales and rubber-stamping annual budgets. Trustees

create many links between the library and the community, help support the mission and goals of the library, and yes, help with fundraising. An Aspen Institute report from last year outlined some of the ways libraries can support and build their board of trustees. Learn more about the value of trustees and how to develop their talents in our cover story by Maria R. Traska on page 32.

Health issues affect us all, whether it's a question we have about our own health or that of a loved one. Medical students sometimes get "second-year syndrome" or "medical student's disease" from learning about conditions and self-diagnosing illnesses based on their limited knowledge and symptoms presented. Googling symptoms can create similar self-diagnosis problems, which is where a well-informed librarian can step in. Better to direct people to sites that are not commercial, that encourage people to see professionals when real, serious symptoms arise. Our story on page 48 by Lea Radick helps librarians to boost their health literacy.

Bun? Glasses? Pearls? Check, check, check. Or maybe: blue hair? Tattoo? Combat boots with skirt? Check, check, check. These are just a few librarian stereotypes, but of course you've heard these before. What about all the rest of the librarian world, the part that you inhabit? Well, learn about the history and future of the stereotype in our excerpt by Gretchen Keer and Andrew Carlos from the ALA Editions book *The Librarian Stereotype* on page 38.

Are you ready for Midwinter Meeting in Boston? Great speakers, Youth Media Awards, interesting sessions—including the panel on digital humanities in the library on January 10 from *American Libraries* and Gale—are waiting. The meeting preview begins on page 54. ■

Our new Spotlight page features your libraries and your unique stories.

american libraries

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The Future of the MLIS

Imparting enduring values with changing instruction models

by Sari Feldman

At ALA, we know that the future relevance of libraries and library professionals will depend on what we do for people rather than what we have for people. What isn't entirely clear is what this evolution means for library education. A 2014 paper from Deloitte LLP's Deloitte University Press, "The Lifetime Learner," offers a revealing look at higher education that may help us find some answers. It describes a new landscape in which individuals must weigh the increasing costs of a traditional education against the uncertainty of a future payoff; and the emergence of "a rich ecosystem of semistructured, unorthodox learning providers" to meet the "disparate needs and expectations of individual learners." Is it worth it, they ask, to achieve a four-year, campus-based degree when technological advancements reduce the lifespan of specific skills and the globalized, automated workforce must constantly learn and retrain?

I can't help but wonder where MLIS degrees fit in this new landscape. We library professionals take pride in our degrees, but our job requirements are changing rapidly, and many of us feel underpaid and underappreciated. Conversely, I've heard our new MLIS graduates feel lucky if they can even find a traditional library job. Retirements and relocations no longer guarantee open positions, and jobs are being eliminated or reclassified without an MLIS requirement.

I recently turned to some expert colleagues to get their thoughts on how online learning has affected higher education and where they think the MLIS is headed: John Carlo Bertot, program director at the University of Maryland's College of Information Studies and coauthor of the recent report "Re-Envisioning the MLS: Findings, Issues, and Considerations"; R.

David Lankes, professor at Syracuse University's School of Information Studies and creator of the Expect More Collaboratory; and Sandra Hirsh, director of San José State University's (SJSU) School of Information. All three put a lot of thought into the subject.

John contends that we need to reframe the question. The future of the MLIS, he said, is less a question of technology than of purpose. "We really need to rethink what we do," he argued, "not just how we do it." David, not surprisingly, feels we must expect more from our professional education. What we need, he said, are consistent undergraduate degree programs, mandates for continuing education, accredited training programs, and formalized apprenticeships that allow librarians to be true educators. "If we believe that libraries are places of continuous lifelong learning, why not prepare ourselves as well?"

For Sandra, user experience is paramount. She compared the

situation faced by higher education to the evolution of movie theaters. When market pressures threatened movie theaters, she said, they responded by offering 3D experi-

ences to differentiate themselves and provide unique value. If recognizing trends and adapting to them is the name of the user experience game, then

The values that bind us together as professionals must be sustained in our library education.



SJSU is ahead of the curve. It has been offering online degree and certification programs since 2009.

These are just a few of the many interesting ideas in play regarding the future of the MLIS degree. Our path forward may not be entirely clear, but one thing we can almost assuredly count on is that the presence of online degree programs will continue to grow. As of this writing, nearly half (47.5%) of the 61 ALA-accredited LIS schools already offer online degree programs. Online education is the future, but how many MLIS degree program models must be developed and rejected before we reach our "aha!" moment? The only thing I know for certain is that wherever we're headed, the values that bind us together as library professionals nationally and globally must be sustained in our library education. Our future depends on it. ■

SARI FELDMAN is executive director of Cuyahoga County (Ohio) Public Library. Email: sfeldman@cuyahogalibrary.org

New Strategic Directions

ALA's new strategic plan: advocacy, information policy, and professional and leadership development

by Keith Michael Fiels

In June, the ALA Council adopted a new strategic plan for the American Library Association. Building on our longstanding commitment to our mission and core values, the new plan outlines three strategic directions—advocacy, information policy, and professional and leadership development—that will provide a sharper focus and increase our impact as an Association over the next three to five years.

It begins with our core values. These define our deepest aspirations and how we approach our work together. They are:

- extending and expanding library services in the US and worldwide
- promoting all types of libraries—academic, public, school, and special
- supporting all librarians, library staff, trustees, and other individuals and groups working to improve library services
- providing member service
- fostering an open, inclusive, and collaborative environment
- promoting ethics, professionalism, and integrity
- advancing excellence and innovation
- protecting intellectual freedom
- encouraging social responsibility and the public good

At the next level are eight key action areas, refined over time by Council as our programmatic priorities, that have defined the broad scope of our work and where we seek to have impact:



Our new strategic directions will sharpen our focus and will increase impact over the next three to five years.

1. advocacy for libraries and the profession
2. diversity
3. education and lifelong learning
4. equitable access to information and library services
5. intellectual freedom
6. literacy
7. organizational excellence
8. transforming libraries

Within this broad framework, we have identified new strategic directions as areas of intense focus for the next three to five years. For each of these strategic directions, there are goals that articulate the outcomes we would like to achieve, strategies detailing how to achieve these goals, and benchmarks to answer the question: “What would success look like?”

Advocacy

ALA works with libraries, the broader library community, and members of the public to advocate for the value of libraries and for public support for libraries of all types at the local, state, federal, and international level. This work includes a broad continuum of activities, including raising public awareness of the value of libraries, training and supporting library advocates, advancing legislation and

policies that support information and library services in all types of libraries, and effectively responding to specific opportunities and threats.

Some examples of our goals:

- a deep public understanding of the value and impact of libraries of all types on the communities they serve, the broad range of services offered by libraries, and the indispensable role of librarians and library staff in providing these services
- a nationwide network of library advocates for libraries of all types
- libraries funded with staff and resources to meet the needs of their communities
- a wide range of partners and stakeholders supporting our library advocacy goals

Some strategies that will help us accomplish these goals:

- a sustained national advocacy campaign to increase public awareness of the value, impact, and services provided by librarians and libraries of all types
- resources and training to keep library advocates informed and engaged
- a growing network of library advocates at the local, state, national, and international levels
- research documenting the value, outcomes, and impact of libraries
- exploring funding and organizational and governance structures and their impact on libraries of all types in order to ensure the sustainability and future of libraries
- identifying advocacy best practices, using research and evidence

to increase support and funding for libraries of all types

- working with partners and stakeholders to achieve advocacy goals for all types of libraries

Information Policy

Information policy includes local, state, national, and international laws, regulations, court decisions, doctrines, and other decision-making and practices related to information creation, storage, access, preservation, communication, accessibility, and dissemination.

Diverse policy areas include intellectual freedom, privacy, civil liberties, telecommunications, funding for education and research programs, funding for libraries, copyright and licensing, open access, government information, and literacy. Here, our efforts empower people to use libraries and information-based resources to improve their lives and communities and to advance important societal goals, such as employment, education, entrepreneurship, equity, personal empowerment, community engagement, the creation of new knowledge, literacy, and civic participation.

Some examples of our goals:

- ALA is among the first tier of groups that governments and other organizations turn to and trust on information policy issues
- treaties (and other international statements), legislation, regulation, court cases, corporate policies, and other important information policy outcomes incorporate ALA positions

Some strategies that will help us achieve these goals:

- articulate positions and strategies for each information policy issue based on our values and priorities
- develop information policy messaging and mechanisms to effectively communicate with all relevant audiences

- create effective coalitions to take action in addressing information policy issues

Professional and Leadership Development

Professional and leadership development of all who work in libraries is essential to high-quality professional practice and the future of libraries and information services. ALA provides professional development opportunities appropriate to all levels of experience and expertise in multiple formats and venues. ALA also maintains strong but flexible accreditation standards and processes, increases diversity and inclusion within the field, helps members set and meet professional and leadership development goals, and aligns leadership development and continuing education with the best thinking about the changing information environment.

Some examples of our goals:

- all library staff and trustees have the education and training they need to be successful
- it is easy for members to get involved in ALA
- Association-wide mentoring engages emerging leaders and supports diversity
- paths to leadership within the Association are clear, and people at all levels are helped to be library leaders
- the MLIS curriculum addresses changing 21st-century library and information services and community needs
- libraries are viewed as exciting places that offer various career paths

Some strategies that will help us achieve those goals:

- develop a centralized online space to search and discover all ALA learning options in all formats, topic areas, levels, and ALA sources
- articulate clear education tracks and streams of content for

continuing education, along with formal mechanisms to recognize achievement

- foster an understanding of the role of engagement within the Association in professional and leadership development

- offer increased opportunities for informal, collaborative, peer-to-peer, and member-to-member learning at face-to-face events and in online spaces

- develop an Association-wide mentoring and peer-to-peer network to engage emerging leaders and support diversity and inclusion
- enhance recruitment and retention for diversity across the profession

- focus on changing practices in a rapidly evolving environment, and adjust competency statements, standards, and content to the skills and knowledge needed in libraries as they continuously evolve

- work with graduate programs in library and information science to rethink and reenergize curricula and accreditation in connection with changing workforce skill requirements

For each of the strategic directions, key member groups have been involved in creating an implementation plan that details specific tactics to achieve these objectives. As we move forward, these plans will be updated on an ongoing basis as part of a continuous process of assessment and evaluation and will be reflected in the Association's annual action plan and budget. Our ultimate goal: a stronger and more welcoming Association, a stronger library community, and stronger libraries serve the needs—and improve the lives—of all our users.

For more about ALA's strategic directions, see ala.org/aboutala. ■

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

Comment Enabled

Praise for Tinkering

Meredith Farkas's comments in a recent column ("Making for STEM Success," *AL*, May, p. 27) are especially applicable. To "develop a culture that sees this sort of tinkering and creation as a life-long pursuit" is very important—and good advice for us. "Tinkering" and

"playing" and associated activities are key elements underscoring success in these academic disciplines. Indeed, children tend to be more creative "naturally" and we tend to lose some of these

marvelous creative tendencies as we become educated formally.

My academic credentials are in science and technology, so I'm able to identify with some of these needs. And our students' standardized test scores—as compared to other developed nations—need to be better too, especially in mathematics and the various sciences.

Don Frank
St. Louis

A Leading State Library

In response to your coverage of the State Library of Louisiana's disaster planning after Hurricane Katrina ("Business Continuity Over Collections Recovery," *The Scoop*, *AL* Online, Aug. 25), I would like readers to consider that

history is a river, not a snapshot. The library under Thomas Jacques, state librarian prior to Rebecca Hamilton, was a leader in technology for the region.

It was on the foundation that Jacques built that disaster planning was implemented. Hurricane Katrina was certainly a life-changing event, but the staffers who were in place at the state library at that time had a legacy of determination and loyalty to their state that reached back to the 1920s. Under Jacques, the state library renovated and expanded its building by 50,000 square feet; added personal computers to provide users with access to the library's catalog, databases, and the internet; and installed an automated system to give patrons access to the catalog.

Kathleen de la Peña McCook
Ruskin, Florida

Keeping Mississippi in Mind

I was so delighted to see that your series on Hurricane Katrina ("10 Years After Katrina: Commemorating Libraries and Librarians," *The Scoop*, *AL* Online, Aug. 25) included two stories from the Mississippi Gulf Coast. Often ignored or forgotten in Katrina coverage, Mississippi's coast was devastated in the storm, killing hundreds and wiping out entire towns. Mississippi mostly was ignored in the Katrina 10th anniversary media wave, and seeing that made me, a lifelong Mississippian, very sad. Not because it's a suffering contest or because we resent the beautiful city of New Orleans, but because the stories from Mississippi deserve to be told.

The devastation to the Mississippi Gulf Coast during Katrina was vast: something like 80%–90% of homes in our coastal counties were damaged or completely destroyed. People were stranded. They were without their homes, basic life necessities, and were often separated from loved ones as families attempted to get to safety. Mississippi libraries sprang into action in the days after the storm, providing much-needed phone and internet services so people could find their families and begin to reconstruct their lives. Library systems partnered with local agencies to provide vital services for residents, even while their own buildings were utterly destroyed. It took years to reopen some of the branches that were affected by the storms, but library services resumed anyway, sometimes opening in trailers. Librarians went above and beyond their job descriptions to help serve the entire Gulf Coast community, and they are one of the reasons that the Gulf Coast is recovering and flourishing today.

I really believe that a large part of why people don't hear about the efforts of these librarians is because they were too busy fixing their communities to talk about it. They were getting it done. So thank you for sharing some of their stories and illuminating the truly amazing work that's been done here. The attention is well deserved.

Ally Watkins
Jackson, Mississippi

LSU's Recovery Partnerships

To augment *AL*'s coverage of the library community's recovery efforts in the aftermath of Hurricanes Katrina and Rita on the Gulf Coast ("10 Years

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

After Katrina: Commemorating Libraries and Librarians,” *The Scoop*, AL Online, Aug. 25), I am highlighting the role of the Louisiana State University School of Library and Information Science (LSU SLIS) faculty, led by then-Dean Beth Paskoff, following the disasters. The school immediately set up a website that provided information from a large variety of sources. A shelter library was set up in a trailer provided by ProQuest with IBM-donated computers for 5,000 displaced New Orleans residents who were in Baton Rouge and needed internet access. Students assisted the users and provided resources for medical personnel who had no internet service.

Long-term benefits to the library community came from a \$763,901 grant awarded to Alma Dawson from the Institute of Museum and Library Services for Project Recovery, to recruit and educate 30 new librarians for employment in southern Louisiana libraries that experienced staffing shortages due to damage caused by the hurricanes. Dawson designed the grant to be an active collaboration between the LSU SLIS and its partners, including: the State Library of Louisiana; public libraries in New Orleans, Calcasieu, and Terrebonne parishes; New Orleans Recovery School District; Algiers Charter School Association; Jefferson Parish School System; and Southern University at New Orleans. Grant students volunteered in libraries, attended ALA conferences, and made numerous presentations to report on the progress of the grant and the educational lessons in disaster preparedness that resulted from it. Ten years after the disasters, these efforts have shown lasting results for Louisiana libraries.

Anna H. Perrault
Baton Rouge, Louisiana

Social Media Security

Regarding the recent hack of ALA’s Facebook account (“ALA’s Facebook Account Was Hacked and You’ll Never Guess What Happened Next!” The

Scoop, AL Online, Sept. 8), bravo for being transparent, maintaining a sense of humor, and trying to help others learn. Proactive protection is the best line of defense, so here are a few other tips people might want to keep in mind: strong passphrases, always logging out (unclick that little “keep me logged in” box), don’t click suspicious links, and allow only trusted devices.

A significant tip that was brought to my attention by our Digital Projects Librarian Kevin Urian, as well as Florida State University Social Media Professor Warren Allen (both Urian and Allen have

I’m all for open access, or at least some kind of hybrid—I’m basically for almost anything that stops profit margins of hundreds of percent by the Big Boys—but there are open access journals that ask for author fees in the thousands of dollars. It’s like the Wild West out there.

experience in cybersecurity) is this: Shrink the threat by reducing your Facebook admins down to one. Facebook provides other access levels with less risk, such as “editors” and “moderators.” They can still post and help with messages. This dramatically increases your protection level. Pick one admin who is the most trustworthy, who’s online the least, and who’s least likely to click anything suspicious. That way, there’s only one account to worry about getting compromised.

Also, consider that these issues don’t stop with Facebook. Most libraries have other points of access with similar vulnerabilities. It’s overwhelming and scary, but now is a great time to assess and improve security. Each account will require a different approach—for example, since Twitter

doesn’t have the admin setup Facebook does, our web manager Jessa Gillis discovered that Hootsuite, a great social media management dashboard, offers multiuser Google Authentication. That’s a much better workflow than Twitter’s option of tying two-factor authentication to one device, so we’re trying it out.

At Cecil County (Md.) Public Library, we work as a team. I can’t recommend highly enough getting a person with security expertise to consult regularly on these issues, hopefully before you have a problem instead of after.

Erica Jesonis
Elkton, Maryland

The Costs of Open Access

Why is there no mention of the costs of open access in the “Open Access Publishing” article (*AL*, Sept./Oct., p. 58)? Open access started out, somewhat naively, touting decreased costs all around. Marcus Banks has been interviewed about this aspect of the topic, and yet it is glossed over here. I’m all for open access, or at least some kind of hybrid—I’m basically for almost anything that stops profit margins of hundreds of percent by the Big Boys—but there are open access journals that ask for author fees in the thousands of dollars. It’s like the Wild West out there at present. I agree that costs need to come down and open access should be an avenue to do so, but I’m puzzled why the downside—a very present reality today—is not mentioned in this piece.

Eleanor Truex
Chicago

CORRECTIONS: In a recent “The Bookend” (*AL*, July/Aug., p. 36), San Francisco Public Library catalog librarian Erin Dobias was misidentified as collections librarian Erin Dubois. The Nominating Committee list that appears in last issue’s Update ALA, (*AL*, Sept./Oct., p. 13–14) reflects the 2016 election year. Since publication, April Grey has removed her name from Council candidacy.

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Hage and Neal to Run for ALA Presidency

Christine Lind Hage, director of the Rochester Hills (Mich.) Public Library, and James G. “Jim” Neal, university librarian emeritus at Columbia University in New York City, have filed as petition candidates for the 2017–2018 presidency of the American Library Association (ALA).

Hage has been an ALA member since 1971. She is the immediate past president of United for Libraries, formerly the Association of Library Trustees, Advocates, Friends, and Foundations (ALTAFF), and served as the 1998–1999

president of the Public Library Association (PLA). She has served on numerous committees throughout ALA, PLA, and ALTAFF.

Hage holds a bachelor’s degree in English from Oakland University in Rochester, Michigan, and an AMLS from the University of Michigan.

An ALA member since 1976, Neal is completing his second term on the ALA Executive Board as an at-large member. He served as the 2010–2013 ALA treasurer and as a member-at-large on ALA council from 1994 to 2001. He was also president of the Library Leadership and Management Association from 1992 to 1993.

Neal holds a BA in Russian studies from Rutgers University, and an MSLS, an MA in history, and a certificate in advanced librarianship from Columbia.

Hage and Neal will join presidential candidates Sara Laughlin and Lisa Janicke Hinchliffe in a forum on January 9 during the 2016 ALA Midwinter Meeting & Exhibits in Boston. They will have an opportunity to make a statement and answer questions.

Ballot mailing for the 2016 ALA election will begin on March 15 and will run through April 22. Individuals must be members in good standing as of January 31 in order to vote.

ALA Joins Amicus Brief Challenging Surveillance

On September 3, the Freedom to Read Foundation and ALA joined several library, research, and bookseller organizations to file an amicus brief defending their ability to challenge, on behalf of their users and members, government actions that burden readers’ First Amendment rights.

The lawsuit, *Wikimedia Foundation v. National Security Agency*, was filed by the American Civil Liberties Union on behalf of the Wikimedia Foundation and a coalition of educational, human rights, legal, and media organizations. The lawsuit challenges the National Security Agency’s Upstream surveillance program that copies data—including emails, chat, web browsing, and other communications—as it traverses the internet.

The brief, written by the Electronic Frontier Foundation, explains the importance of privacy to the exercise of First Amendment rights and argues that libraries, booksellers, and similar organizations can assert the rights of their users as they relate to privacy concerns associated with government access to, and surveillance of, users’ reading habits. The brief further emphasizes the stifling of First Amendment rights that results when the government has unrestricted access to what people read and view online.

Read the amicus brief in full at the Electronic Frontier Foundation website at bit.ly/1KGyIWk. Further details about *Wikimedia Foundation v. National Security Agency* can be found at bit.ly/1jzQi5u.

ALA to Survey Financial Resources in Libraries

The ALA Office for Research and Statistics will collaborate with the Financial Industry Regulatory Authority (FINRA) Investor Education Foundation on a research project in which ALA will survey public libraries about their financial literacy resources, educational programming, and expertise. The study will yield a comprehensive and detailed picture of public libraries’ capacity to advance financial capability in the US.

The project, part of a three-year, \$1.6 million initiative funded by the FINRA Foundation, will examine personal finance collections (size, age, usage, and types); relevant staff skills and knowledge; the ability of staff to assist patrons with personal finance inquiries; and the types of financial capability programming offered to the public, including

CALENDAR

ALA EVENTS

Nov.: Picture Book Month, picturebookmonth.com.

Nov. 5–8: American Association of School Libraries National Conference, Columbus, Ohio.

Nov. 21: International Games Day, igd.ala.org.

2016

Jan. 8–12: ALA Midwinter Meeting & Exhibits, Boston.

Feb. 17: Digital Learning Day, digitallearningday.org.

Mar. 6–12: Teen Tech Week, teentechweek.ning.com.

Mar. 16: Freedom of Information Day, bit.ly/1F2lpZ.

Apr. 5–9: Public Library Association Conference, Denver.

June 23–28: ALA Annual Conference and Exhibition, Orlando, Florida.

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

Sept. 15–17: Association for Library Service to Children Institute, ala.org/alsc/institute.

Sept. 25–Oct. 1: Banned Books Week, ala.org/bbooks.

Sept. 28: Banned Websites Awareness Day, ala.org/aasl/bwad.

in-person programs, web-based tutorials, one-on-one guidance, and outreach services.

ALA and the FINRA Foundation have partnered since 2007 on another initiative: Smart investing @ your library, a program that funds efforts to provide patrons with effective, unbiased educational resources about personal finance and investing. The program has awarded \$12 million to public libraries, community college libraries, and library organizations nationwide.

For more information on the collaborations, visit bit.ly/1VcVSGz.

Scholarships Available for Grad Students

ALA has more than \$300,000 in scholarships available for students enrolled in an ALA-accredited library science or school library media program at the master's degree level.

Scholarships are offered for students studying children's and youth librarianship, federal librarianship, new media, and library automation. Scholarships are also available for minorities, persons with disabilities, and people who are already employed in libraries but do not have an MLS.

Scholarships range from \$1,500 to \$7,000 per student per year.

The deadline to apply is March 1. For more information, visit ala.org/educationcareers/scholarships or call the ALA Scholarship Clearinghouse at 800-545-2433, ext. 4279.

ALA Sponsors Web Encryption Program

The ALA Office for Intellectual Freedom has announced its sponsorship of a free, automated, and open certificate authority.

"Let's Encrypt" is a service provided by the Internet Security Research Group that allows anyone who owns a domain name—including

libraries—to obtain a server certificate at no cost. The service will make it possible to encrypt data communications between servers and provide greater security for those using the internet for email, browsing, or other online tasks.

For more information, visit letsencrypt.org.

New Great Web Sites for Kids Announced

The Association for Library Service to Children (ALSC) has added more sites to its online resource of hundreds of links to quality websites for children.

Great Web Sites for Kids (GWS) offers links to websites of interest to children 14 years and younger, organized into subject headings such as animals, art, history, literature, and sciences. Each site entry includes a brief annotation and a grade-level rating. Users can also rate sites, save their favorites for easy access, and share sites via social media and email.

The ALSC GWS committee chose two new sites that reflect a growing interest in STEM fields and one site that delivers positive content for older girls. They are:

■ Center for Game Science, University of Washington (centerforgamescience.org/games)

■ Wonderville (wonderville.ca)

■ Smart Girls (amysmartgirls.com)

Members of the ALSC GWS committee evaluate potential sites and choose the very best to be included in the online database. The committee also routinely inspects site content to maintain accuracy and relevance of the featured sites. For more information, visit gws.ala.org.

AASL Awarded Laura Bush IMLS Grant

The American Association of School Librarians (AASL) has been

awarded a 2015 Laura Bush 21st Century Librarian Program grant from the Institute of Museum and Library Services.

These grants support the recruiting and educating of library students, continuing education for those already in the profession, research, and new programs that build institutional capacity.

AASL will use the grant to investigate the intersection of formal and informal learning in school libraries to assess the impact of specific actions in library programs and by certified school library staffing.

To learn more, visit bit.ly/1LAE33D.

Nominations Open for 2016 ACRL Awards

The Association of College and Research Libraries (ACRL) is seeking nominations for its 2016 awards recognizing outstanding achievements in academic librarianship.

ACRL urges its members to nominate colleagues whose work has influenced their thinking and growth as an academic librarian and whose contributions merit recognition by the profession. Member nominations will ensure that the pool of candidates for each award remains both competitive and distinguished.

Available awards, deadlines, submission procedures, past winners, criteria, and contact information are available at ala.org/acrl/awards.

Applications Open for Carnegie-Whitney Award

Publishers of reading lists, indexes, and library guides are encouraged to apply for the Carnegie-Whitney Award.

The award winner will receive up to \$5,000 for the preparation of print or electronic reading lists, indexes, or other guides to library

resources that promote reading or the use of library resources at any type of library.

Applications must be received by November 6. Recipients will be notified by the end of February 2016. For more information, visit bit.ly/1Vrt39E.

Register Now for the 2016 ALSC Conference

Registration is now open for the ALSC 2016 National Institute, on September 15–17, 2016, in Charlotte, North Carolina.

Held every two years, the institute is an intensive learning opportunity with a youth services focus designed for front-line youth library staff, children's literature experts, and education and library school faculty members.

For more information and registration details, visit ala.org/alsc/institute.

ALA INSTITUTE SHAPES LIBRARY LEADERS

Participants in the third annual ALA Leadership Institute pose with ALA Past President Maureen Sullivan (far right, in striped shirt) at the Eaglewood Resort and Spa in Itasca, Illinois.

Led by Sullivan and ACRL Content Strategist Kathryn Deiss, the immersive leadership development program held August 9–13 covered topics such as leading in turbulent times, interpersonal competence, power and influence, the art of convening groups, and creating a culture of inclusion, innovation, and transformation. For more information about the institute, including a list of 2015 participants, eligibility requirements, and an online application form, visit ala.org/transforming-libraries/ala-leadership-institute.



Registration Still Open for 2015 LITA Forum

Registration is still open for the 2015 Library Information Technology Association (LITA) Forum, being held November 12–15 in Minneapolis.

The forum is a three-day education and networking event featuring two preconferences, three keynote sessions, more than 55 concurrent sessions, and 15 poster presentations on new and leading-edge technologies in the library and information technology field.

Keynote speakers include: Mx A. Matienzo, director of technology for the Digital Public Library of America; Carson Block for Carson Block Consulting Inc.; and Lisa Welchman, president of Digital Governance Solutions at ActiveStandards.

For more information and to register, visit litaforum.org.

Nominations Open for Nine PLA Awards

PLA is offering nine awards and grants that highlight the best in public library service and honor those bringing innovation, creativity, and dedication to public libraries.

The awards include:

- Allie Beth Martin Award, honoring a public librarian who has demonstrated extraordinary range and depth of knowledge about books or other library materials and has the distinguished ability to share that knowledge
- Baker & Taylor Entertainment Audio Music/Video Product Award, promoting the development of a circulating audio music/video collection in a public library
- Charlie Robinson Award, honoring a public library director who, over a period of seven years, has been a risk taker, an innovator, and a change agent in a public library

■ DEMCO New Leaders Travel Grant, enhancing the professional development of new public librarians by making possible their attendance at major professional development activities

■ EBSCO Excellence in Small and/or Rural Library Service Award, honoring a public library serving a population of 10,000 or less that demonstrates excellence of service to its community

■ Gordon M. Conable Award, honoring a public library staff member, library trustee, or public library that has demonstrated a commitment to intellectual freedom and the Library Bill of Rights

■ John Iliff Award, honoring a library worker, librarian, or library that has used technology as a tool to improve services

■ Romance Writers of America Library Grant, providing a public library the opportunity to build or expand its romance fiction collection and/or host romance fiction programming

■ Upstart Innovation Award, recognizing a public library's innovative and creative service program to the community

Nominations are open until 11:59 p.m. Central time on December 2. Winners will be announced in February 2016, and awards will be presented at the 2016 ALA Annual Conference and Exhibition in Orlando. For more information and to nominate yourself, your colleague, or your library, visit ala.org/pla/awards.

RUSA Elects McManus as New President

Alesia McManus, director of the Howard Community College Library, in Columbia, Maryland, has been elected the 2015–2016 vice-president/president-elect of the Reference and User Services

Association (RUSA). She becomes vice-president/president-elect immediately and will assume the presidency in June 2016 for a one-year term.

McManus defeated Mary Parker, associate director of Minitex in Minneapolis, and Aaron Dobbs, scholarly communication and electronic resource development librarian at Shippensburg University of Pennsylvania.

Prior to her current position, McManus was head of research and instructional services at Binghamton University from 2006 to 2010. She has served on the RUSA board as a director-at-large, as RUSA representative to the ALA Legislation Assembly, and chaired the Task Force on Legislative Issues.

Volunteer for an ALA/APA Committee

ALA President-Elect Julie Todaro is seeking volunteers for 2016–2017 ALA–Allied Professional Association (APA) committees.

Appointments will be made to the following committees: Certification Program, Certified Public Library Administrator Certification Review, Library Support Staff Certification Review, Promotion and Fundraising, Publishing, and Salaries and Status of Library Workers.

To ensure broad representation and diversity, geographical location, type of library, gender, ethnicity, previous committee work, and relevant experience are considered when appointments are made.

Appointments will be announced after the 2016 ALA Midwinter Meeting & Exhibits in Boston. Appointees will begin their service at the conclusion of the 2016 ALA Annual Conference and Exhibition.

The online volunteer form closes December 1. Find more information at ala-apa.org/ala-apa-committees.

Attend the 2016 PLA Conference in Denver

Registration is open for the PLA 2016 Conference, being held April 5–9 in Denver. Offered biennially, the conference draws thousands of public librarians, library support staff, trustees, friends, and library vendors from across the country and around the world.

Highlights include keynote speaker Anderson Cooper, anchor of CNN's *Anderson Cooper 360°*; Closing Session speaker, comedian Tig Notaro; author events with Arianna Huffington and others; networking opportunities; and an exhibit hall.

PLA, ALA, and Colorado Association of Libraries members can take advantage of early registration rates. For details and to register, visit placonference.org.

Host the Native Voices Traveling Exhibition

The ALA Public Programs Office, on behalf of the US National Library of Medicine, invites applications for *Native Voices: Native Peoples' Concepts of Health and Illness*, a traveling exhibition that explores the interconnectedness of wellness, illness, and cultural life for Native Americans, Alaska Natives, and Native Hawaiians.

The opportunity is open to public libraries, academic libraries, tribal libraries, tribal college libraries, and special libraries. Libraries serving Native populations are especially invited to apply, and partnerships between libraries and Native-serving organizations are encouraged. Up to 104 sites will be selected as hosts.

The exhibition will tour from February 2016 through June 2020. For guidelines and to apply, visit apply.ala.org/nativevoices. Applications are due November 6. ■

TRAVEL GRANTS OFFERED FOR ALA ANNUAL

ALA offers many grants to librarians who plan to attend the 2016 ALA Annual Conference and Exhibition in Orlando. Some require ALA or division membership while others are open to a larger audience. For a full list of grants, visit the ALA Awards Database at bit.ly/1xH4cXK.



BAKER & TAYLOR CONFERENCE GRANT

Two grants are available for librarians who work with young adults and who have never attended an ALA Annual Conference. One grant is given to a school librarian and one grant is given to a librarian whose focus is public libraries. Administered by YALSA and sponsored by Baker & Taylor. **Award amount:** \$1,000; must be YALSA member to apply.

Deadline: December 1.

BUSINESS, REFERENCE, AND SERVICES SECTION (BRASS) MORNINGSTAR PUBLIC LIBRARIAN SUPPORT AWARD

Offers funds and a citation to a public librarian who has performed outstanding business reference service and who requires financial assistance to attend the ALA Annual Conference. Sponsored by Morningstar.

Award amount: \$1,250; must be ALA and RUSA BRASS member to apply.

Deadline: December 14.

FIRST STEP AWARD

Provides librarians new to the continuing resources field with the opportunity to broaden their perspective and encourages professional development at the conference and participation in Continuing Resources Section activities. Administered by the Association for Collections and Technical Services Continuing Resources Section and sponsored by the Wiley Professional Development Grant.

Award amount: \$1,500.

Deadline: December 1.

JAN MERRILL-OLDHAM PROFESSIONAL DEVELOPMENT GRANT

Presents funds and a citation to a librarian, a paraprofessional who has preservation responsibilities, or a person currently enrolled in a preservation-related graduate program, with the opportunity to attend the ALA Annual Conference.

Award amount: \$1,250; must be ALA member to apply.

Deadline: December 1.

ZORA NEALE HURSTON AWARD

Honors an individual who has demonstrated leadership in promoting African-American literature. The winner receives funds to support travel, as well as a plaque, tickets to United for Libraries' Gala Author Tea, and a set of Hurston's books. Administered by RUSA and sponsored by HarperCollins.

Award amount: \$1,250; must be ALA member to apply.

Deadline: December 14.

Libraries Move Toward Gender-Neutral Bathrooms

It's the central principle of a public library: Everyone is welcome. Librarians everywhere work to make sure their collections and programs offer members of their community a safe space. And now some librarians are expanding their safe spaces to include bathrooms, specifically gender-neutral restrooms for patrons who identify as transgender or gender nonconforming.

"When we have restrooms that are segregated according to gender, some customers may feel uncomfortable using them because other people may not perceive that they're allowed to use that restroom," says Peter Coyl, a district manager at Dallas Public Library and chair of ALA's Gay, Lesbian, Bisexual, and Transgender Round Table. "It can make using the bathroom very stressful and even dangerous."

According to a 2013 study by the Williams Institute, 70% of transgender people surveyed say they've experienced discrimination in restrooms, including being stared at, ridiculed, told to leave, or not allowed to use the facilities. Some reported experiencing physical violence or having the police called.

Katherine Weadley, director of Lyons (Colo.) Regional Library District, began to notice that many of her younger patrons didn't fit traditional gender norms. When she started thinking about how to make the library a safer space for them, she came across the idea of gender-neutral restrooms.

"By having a gender-neutral bathroom—or by not having one—it's a kind of judgment, and a personal one," Weadley says. "If libraries offer gender-neutral bathrooms, it says, 'I see you.' It says, 'We care about you, and this is a safe space for you.'"

Portland (Oreg.) Community College (PCC) has taken on the issue of gender-neutral restrooms. When Oregon's largest post-secondary institution—which serves nearly 90,000 students—received a \$374 million construction bond in 2008 to renovate and expand its four campuses, a group of PCC students, staff, and faculty discussed how to make the school's estimated 5,600 transgender and gender-nonconforming students feel more comfortable. The discussion helped lead to the creation of 22 new all-gender restrooms as part of the bond construction.



Portland (Oreg.) Community College includes single-stall gender-neutral restrooms in all of its libraries and new campus buildings.

"People generally thought it was important to have places that were gender-neutral for various members of the college community to use," says Donna Reed, director of PCC's libraries. "But not everybody was comfortable with the idea of using a bathroom with someone of another gender."

As a result, PCC included single-stall gender-neutral restrooms in all of its libraries and new campus buildings. Reed says she's gotten a lot of positive feedback, both from the transgender community as well as other students who appreciate the privacy the bathrooms offer. Reed says taking the time to ask people what they wanted was key, especially because bathrooms are often expensive to build.

"We were sort of rushing to install multistall gender-neutral restrooms, and we found out that [many transgender people] were more comfortable with single-stall bathrooms," says Reed. "It would have been a costly mistake."

Overall, Reed says the process made everyone on campus more thoughtful about one another's needs. And because single-stall bathrooms are less expensive to build, Reed says PCC's new libraries have more bathrooms than they necessarily would have otherwise.

While some libraries are considering the issue as they build new spaces, others are figuring out ways to make patrons comfortable with their existing facilities. For many libraries, that means adopting a policy that patrons can choose the bathroom in which they feel most comfortable.

That idea can be uneasy for people, Coyl says, often because of misconceptions that surround the transgender or gender nonconforming community.

"Some people, when they first hear about it, are concerned about the appropriateness of it," he says. "They're concerned about children being exposed to someone in the wrong restroom. They're concerned that people may purposefully use the wrong restroom for some inappropriate activity."

But in reality, those same risks exist with traditional gendered bathrooms, Coyl says, and for general security,

"We would all be upset if somebody tried to ban a book about a genderless character, so why ban them from your bathrooms?"

—Katherine Weadley, director of Lyons (Colo.) Regional Library District

librarians already need to be aware of inappropriate or problematic behavior in any space inside their building.

Coyl says that rather than announcing a policy change or putting up a sign, librarians may need to gradually educate patrons, which can be a slow process. But Weadley points out that as traditional gender norms in our society are changing, it's important for libraries to keep up with the times.

"I think librarians wouldn't hesitate to order books that had a transgender or queer protagonist," she says. "We would all be upset if somebody tried to ban a book about a genderless character, so why ban

them from your bathrooms?"

Weadley adds, "We need to serve our patrons in whatever form they come in. Patrons need to know that they're welcome, they're safe, they're accepted and not judged."

—Megan Cottrell is a writer, blogger, and reporter in Michigan.

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CHOICE
CURRENT REVIEWS FOR ACADEMIC LIBRARIES

Coloring Book Clubs Cross the Line into Libraries

When a group of community members gathers every month at Woods Hole (Mass.) Public Library (WHPL), they try to stay within the lines—literally.

“We purchase a couple of coloring books, I print out some free coloring pages that are available online, and we just get together and color,” says librarian Kellie Porter, who started the library’s Coloring Club in May. The club has seen about 15–20 members a month, ranging from teens to 70-year-olds.

“[In] the age of constant information, I think people really like the lo-fi aspect of it. You’re just sitting with a piece of paper and coloring, and that’s really relaxing when you’re inundated with screens all the time.”

—Kellie Porter, librarian, Woods Hole (Mass.) Public Library

WHPL is one of many libraries taking part in the adult coloring book trend, welcoming the activity for its social, mental health, and creative benefits. The adult coloring books craze was aided by Scottish illustrator Johanna Basford’s 2013 *Secret Garden: An Inky Treasure Hunt and Coloring Book*, an Amazon bestseller that has sold more than 6 million copies.

Other libraries that have also started, or are about to start, coloring book clubs include Emerson (N.J.) Public Library; Grand Forks (N.Dak.) Public Library; Central Ridge Library (CRL) in Beverly Hills, Florida; and Screven-Jenkins Regional Library System in Sylvania, Georgia.

Mary Lorenz, reference librarian at the Grand Forks Public Library, says her library plans to start a monthly club, “Outside the Lines: A Coloring Club for Grown-Ups,” in October. Lorenz says she is looking forward to the club’s community-building aspect.

“It’s nice that it’s for anybody, even if you don’t speak the language, because we have a lot of new Americans who come in,” Lorenz says.

CRL’s club, “Adult Coloring: Color Me Happy,” kicked off at the beginning of September. Circulation Supervisor Ann Daigle says the club provides its older demographic in Florida an opportunity to meet new people.

“I really try to play up the whole relaxation aspect of it,” she says, “so I put on relaxing bird songs and try to make a soothing environment.”



Members gather for the monthly coloring club at the Woods Hole (Mass.) Public Library.

“There’s a lot of laughter. They’re coloring but they’re talking,” Daigle says. “It’s stress-free, and they do comment when they leave that they feel so much better and it did them good to get out of the house and see other people.”

Having an adult coloring book club has other benefits, too, like not having “little kids who are going to try to eat the crayons,” jokes Sharon Blank, assistant director of Screven-Jenkins Regional Library System. Her library began a monthly adults-only coloring book club on September 22. “We’re talking about adults who know to put the caps back onto the markers when they’re done with them.”

Lorenz also notes the activity’s creative benefits. “I think a lot of us still like to color and we still like to be creative, but in our jobs we can’t always be that way, so this is an outlet where we can do [that],” she says.

WHPL’s Porter agrees, adding that it’s an analog activity in an increasingly digital world. “Now with the age of constant information and everyone always being plugged in, I think people really like the lo-fi aspect of it,” she says. “You’re just sitting with a piece of paper and you’re coloring, and that’s really relaxing when you’re just inundated with screens all the time.”

Blank says her library provides coloring pages that cover a wide range of styles, such as abstract mandalas, animal mosaic patterns, and scenes of country living since they are located in a rural area.

Porter says the Coloring Club is a low-cost, low-risk program that doesn't require much work or resources. Participants also don't have to know a specific skill or do any preparation to join in.

"You can meet with a group of people, but it's not like a book group where you have to have done the reading ahead of time," she says.

Daigle says coloring clubs are appealing for precisely that reason. "I had another program doing origami, and that was pretty difficult to fold the paper," she says. "Coloring is not a burden to them. They don't need the dexterity they would need to fold paper, to put a craft together, so they can relax more."

While the program has helped members unwind, it initially took time for some people to return to their childhood carefreeness. For instance, at the very first meeting, many asked Porter what they needed to do to get started.

"They needed instruction," Porter says. "And it was like, 'We just color.' And I was thinking, if these were kids, they wouldn't be asking those questions. They don't know those inhibitions. And I think people were realizing that as they were doing it. They were letting down

their guard and letting themselves enjoy coloring again."

Whether or not it's a fad, many libraries plan to keep it going for the coming years.

"I don't know if it will wear off and [whether] it's a fad or not," Porter says. "A lot of people who are coming have said, 'Oh, I've been coloring for years,' so they

haven't been doing it because of the craze."

For Daigle, CRL's coloring book club is another way for the library to serve the community's needs.

"It's all a part of offering what they need in their lives: library programming," Daigle says. "Isn't that what we're supposed to do, to reach out and get people to participate and be creative and be a part of life and enjoy, whether it's a book, whether it's a craft?"

—Alison Marcotte is an editorial intern at American Libraries.



For their clubs, many libraries purchase coloring books or print free pages online. Other supplies—such as crayons, markers, and coloring pencils—are also provided.

ALA purchases fund advocacy, awareness, and accreditation programs for library professionals worldwide.

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When the Subject Is Death

The prospect of one's own death is not exactly a topic for casual dinner conversation. But a movement that encourages group discussion of this weighty subject is growing, and organizers are finding that local libraries are one place where they won't be silenced.

Since the first gathering, named death café, was held in the US in Columbus, Ohio, in July 2012, the forums have spread across the nation. And many are beginning to appear in libraries, according to Lizzy Miles, an organizer for DeathCafe.com.

Miles, who organized the Columbus death café, tells *American Libraries* that she was inspired by her experience as a hospice social worker and by the work of Jon Underwood, who began holding death cafés in the UK in 2011. She also credits a story in *The New York Times* ("Death Be Not Decaffeinated: Over Cup, Groups Face Taboo," June 16, 2013) with helping attract interest in the movement.

"When I tell people I work in hospice, they immediately start telling me their personal stories about death and dying," Miles says. "It was sort of this recognition that people have a desire to talk [about death]."

Miles says the death café concept is intended to be educational and is held in a neutral location where there is no perception of impropriety. She says that holding events in funeral homes or similar businesses might come across as self-serving. She also prefers that the forums not be held in churches or other houses of worship because doing so might deter attendees concerned about proselytizing.

Miles notes that hundreds of death cafés have been held across the country over the last couple of years and have popped up in libraries in Alaska, California, Colorado, Florida, Kansas, Michigan, New Hampshire, and Vermont.

"I think a library is a perfect place to hold a death café because libraries bring people together," she says.

Betsy Stroomer, director of the Lafayette (Colo.) Public Library, says that over the past year, librarians were seeing "tremendous" interest in end-of-life issues, prompting her library to include Atul Gawande's *Being Mortal: Medicine and What Happens in the End* as part of its One Book reading program.

"As a community library we're always trying to keep our finger on the pulse of what people in the community are thinking about," she says.

Kriss Kevorkian (no relation to famed euthanasia



A death café meets in the Ann Stevens Room in the Anchorage (Alaska) Public Library.

activist Jack Kevorkian), who holds a PhD in thanatology—the study of death and dying—and is a former hospice social worker, says she's been hosting death cafés at the Gig Harbor (Wash.) Public Library for the past two years. About 15–25 people attend her monthly cafés.

Libraries are a perfect venue, Kevorkian says. Librarians and staff are an "awesome resource," because, she says, "They know people in the community and they tell people about [the cafés]."

"There are people who have called me and said, 'I got your name and number from the library,'" she says.

Kevorkian says she puts up a sign in the community room where the cafés are held, inviting library patrons to join in the discussion. It also helps encourage people to use the library, she says.

"After every meeting there are people going through the library to look up things and find books, DVDs, and audiobooks [related to death and dying]," she says.

Underwood, who popularized the death café concept in the UK, says more than 100 cafés have been held in US libraries over the past couple of years, adding that he thinks libraries are “a perfect place for death cafés.”

Underwood, however, suggests on DeathCafe.com that hosts provide food and drink during the forums, which is prohibited at some libraries. “It helps make the subject matter easier to swallow,” he says.

While some libraries have simply provided space for the cafés, others have played an integral part in establishing and promoting the forums.

Stroomer says death cafés were already active in nearby Denver and Boulder, prompting her and library staff to hold one in Lafayette. The initial reaction was mixed, she says. Most library patrons have been grateful for the forums, but some took offense.

“We’ve had some feedback from some people saying, ‘You’re being morbid. Why are you doing this?’” she says, adding, “I think it’s because in our society we’ve become very removed from death. It’s not part of a lot of people’s everyday experience.”

Karen Andrews, adult services librarian at Lafayette Public Library, tells *AL* that librarians can get involved by visiting DeathCafe.com to learn how to moderate the events. Moderating, she says, is “about making sure everybody gets an opportunity to talk, and if it gets contentious, you have tactics to diffuse it.”

“The other key component is cake,” she says with a laugh.

Andrews acknowledges that the library meeting room is not the most intimate setting for the forums, but she says “once the conversation starts going, it doesn’t seem to detract from it.”

—Timothy Inklebarger is a writer living in Chicago.

“After every meeting there are people going through the library to look up things and find books, DVDs, and audiobooks [related to death and dying].”

—Kriss Kevorkian, former hospice worker and current death café host

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Colorado Library Develops Wildlife Discovery App

American Libraries invited Joseph Sanchez of Mesa County (Colo.)

Libraries to talk about a project he has been working on: a wildlife app managed by the library. Like fly-fishing? See photos of fish, flies, books, river

locations, and upcoming seminars, as well as other content in the app, all eventually to be cross-referenced in the library's catalog. Outside partners, such as professional photographers and the Colorado Parks and Wildlife department, will help with initial entries. Sanchez predicts that many wildlife enthusiasts will help keep it current with many crowdsourced entries.

Most library apps focus on existing services—common examples include e-reader and library card apps. In western Colorado, Mesa County Libraries is blazing a new trail with Wild Colorado, a wildlife discovery app. Users will be able to create collections of animals, add notes and photos, and share their experience with friends and family via social media. Photos are licensed from Colorado photographers, and the library has partnered with Colorado Parks and Wildlife to provide species-level information. The app goes beyond traditional field guides, with its personal and social functionality—combined with reliable species-level information—to help make it a more accurate, up-to-date, and user-friendly guide.

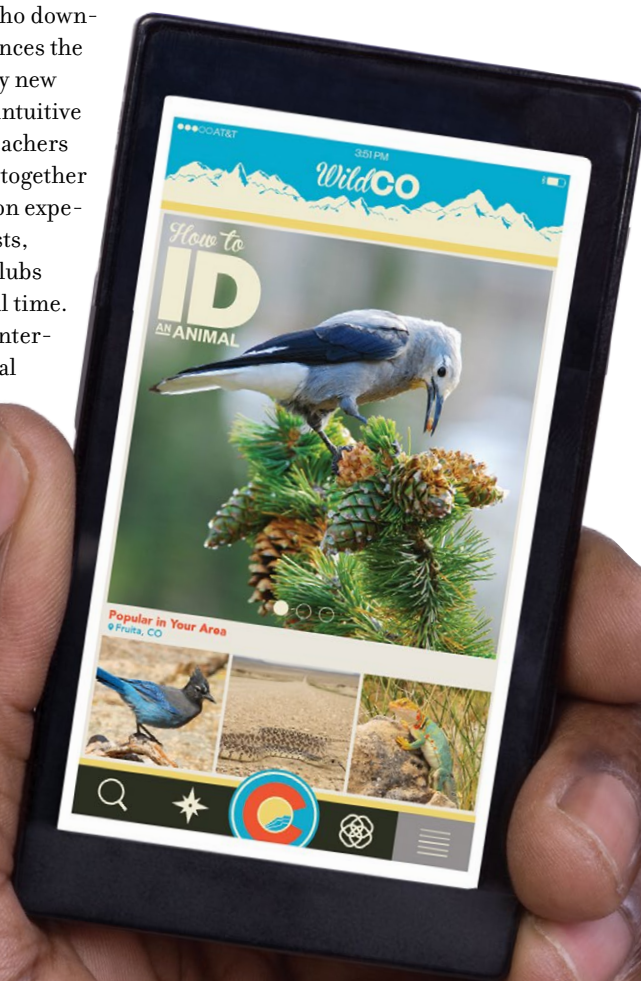
The Wild Colorado app features photos licensed from Colorado photographers as well as the ability for users to add their own photos.

Colorado is an outdoor state, and Mesa County is an outdoor county; rather than developing an app for a service that is already available, our library created an app for unmet needs. Traditionally Mesa County Libraries services to the outdoor demographic have been limited to reference books, maps, and the like. With Wild Colorado's unique mix of reliable information and social functionality, we are confident it will attract new library patrons and connect Coloradans to the outdoors and to one another.

Every Coloradan who downloads the app experiences the "library" in a radically new way. The simple and intuitive interface will allow teachers and students to work together to enrich the education experience, while biologists, rangers, and hiking clubs can collaborate in real time. We see it as a social, interactive, and educational library experience with no due date.

Because the app is a public resource, it's available to all Coloradans with a mobile device. Libraries have always offered free public information, and the app is simply expanding the scope of library services. The only significant difference is that the app can be offered to the entire state just as easily as to the local community. No annual fees or population calculations will be necessary.

Early on, the library recognized the challenge of providing a state-wide resource using local funds.

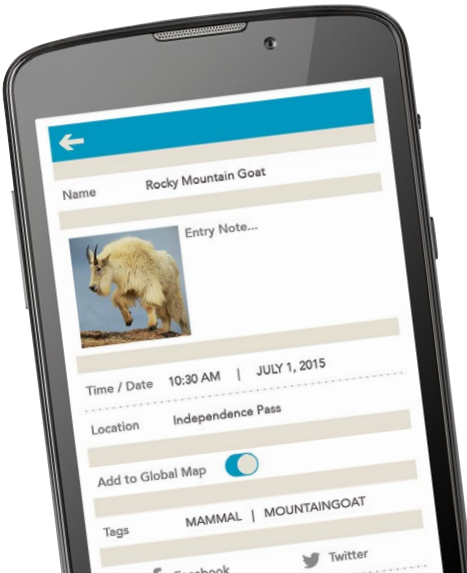


Photos: Mesa County (Colo.) Libraries

SPOTLIGHT

Your libraries,
your stories

While the app may eventually be handed off to a statewide agency, it was decided to activate the state at a grassroots level using Kickstarter to



raise the necessary funds to fully launch it. If the Kickstarter event nets close to both fundraising and app download goals, the initial costs will be almost the same as the annual cost of a book circulation. Kickstarter was chosen because research suggested a tantalizing opportunity to develop a broader network of support than the traditional regional networks of most rural libraries.

Colorado is home to many outdoor companies and organizations, all of which recognize the value of the app and are eager to support

We see it as a social, interactive, and educational library experience with no due date.

something everyone can feel good about. Dozens of partners across the state are posting and sharing the fundraising campaign on their Facebook pages, email lists, and websites. In addition to funding and creating awareness, this network will be used for distribution when Wild Colorado launches next spring.

Mesa County Libraries' "Wild Colorado App—Share the Adventure" is live during the month of November on Kickstarter, where we're seeking \$15,000. Regardless of the fundraiser, the library intends to continue to develop the app, though some features may be added at a later date if funds are not raised in the campaign. For more information, see mesacountylibraries.org.

—Joseph Sanchez is library director of Mesa County (Colo.) Libraries.

BECAUSE OF YOU.

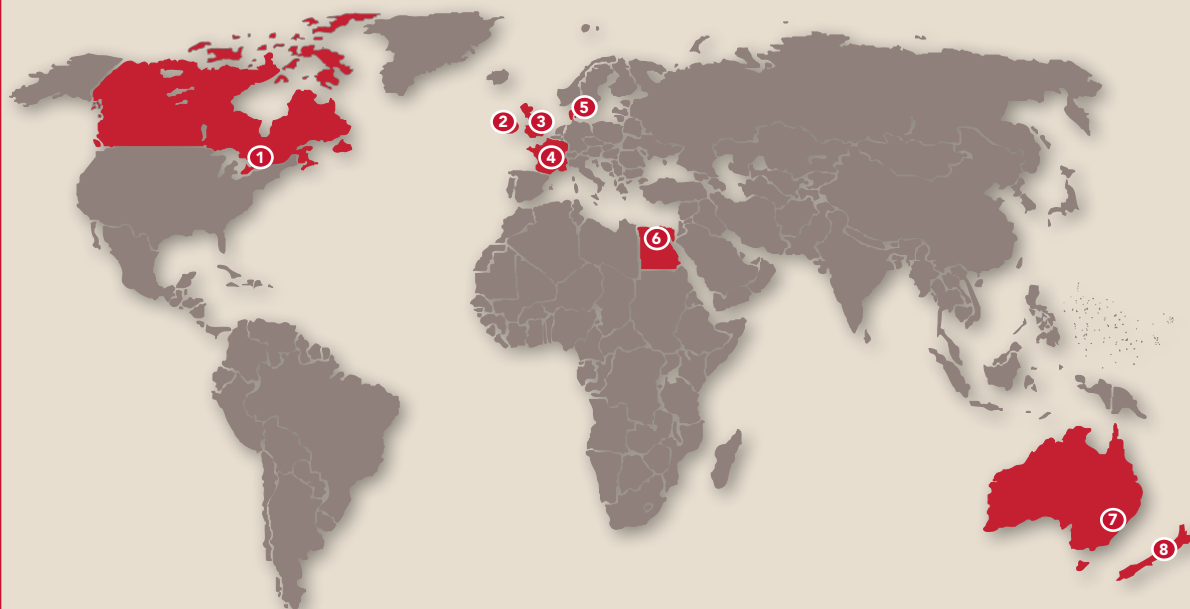
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CANADA ①

A handwritten letter by an 8-year-old boy apologizing to the Toronto Public Library for accidentally ripping a page in an *Asterix* comic book went viral after the library posted it on social media. The note, which reads, "I am sorry that a page ripped when it fell out of my bed when I fell asleep reading it. It won't happen again. I'm sorry. From Jackson," was written by Jackson Dowler, who insisted on apologizing because he "felt bad for other kids that might want to read the book."—*People*, Aug. 31.

IRELAND ②

The National Library in Dublin is operating with a third of the staff available to national libraries of comparable size in Europe, according to the library's annual review. The library has 86 staff, in contrast with the national libraries of Wales (277), Scotland (280), and Norway (414). Board member Paul Shovlin said the library would have gone into "terminal decline" had it not been for a supplementary budget.—*Irish Times*, Sept. 7.

UNITED KINGDOM ③

A draft report commissioned by the Society of Chief Librarians says that £20 million (\$31.2 million US) should be invested in digital services over the next three years to prevent libraries from becoming "soup kitchens for the written word." The report, titled *Essential Digital Infrastructure for Public Libraries in England*, says libraries are pushing users away by their lack of investment in digital technology.—*The Bookseller*, Sept. 16.

FRANCE ④

Google's informal appeal against a French order to apply the so-called "right to be forgotten" to all of its global internet services and domains, not just those in Europe, has been rejected. The president of the Commission Nationale de l'Informatique et des Libertés, France's data protection authority, gave a number of reasons for the rejection, including the fact that European orders to delist information from search results could be easily circumvented if links were still available on Google's other domains.—*Ars Technica*, Sept. 21.

DENMARK ⑤

Public libraries are welcoming refugees arriving into European countries with activities for both children and adults, as well as access to information and education. Libraries in Denmark have worked particularly hard to integrate resident refugees. The European Bureau of Library, Information, and Documentation Associations believes that libraries all over Europe should act as a platform for democratic and open-minded values, and be a safe place where social inclusiveness for all is a priority.—*European Bureau of Library, Information, and Documentation Associations*.

EGYPT ⑥

A leather manuscript more than 4,000 years old has been painstakingly reconstructed by a scholar after it was rediscovered in the Egyptian Museum in Cairo. Containing religious spells and colorful depictions of supernatural beings, the leather roll is around 2.5 meters long, with text and drawings on both sides. It is both the longest-surviving leather ancient Egyptian manuscript and the oldest, according to Egyptologist Wael Sherbiny, who found the fragmented roll.—*The Guardian*, Sept. 17.

AUSTRALIA ⑦

When the Shoalhaven City Council asked the staff of the Nowra Library in New South Wales to detail their achievements over the past 12 months, there was little chance that anyone was going to doze off during the presentation. The result: "Librarian Rhapsody" (bit.ly/1LSsRep), a YouTube video with more than 130,000 views.—*Illawarra Mercury*, Sept. 11.

NEW ZEALAND ⑧

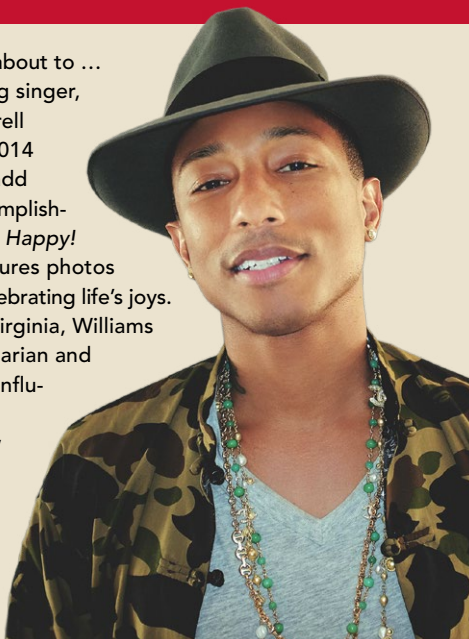
A conservative lobbying group, Family First, on September 3 managed to get New Zealand's Film and Literature Board of Review to place an interim ban on Ted Dawe's award-winning YA novel *Into the River*, making it the first book banned in the country in 22 years. The group objected to the book's explicit language, sexual content, and portrayal of drug use. Any individual, bookstore, library, or school distributing or exhibiting the book is now subject to a stiff fine.—*New Zealand Herald*, Sept. 7.

NEWSMAKER: PHARRELL WILLIAMS

It might seem crazy what he's about to ... write. Grammy Award-winning singer, songwriter, and producer Pharrell Williams—best known for his 2014 global hit “Happy”—can now add “author” to his long list of accomplishments. His recent picture book *Happy!* (G.P. Putnam’s Sons, 2015) features photos of children around the world celebrating life’s joys.

A native of Virginia Beach, Virginia, Williams credits his mother, who is a librarian and teacher, for being the biggest influence in his life.

Williams is featured in a new READ poster, available at the ALA Store. He responded via email to questions from *American Libraries* while on tour in Europe.



In 30 years of READ posters, you will be only the second person to hold Maurice Sendak’s *Where the Wild Things Are*. Which character do you identify with?

PHARRELL WILLIAMS: Like Max, I had a very wild imagination as a child. In *Where the Wild Things Are*, it’s the beasts who make Max king, but he was looking only for adventure and to get out of his room and have some fun. But in the end, he yearns for the comforts of home.

Did libraries or librarians help nurture your interests growing up in Virginia Beach? Absolutely. The library was a frequent hangout for me growing up. Especially in the summer. If we were out skating or riding our bikes, we’d go there to get out of the heat, and we would end up reading magazines and books and getting exposed to different things. But even more than the physical space, the librarian who had the greatest influence on me was my mother. She was a librarian and a

teacher and was always in school furthering her education, so her thirst for learning was imparted to us. Even if not at work, she was always researching something at the library; it was just an ever-present environment in our lives. She ingrained a curiosity in me and an overall understanding of the importance and value of education.

Your nonprofit, From One Hand to AnOTHER (FOHTA), focuses on getting STEAM education to underserved youth, which is also a goal of many libraries. Does FOHTA work with libraries? It works with some school libraries and curates a small library of books for students at locations without existing libraries. We also work with schools, churches, and local youth programs to bring our STEAM curriculum to them. This is my mother’s personal area of passion. She has implemented a reading program within FOHTA that exposes kids to award-winning books,

including Caldecott winners, Newbery winners like *Roll of Thunder, Hear My Cry*, and family favorites like Dr. Seuss. When I started to travel for my career and was getting exposed to different cultures and languages and opening my mind to what was happening around the world, I wanted to find a way to share that knowledge with people who grew up in neighborhoods like mine and didn’t have the resources to see these things firsthand. Given my mother’s background, it was just a natural evolution for us to work together to create educational opportunities in our community. A library provides a great resource to learn about the world beyond your own neighborhood. Libraries are a place you can use a computer and take a virtual tour of the world. When we were forming FOHTA, this concept was very much a part of the vision: to provide a learning center where kids could use technology to pursue their interests. And we know that reading is a basic building block in any field of learning.

Librarians from across the nation have created videos of staffers singing “Happy.” What accounts for your song’s popularity among librarians? I am still amazed by the popularity of the song and how many people connected to it around the world. I would imagine that people who work in libraries are mostly people who have a hunger for knowledge and are fundamentally curious, and this keeps you young at heart, keeps you creative and open to experiencing the emotions that the song expressed. ■

Winds of Change

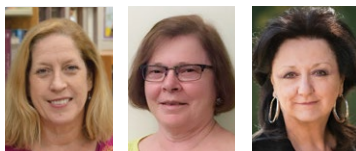
Obama's free tuition proposal

by Christina Sibley, Mary M. Carr, and Julie Todaro

Community colleges are the backbone of US higher education, serving 42% of the nation's undergraduates. Yet students are struggling to make it through the system. According to the Community College Research Center, some 60% of students entering community college require remedial courses to graduate, and fewer than 25% of them successfully earn a degree within eight years. Part of the problem is that tuition costs (even adjusting for inflation) have risen by 150% since 1985, and the percentage of community college students defaulting on loans is more than 20% (higher than for students in four-year colleges), according to a report in *Community College Week*, October 13, 2014.

This was the context for President Barack Obama's proposal, delivered in his State of the Union address on January 20, to make community colleges affordable to everyone. Called "America's College Promise" (1.usa.gov/1LLb25e), the proposal would allow students to complete a certificate, an associate's degree, or the first two years of a bachelor's degree at no cost. States that want to participate must contribute matching funds, invest in higher education and training, and allocate a significant portion of funding based on performance, not enrollment alone.

This proposal will definitely have an impact on the libraries that serve those students. Although the US Congress and state legislatures still need to act to make this happen,



Community college librarians will need to assess their readiness for a potential surge in enrollment.

community college librarians will need to assess their readiness for a potential surge in enrollment. Library resources, levels of service, budgets, and organizational commitment must be in place to meet this influx.

In the past two decades, community college libraries have responded to many government accountability requirements regarding student access, retention, completion, engagement, and success. While librarians are always resilient in the face of new challenges, these changes are taking place as many of them are watching their budgets and staff numbers shrink.

Proposals for free tuition are not new, and some states have already taken advantage of other opportunities for their students. There are relatively few details about the Obama proposal yet, especially how it would affect each institution, since funding differs from state to state. Given the diversity of colleges and their students, there is no one-size-fits-all answer.

Some gray areas need to be clarified if and when this comes about:

■ In some community colleges tuition is already free—either in general or for those meeting specific criteria (academic standing or first-year only)—and would need to be restructured.

■ Existing tuition support programs—funded through federal grants, endowments, donation programs, and state legislative initiatives—would require modification.

■ Increased enrollments may affect workforce-readiness issues; solutions could include revised teaching strategies for technical courses and curriculum redesign for personalized sessions, such as tutoring, time management, and study skills.

■ Federal and state matching funds may not provide sufficient dollars for the necessary infrastructure—not only traditional library services but also mentoring, community service, guided pathways (structured road maps for getting a specific degree), stackable credentials or certifications, expanded orientation, and advisory programs for assisting students in job applications.

■ Developing free-tuition program criteria will be difficult and may not result in a dollar-for-dollar match, especially given prior rounds of funding cuts, the diverse nature of state funding structures, and any accountability requirements in place for spending public dollars.

Librarians need to be part of any discussions with the faculty and administration so that they can offer a realistic assessment of how library services and educational outcomes

will be affected. At a minimum, they must examine:

- the college administration's expectations for core library activities and resources that will support increased enrollment, if funding does not result in an increase in the library budget
- ways in which libraries can avoid a shift of library dollars to other areas, if funding is insufficient for the operations of the college
- areas of library service that need to adjust for an influx of general education and workforce students
- data from previous periods of high enrollment that would be useful for projecting organizational changes
- part-time and full-time staffing levels to accommodate more information literacy instruction, orientation, mentoring, and personalized sessions



President Barack Obama unveiled his proposal for America's College Promise at Pellissippi State Community College in Knoxville, Tennessee, in January.

- assessment and instruction processes that need to be more robust to handle more students
- the integration of information literacy programs into guided

pathways and one-on-one mentorship programs

- projected costs for the increased demand for computer use, printing, and other technologies
- the need for campus-wide change discussions

As community college library administrators, we will start and continue these conversations, present alternatives, prepare scenarios, and identify new directions so that we are at the forefront of organizational change and ready for the deluge—if and when it comes. ■

CHRISTINA SIBLEY is distance education librarian at Arizona Western College in Yuma. MARY M. CARR is the recently retired executive director of library services at Community Colleges of Spokane, Washington. JULIE TODARO is ALA president-elect and dean of library services at Austin (Tex.) Community College.

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What They Said

"I've given the stories a spine, whereby, in the three or four weeks that I was pulling them together and editing the book, I asked everybody I met to tell me something about their public library experiences in their lives and what they thought about the closures that have been happening in this country to public libraries.

"In the space of me doing that ... 28 libraries closed. In the space of me writing those stories [in the book, over] seven years, 1,000 public libraries closed.

"It's very important we all think about it, because councils who have had the draconian effect of the cuts on them don't like to say libraries are closing; they like to say that they are becoming 'community libraries.' That means nobody gets paid to look after them, and it does mean that in the end they will fall apart." Author ALI SMITH at the Edinburgh (Scotland) Book Festival, discussing her upcoming short story collection, *Public Libraries and Other Stories*, in *The Edinburgh Reporter*, August 17.

"This latest Pew survey, then, seems emblematic of a broader disconnect between the way people view the written word and perceive their relationship to it. Consider the cultural space that books occupy: People collect them, tote them, start and never finish them—and sometimes don't start them at all. People like having books around, whether in print or pixelated; it doesn't always mean they'll get through them.

"Which mirrors how people see libraries, it seems: A library is a critical institution for the kind of community people say they want to live in, a

space where those people could— theoretically, anyway—learn and gather. With or without printed books, and certainly with a smaller collection of them, a library can still be that."

ADRIENNE LAFRANCE, writing for *TheAtlantic.com* ("Keep the Library, Lose the Books," September 15, theatlantic.com/1NFT0TL), on "Libraries at the Crossroads," Pew Research Center's survey about American libraries.

"I love a library. The idea of reading books for free didn't kill the publishing business; on the contrary, it created nations of literate and passionate readers. Shared interests and the impulse to create." DAVID BYRNE, musician and author, who brought more than 200 of his own books—with marginalia intact—to London to create a lending library as part of the Meltdown Festival of music and art he curated in August ("Come Borrow a Book from My Meltdown Library," *The Guardian*, July 17).

"Books do something for the human brain that nothing else can. With books comes happiness, and people build empathy for one another. [We're trying to offer] new perspectives and reignite an enthusiasm for reading." ALICIA TAPIA, school librarian and proprietor of *Bibliobicileta*, in *GOOD Magazine* ("Librarians on Bikes Are Delivering Books and WiFi to Kids in 'Book Deserts,'" August 19). Her bike trailer holds up to 100 books, and she rides around San Francisco's Panhandle, Mission, and Golden Gate Park neighborhoods giving books to readers of all ages.

"A good law library needs law librarians. There is only so much even the most experienced lawyer can know about

"Emails are going out; people are upset. We get it, but, you know, it's money. It's money and a lot of other things. We're trying to keep the library open for years to come."

TINA SCOTT, director of James Prendergast Library in Jamestown, N.Y., on the library's controversial plan to sell up to \$1 million in 19th- and 20th-century paintings and tapestries in its collection, including works by Henri de Toulouse-Lautrec and Alexander Calder, *Buffalo News* ("Prendergast Library, Confronting Deficits, Faces Opposition as It Plans to Sell up to \$1 Million in Artwork," September 14).

legal materials and where to find them. An experienced law librarian will not only be familiar with the queries all lawyers tend to have (and so can use that experience to save the time of everyone) but will invariably be able to assist in solving the most esoteric of research problems. A good law librarian is not only responsive; he or she will anticipate the changing needs of lawyers and ensure new materials (physical and electronic) are readily available. And it is a simple truth that one cannot have good law librarians without having good law libraries for them to work in; it is not a 'transferable skill' which can be somehow developed just on a training course."

DAVID ALLEN GREEN, lawyer and legal commentator, on his Jack of Kent blog ("In Praise of Law Libraries, and Why Defending Inner Temple Law Library Matters," September 14). ■

The Fee Library

Are subscription libraries seeing a rebirth?
If Seattle is any indicator, it appears so

by Joseph Janes

Summer in Seattle was glorious—warm and sunny, producing bumper crops of all sorts (including both my tomatoes and the weeds in my backyard), mirroring our dramatic growth as gobs of new people continue to move here. Buildings were being built and entire neighborhoods transformed. And that’s not all.

You can imagine my reaction when our local public radio station introduced a story about the plans for a new library, opening January 2016. Not the sort of thing one hears every day, and my interest deepened when the details emerged: This isn’t a new branch of Seattle Public Library (SPL); it’s a new subscription library, rather grandly named Folio: The Seattle Athenaeum (folioseattle.org).

Seriously. When we think of subscription libraries today, they evoke a sort of charming, sepia-toned reminder of days gone by. In many ways, these paved the way for the emergence of free, publicly supported libraries more than a century ago, and a few of them are left, as curiosities—harmless, unthreatening. But nobody starts them today, right? Guess again.

The man behind this isn’t, as some might expect, some oblivious arriviste Amazonian who doesn’t “get” our egalitarian vibe. Quite the opposite. It’s the brainchild of David Brewster, a man with deep and abiding civic roots, who started the alternative *Seattle Weekly* and the independent online journal *Crosscut*

.com, as well as our beloved Town Hall, the city’s community cultural center. This is a guy who commands great and much-deserved respect and has been deeply ingrained in the cultural life of Seattle, creating community space and conversation for half a century. Which, for me, makes this all the more vexing.

Folio’s website waxes rhapsodic about the library’s vision: “Folio is a gathering place for books and the people who love them. Devoted to the intellectually curious, Folio offers circulating collections, vibrant conversations, innovative cultural and civic programs, and work spaces for writers. Come to Folio for an hour, a day, a week. The books are waiting for you.”

Sounds lovely.

Much of Folio’s language revolves around books and reading but also writing and the literary life. The organization also offers to “house” large collections from members so that they will no longer be “frozen assets not currently available for public enjoyment.”

So many questions. Will this come to anything? Would this undermine our existing public library systems? I believe this is all well-intentioned even if it does sound somewhat more Madame de Pompadour salon than 21st-century Pacific Northwest.

Why does this bug me, and how should we think about this? Folio

appeals to many aspects of what everybody expects in a library: stuff, of course, as well as comfy space in a historic building downtown (within view of the downtown branch of SPL, no kidding). People also expect community, of a sort. Services? Maybe. (Folio is hiring a part-time

“librarian consultant,” whatever that means.)

I don’t wish them ill—or well. I guess I

just wish nobody had thought this necessary. One hundred fifty years ago, yes, these were critical and pioneering ways for communities to pool their resources to acquire and share books and space. Today, though, it’s difficult to see this as anything other than separatist and exclusionary. I searched Folio’s website in vain for a single mention of diversity—economic, cultural, or otherwise—which is fine; it’s their clubhouse, and they can do as they like with it. But at a minimum individual membership of \$125 a pop, well, y’know. I feel myself sag a bit every time I think about it.

Or perhaps, this is the new wave for a new future. Will this be unique to us, here and now, or is this coming to a city near you? Time will tell, and that might be another story.... ■

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



Nobody starts subscription libraries anymore, right? Guess again.

Embracing the Future

Integrate your technology intentionally

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

In April 2015, the iPad turned five years old. For those of us in libraries, the tablet revolution sparked by the iPad ushered in a period of excitement and exploration (see *AL*, Mar./Apr. 2013, p. 20). We wondered how tablets might change the way we engage with our users. We understood that these devices held great promise for enhancing teaching and learning opportunities, access, and reference and circulation services.

Char Booth's 2009 report, "Informing Innovation: Tracking Student Interest in Emerging Library Technologies at Ohio University" (goo.gl/ATwzM3), cautions against experimenting with too many programs at once. She argues that decisions should be grounded in insight into local library, information, and technology cultures—a policy that we call "intentional integration."

A 2014 Pew Research survey indicates that 64% of American adults have a smartphone and more than 42% of American adults own a tablet (pewrsr.ch/1NioeMY). Educause's 2014 data shows that 58% of university students were projected to own tablets in 2015 (bit.ly/1UByyas). But we need to look beyond these big data points to focus on local community and library goals.

Here are some methods and approaches that we gleaned from

the case studies in our report. They are guideposts for the intentional integration of new technology.

Work within the big picture.

As a first step, review mission statements and plans for your state, municipality, consortium, university, and your library. They



Use surveys or web analytics to learn about your users.

will help in making decisions about integrating new technologies and gaining support from leaders and administrators.

Understand your community.

Libraries in our report used surveys and web analytics to learn about their users. More important than the research methodology or type of data is the simple act of observing user behaviors, needs, and characteristics. Relevant data may already exist in your library, campus, or local government.

Seek and build collaboration. If you're working with mobile devices, get friendly with the people managing your wireless networks. At the Ohio State University Libraries, Juleah Swanson noted that the pilot circulation program depended on close collaboration between the acquisitions, IT, and circulation departments. Finding enthusiastic collaborators should be simple if you've connected with big-picture goals and community needs.

Assess. Developing an assessment plan and timeline at the beginning of a project is the best way to be intentional about evaluating a program. Both Ohio State and North Carolina Agricultural and Technical State University used surveys and data to gauge the impact of their programs and make difficult decisions about their future. Assessment will help you make improvements to a program or decide to discontinue it.

Know when to stop. Acknowledging that your program, however intentionally developed, may not be successful is sad and frustrating. Ending the program, however, is also intentional and strategic. It liberates people and resources for a new project with greater impact.

Currently the buzz is wearables, the "internet of things," and machine learning. Keeping up with tech that not too long ago was found only in science fiction has its challenges. We are encouraged by the library world's response to mobile computing, embracing it to promote the core values, ethics, and competencies that have always driven the library profession. The next new thing? We don't know, but if we move from questions to exploration to strategic action, we are ready for whatever comes along. ■

REBECCA K. MILLER, HEATHER MOOREFIELD-LANG, and CAROLYN MEIER are academic librarians and editors of the October 2015 *Library Technology Report* "Mobile Devices: Service with Intention."

More Important Than Ever

Privacy in the internet age

by Meredith Farkas

I've read dozens of articles telling me that we are in a "post-privacy world." I disagree strongly but can't deny that it has become increasingly difficult to feel any sense of privacy. This is frightening as even seemingly benign and anonymous data can be used for nefarious purposes. When anonymized trip and fare logs from the New York City Taxi and Limousine Commission were made public via a Freedom of Information Act request, a blogger used the information to map the locations of people who visited New York City strip clubs.

We know that intellectual freedom is a core value of our profession, but it's easy to become complacent and lose sight of the magnitude of our role in protecting patron privacy. This may stem from the fact that there is now so much that is outside of our control, but that makes our role as advocates and educators even more important.

Years ago, I attended a meeting with IT staff about public access to library computers. Our IT counterparts wanted us to register and give logins to all community users who wanted to use the internet, "otherwise, there is no way we will know who is doing what with our computers." That statement highlighted a fundamental difference between librarians and IT staff. While we are all concerned with preserving the security of the network, protecting patron privacy is a cornerstone of our profession, not theirs.

Librarians walk a difficult tight-rope, as we are part of a larger

organization and frequently subject to policies that may be inconsistent with our values. Sometimes librarians step back from conversations about network or computer security because of



It's easy to become complacent and lose sight of the magnitude of our role in protecting patron privacy.

a lack of expertise, but that should not stop us from advocating for our patrons' privacy in discussions about IT administration.

Libraries install software, subscribe to databases, and use web services from companies that also may not share our values around privacy. Libraries should conduct a privacy audit of their systems, collections, and services, compiling a list of what data third parties are collecting as well as their data retention and security policies. That information should be made available to patrons, but libraries should also make purchasing decisions based on the level of risk to patron privacy.

We can also provide tools and education to patrons that will help them protect their privacy in and outside the library. Groups like the ALA Office for Intellectual Freedom (ala.org/offices/oif), Library Freedom Project (libraryfreedomproject.org), and Electronic Frontier Foundation (eff.org) provide valuable advocacy and educational resources that librarians can capitalize on. Choose Privacy Week (chooseprivacyweek.org), May 1–7, 2016, is an ideal time

to highlight the importance of preserving privacy through workshops, guest speakers, and displays.


Libraries can also play a role in strengthening internet privacy for all of us. The Tor Project (torproject.org) is dedicated to helping individuals and organizations safely run networks and use the internet with-

out fear of surveillance. Tor allows anonymous web browsing by using a system of relays to obscure a user's location. The Library Freedom Project (LFP) recently worked with the Kilton Library in West Lebanon, New Hampshire, to install a Tor exit relay in the library to support the Tor Project. The library briefly halted the project because of concerns from local police and the city (bit.ly/torlibr). LFP is looking for others to become exit relay sites (bit.ly/1LCxBqP).

At a time when high-profile hacks of personal information are becoming common tabloid fodder, we can either laugh at the misfortunes of those exposed or fight for a future in which privacy is better understood and protected. As librarians, we have an even greater responsibility to educate, advocate, and act as good stewards of the information our patrons share using our collections, services, or hardware. ■

MEREDITH FARKAS is a faculty librarian at Portland (Oreg.) Community College and a lecturer at San José State University School of Library and Information Science. She blogs at *Information Wants to Be Free*. Email: librarysuccess@gmail.com.

BUILDING A BETTER BOARD OF TRUSTEES



As the community face of your library,
trustees are key. Here's how to capitalize
on their talents and recruit new members

By Maria R. Traska

Fred Stielow, a self-confessed wonk, has been involved in digital automation for decades. In the 1970s, he was on the project team for HyperTies, the first DOS-based hypertext program used on the earliest iteration of the internet.

He dove into the web in the early 1990s, creating his first web page.

Later, while at the Mid-Hudson Library System, he orchestrated web automation for 45 rural libraries in New York, for which he was named a Cybrarian of the Year in 1998 by then-telecom giant MCI Communications. Now a trustee of the Anne Arundel County (Md.) Public Library, he likes poring over internet use statistics at library board meetings and is happy to report that library staff have been “proactively using the technology for the minority members in our community, including efforts for the emerging Hispanic community.”

Photo: Rawpixel/Shutterstock



Stielow, who is also a board member of United for Libraries and a US commissioner to UNESCO, is a model trustee of the future. He's a champion of the library, takes his financial duties seriously, and views his work on statistics as helping to set the strategic direction and further the mission of the library. So how can libraries find and develop more leaders like Stielow for their boards?

A bigger role

Norman Jacknis, president of the Metropolitan New York Library Council, has a few ideas—one of which is that trustees, who are the face of the library to the community, must begin by more broadly applying their existing skill set. "Trustees are already community leaders with public responsibilities. They have connections to other organizations that are very important," says Jacknis, who is part of the 35-member working group that produced the 2014 Aspen Institute report "Rising to the Challenge: Re-envisioning Public Libraries." Trustees' role in reimagining the library and rebranding it is "bigger and more active, with more ongoing community contact," more championing and promoting the library, more fiduciary responsibility as trustees become fundraisers, and a greater role in helping to set strategic direction. The library is no longer just a repository of information—it's a place of cooperative education.

Moving a community forward means an expanded role for library trustees, says Amy Garmer, director of the Aspen Institute's Dialogue on Public Libraries and author of the report. "The library's future is to go out and be engaged in the community," she says. "Libraries are these critical connectors for communities and connectors to others" that can help introduce different organizations or ethnic groups to one another in a town with changing demographics, or they can pull in marginalized members of the

community who may be disconnected from the library as well. And trustees are the ones entrusted to network on the library's behalf.

The library as a town hall, community center, and collaborative space can be an antidote to some of the isolation that the digital world creates, Garmer says. "The library is a strong place to discuss some of these issues because the library has a civic square function to it. It's seen as a neutral, trusted public space." This is part of the expanded message that trustees must articulate to the community.

A large part of that role involves educating library staff members as to where the world is going, Jacknis says. Trustees are often business leaders who acquire and use new technology in their own enterprises. They can bring that expertise to the library and to the larger community.

Meeting community needs

Cindy Friedemann is another trustee who has brought her expertise to the library—in this case, the Metropolitan Library System in Oklahoma City, which operates countywide and where she has been a library commissioner for eight years. Her tenure with public libraries began in 1996 when she became a board member of Friends of the Stillwater (Okla.) Public Library. A strategist for various organizations over the last 25 years, Friedemann is now an executive at Metro Technology Centers, a postsecondary educational facility that provides career and technical education for high school students and adults trying to change careers. "We are very much in the digital age in our [library] system," she says.

Friedemann is also national secretary for ALA's United for Libraries and says the advent of the digital domain has "changed the perception of our core business from curating a collection to curating a space that meets the community's needs in myriad ways beyond the collection." She realized her role as a library trustee was expanding when she first noticed



"The first generation of those 'born web' with rewired minds is now in their mid-20s. We need to sit back. They are about to knock our socks off."

**FRED
STIELOW**

Anne Arundel County (Md.) Public Library trustee, board member of United for Libraries, US commissioner to UNESCO



"All library trustees should be strategically thinking far ahead, especially regarding long-term fundraising."

MAUREEN SULLIVAN

Member of the Dialogue on Public Libraries working group, past president of ALA



marked changes in the monthly usage statistics report. "The categories have vastly increased," she says. "Instead of just materials checked out, now it's ebooks, computer use, computer classes, and room reservations. We see our growth in these new areas."

Friedemann views hands-on experience with these new services and programs as part of her job. "You feel the need to learn more about these categories in order to be supportive," she says. But the real eyeopener came the day her home computer went on the fritz: She had to go to a medium-sized library nearby to use a computer, but there was a 45-minute wait because every computer was in use. "There were children doing their homework, parents there with their children, other adults," Friedemann says. "It was a big 'aha!' moment for me, because I realized that we still have a long way to go to serve our communities."

outreach to community

Likewise, outreach is as important a task for trustees and staff as is thoroughly familiarizing yourself with what the library offers the community and its stakeholders. But it's probably the most costly activity, according to Sally Reed, executive director of United for Libraries. "It means going out into the community to bring in new patrons" and finding out what their needs are rather than waiting for them to come to you, she says. "You must pay attention to changing demographics—know who your users are, or who they aren't" and why they may or may not use the library.

For Joan Buschbach, an insurance company owner and a trustee and former board chair of the Oak Lawn (Ill.) Public Library, the speed of change that she has seen because of the internet and other technology has led not only to a steady expansion of programs and services but also a physical remodeling of the library to create new spaces for new purposes, in response to community input.

Buschbach is a big believer in networking: In addition to keeping in regular contact with village trustees—whose offices are right across the street

from the library—she maintains decades-old connections with different stakeholder groups throughout the community. Buschbach is a past president of the local chamber of commerce and is still active on it; she's on the board of Oak Lawn's children's museum; and she's involved with her local church. "I go to a lot of community events and activities," she says, "so that really helps the library."

Between the feedback that Buschbach and her fellow trustees solicit and an extensive user survey that the library conducted for more than a month in late 2014, the library was able to determine what additional or expanded services the community wanted from the library, and what changes it didn't want. Print book acquisitions were retained at the same level even though more digital materials have been added because that's what patrons asked for.

One major result of the feedback effort has been the rethinking of the building's physical space. The library's 3D printer, acquired earlier this year, gets a regular workout as people come together in the new makerspace area. Another result of the effort has been a new emphasis on teen activities and resources, with one youth librarian devoted to organizing programs such as snack and study hours, teen activity groups, special group discussion, and some digital-oriented events.

Jacknis notes that more is needed, especially for patrons who work independently. Many people who work outside of offices or as freelancers use the library for Wi-Fi access or as a de facto business center and depend on librarians' expertise. He cites himself as a prime example, relying on their advice on search methods when he does historical research.

Friedemann agrees and recalls her surprise when a friend from another library system remarked, "We started our new business at the library." The friend and her colleague reserved



BEST PRACTICES FOR YOUR TRUSTEES

In conjunction with its report “Rising to the Challenge: Re-Envisioning Public Libraries,” the Aspen Institute’s Dialogue on Public Libraries developed a list of 15 things library trustees can do to strengthen and ensure the future of their public libraries. They fall roughly into three action categories:



COMMUNICATION AND MARKETING

- Be a well-informed champion of your library and what it offers, and be persistent in restating the case for its importance to the community. Visibly support efforts to reimagine and re-brand the library as a vital community gathering place and resource in the digital era.

- Once you’ve created a new vision of the library that focuses on its people, place, and platform, tell and sell that story to your patrons, policymakers, community leaders, civic groups, and the community at large. Be specific about communicating the value of the library to all its potential users, demographic groups, and supporters.

- Leverage and publicly promote the educational and economic development potential of the library as a community platform.

PLANNING

- Draw up a plan for the future sustainability of the library—including long-term funding and fundraising, board membership, planning for leadership succession, etc.

- Work with the library director to plan a community engagement effort; use it to identify library users’ aspirations and strategies to help the community and library succeed in the 21st century knowledge society.

- Ensure that the library’s programs, services, and offerings are defined around community priorities, recognizing that this process may lead to choices, trade-offs, and change.

- Know your town’s or city’s master plan—better yet, participate in creating or revising that strategic plan—so that you can better align the library’s activities with municipal goals. Make sure your strategic plan and the town’s plan are in sync.

DEVELOPMENT

- Change any long-held policies that impede the development of the library’s people, place, and platform.

- Assemble a list of desired outcomes and goals for the library, then make sure the library has the means to measure them. Communicate those outcomes to key policymakers, partners, and other community leaders.

- Support the deployment of broadband, Wi-Fi, and digital literacy skills throughout the community—especially to any economically disadvantaged, underserved, and other special needs populations.

- Create a plan for resource development, including new ways to deploy existing resources.

- Support the library director and staff by providing appropriate benefits and funding for their professional development.

- Make sure that the diversity of membership on the library board reflects the diversity of the community.

- Consider including on the library’s board of trustees a member of the village board, city, or town council who can serve as a liaison between your board and the municipal government.

- Become involved in efforts to advance the future of libraries beyond your immediate community—meaning at the regional, state, and national level. Be an outspoken proponent of efforts to give libraries greater resources so that they can continue to provide value to their communities and to the greater society.

rooms at the library for two hours at a time while forming their start-up. It was another light-bulb moment for Friedemann: “[Coworking spaces] bring people together at the library.”

Financing the future

Friedemann says she has noticed over the years that “we need a new vision for how to fund our libraries.” That’s also a major point of the Aspen Institute report. Friedemann says not enough smaller libraries in her area are supported by county or municipal property

taxes and therefore have irregular—and perhaps undependable—income. That should change.

Taxes, however, may not be the entire answer for some communities. The report suggests setting up long-term endowments and foundations, seeking 501(c)(3) tax-exempt status and grants from employers and large charitable foundations, and possibly combining local libraries into regional networks that share funding and resources. The report also recommends exploring alternative business models that maximize and sustain efficient library operations and



"The library's future is to go out and be engaged in the community. Libraries are these critical connectors for communities and connectors to others."

AMY GARMER

Director of the Aspen Institute's Dialogue on Public Libraries



good customer service. Trustees must also consider ways of achieving economies of scale in a networked world, without compromising local control.

Jacknis goes even further. "There needs to be more federal funding," he says, given this expanded role for public libraries, and not just for building the digital platform. Trustees have a role in lobbying state and federal legislators and finding allies to help preserve the future of public libraries. A recent public library survey by the Institute of Museum and Library Services found that on average, public libraries receive only 0.5% of their funding from federal sources.

Maureen Sullivan, past president of ALA and a member of Aspen Institute's Dialogue on Public Libraries working group, agrees there is significant trustee resistance to long-term financial planning, but she says it must be overcome: "All library trustees should be strategically thinking far ahead, especially regarding long-term fundraising. In every city, the library board should be asking, 'What can we do to establish financial stability?'" Sullivan acknowledges that in many cases, board members have had no experience raising money, but they must "stretch and develop it," she says. And the library director can lead them in this conversation by first discussing why it's important, then describing successful strategies in other settings.

Developing the team

Trustees need to look to future development, including providing for their own replacement and succession. That involves recruiting younger board members when the opportunity arises, people who are representative not only of the diversity of the community but also those who have grown up with the internet. "The first generation of those 'born web' with rewired minds is now in their mid-20s," Stielow says. "We need to sit back. They are about to knock our socks off."

Friedemann agrees. Young professionals who are leaders of their generation "are into other financing mechanisms such as crowdfunding that older trustees may not be familiar with." She compares the situation with the tech knowledge her staff lacked in

the 1990s, when her secretary was still creating overhead transparencies for slide presentations. "My secretary didn't know what she didn't know," she says. "I knew she needed to learn PowerPoint." There are still library trustees who don't know what they don't know, and they may be loath to admit it.

To find those new leaders requires making contact with organizations that young professionals join, holding events that introduce them to the public library and its future plans, and giving them ideas about what their contribution could be. That may be easier said than done, as Friedemann discovered when she tried to arrange an after-hours mixer. Library staff made a tremendous effort and organized the event, she recalls, but it was a hard sell because of several conservative board members. "Some older trustees didn't understand why younger people wouldn't gather together over iced tea" instead of wine and beer, but board approval was necessary in order to serve alcohol at the event. It was denied. Friedemann concludes that the library may have to try an after-hours event again.

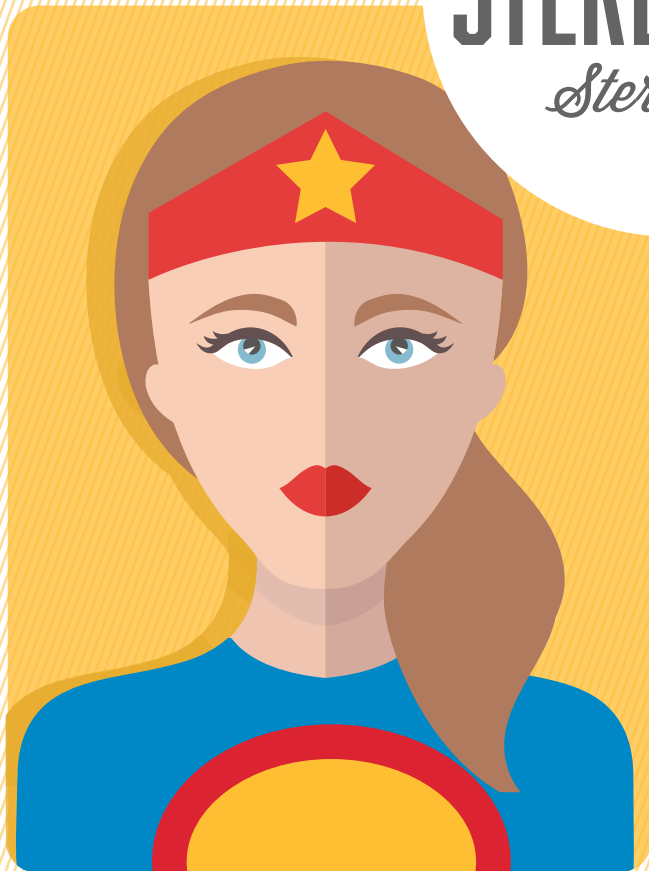
Change, however, can be a touchy thing, coming in fits and starts. Stielow says he fully supports the Aspen Institute's recommendations but thinks the report underestimates how stressful some of these changes will be for libraries and trustees. "I think the report shortchanges the rough parts and angst of transition," he says. "For many, the library is a sacred and traditional space. One brings change at peril. Trustees are in part the keepers of faith and will need to remember the need for communication and tender loving care. We don't want to inadvertently anger, hurt, or leave folks behind in the rush for a brave new world." ■



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The
STEREOTYPE
Stereotype





As far back as the early 1900s, librarians have observed and commented on their public perceptions. Over the last 10–15 years, this interest in librarian stereotypes, especially those concerning fashion, sexuality, and subcultural membership, has only increased. But why are we so deeply interested in, invested in, and driven to change librarian stereotypes?

The answers lie in understanding the history of stereotypes in our profession and also in looking outside the profession to larger social conditions.

We cannot separate our understanding of library stereotypes from the history of librarianship that influenced their development in the first place. Librarians are not explicitly responsible for the creation and perpetuation of negative stereotypes, but neither are they fully removed from the cultural milieu that gave birth to those stereotypes. Both the development of those stereotypes and the sustained interest in them come from two root causes: the history of the development of librarianship as a profession, and the negotiation of gender, race, class, and sexuality within library organizations.

There are numerous librarian stereotypes, with the most recognizable being the middle-aged, bun-wearing, comfortably shod, shushing librarian. Others include the sexy librarian, the superhero librarian, and the hipster or tattooed librarian. These stereotypes are all characterized predominantly as feminine, white women. Newer librarian stereotypes, particularly those offered by librarians themselves, tend to be depicted as younger white women. The original

librarian stereotype, which was superseded by the introduction of his prudish sister, was that of the fussy (white) male curmudgeon.

ROOTS OF THE STEREOTYPE

Librarian stereotypes can be traced, in part, to cultural anxieties about the emergence of the profession. One of the central arguments in library history over the last 60 years has been whether or not librarianship is, can be, or should be a profession and, if it is a profession, whether or not librarianship succeeds at the professionalization project.

Librarianship emerged in its modern form during a time of rapid change in American society, as the Victorian era was coming to a close and a new and youthful urban attitude was taking precedence over more traditional values.

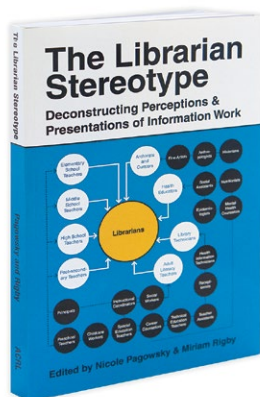
The burgeoning field of librarianship was swept up in this change, which was largely coming from the overwhelming success of the capitalist business model.

Early American librarians almost exclusively came from New England gentility or, by virtue of their educational background and politics, became accepted as part of that class. They believed in the possibilities of moral uplift for the poor and uneducated and saw themselves as the perfect missionaries for the job.

By the mid-1870s, however, American society was turning away from the educated class as a beacon of moral and economic authority. Instead, the sons of educated men began turning to individualistic

Our obsession with librarian representation

By Gretchen Keer
and Andrew Carlos



This is an excerpt from *The Librarian Stereotype: Deconstructing Perceptions and Presentations of Information Work*, edited by Nicole Pagowsky and Miriam Rigby (Association of College and Research Libraries, 2014).

pursuits, and those who followed more communal paths were seen as old-fashioned. At the same time, after the American Civil War, a new ideal of masculinity was emerging: the “self-made man.”

In his article “What It Means to Be a Man: Contested Masculinity in the Early Republic and Antebellum America” (*History Compass*, Vol. 10, No. 11, 2012), Bryan Rindfleisch describes how the self-made man was at odds with the old masculine ideal, the patriarch, on a number of raced and classed levels. Although the patriarch’s strongest foothold was in the South, he, like library leaders during the late 1800s, was steeped in cultural values that valued a “non-laboring livelihood” as “the emblem of one’s elite status.” Old-guard library leaders were something of a hybrid version of this archetype since they indeed labored for a living, but they revered the elite status the patriarch represents.

As gentility was abandoned by young men, it became more identified both with old-fashioned values and with femininity. Women were looked to as keepers of the culture, and they took that responsibility seriously. As genteel society became almost entirely embodied by the “lady,” the genteel lady became “a new social type—a curious transitional blend of feminist and domestic queen.” So, as librarianship resisted the hypermasculine modern consumerist culture, it also became a natural harbor for the newly adventurous modern woman.

Melvil Dewey was a prime example of the self-made man, and as such he linked professional status with power and influence. He applied business tactics, such as efficiency and entrepreneurship, to his work as a library innovator. Dewey was driven to professionalize librarianship, and he was able to convince his colleagues to pursue this path. This drive resulted in the founding in 1876 of the American Library Association and, in 1887, of the School of Library Economy at Columbia College.

However, this new entrepreneurial ideology was not embraced by the majority of library leaders until the 1890s, and in the meantime the old guard did not go down without a fight. As American librarianship was

burgeoning into a profession, the very things that had defined the erudite, educated librarian began to fall out of favor, and modernization dimmed the genteel class’s preeminence as the arbiters of cultural correctness.

During this time, librarianship was in full-throttle moral-uplift mode, battling the tides of labor unrest and popular fiction. This tension between an idealized vision of educated gentility and the relentless push of capitalist modernization, and between the self-made

man and his suffragist sister, can still be felt in debates within librarianship today over censorship, the preeminence of technology, information access, and social activism.

Librarianship tends to be a very public-facing occupation, both on the job and off the job. People recognize librarians throughout their community and engage them in conversation. This creates a sticking point for librarians: At what point in their day can they take off the mask of professionalism that they are wearing? This extends beyond physical space. Consider the situation in which librarians become acquainted with their

patrons through social media. Does the idea of professionalism extend to this realm as well?

With the rise of online communication, librarians now have venues for discussion that are speedier and more frequently updated than either the postal service or conferences. Those venues allow for intercultural communication, not just among different varieties of librarianship, but across diverse geographical locations. The openness of these mediums brings up an interesting issue with professionalism.

LIBRARIANSHIP AS A PROFESSION

Contemporary librarians find themselves reflecting on the same questions that have dogged our field since its earliest days: Is librarianship a profession? If so, what does that mean? What does it mean that librarianship is a feminized profession? How can we as a profession resist gendered societal pressures to be passive and nurturing at the expense of respect and compensation? Is the lack of respect afforded to librarians simply due to the decline of professionalism (and its attendant power) in general? Or are librarians themselves somehow responsible for the

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lack of respect afforded them? Are stereotypes a way for our culture to work out its ambivalence about the status of librarians? Is it true that people tend to respect their doctors, lawyers, professors, and clergy even if they do not always understand them but do not respect librarians in the same way?

And if, as Worcester Polytechnic Institute professor Brenton Faber argues, “professionalism is a social movement predicated on knowledge control, social elitism, and economic power,” do librarians really want to be considered professionals? Does, in fact, “professionalism” work in direct contradiction to stated librarian ethics? And, conversely, do our professional ethics actually work against our professional status? The work of librarianship revolves around providing access to information, following the belief that an informed citizenry makes a robust democracy, while the hallmark of professionalism is undoubtedly gatekeeping.

Ultimately, librarians’ opinions about librarianship as a profession and the public’s opinions on the topic are in agreement on the most salient point. Based on the numerous articles in the library literature that grapple with the status of librarianship and question librarianship as a profession, as well as popular media that explores librarian stereotypes, we can conclude that, despite being beloved by a number of prominent and not-so-prominent individuals, librarianship as we know it is often treated in popular culture as a low-status profession or not a profession at all.

NEGOTIATION OF CLASS, GENDER, AND SEXUALITY

Librarianship was not always a female-dominated occupation. Middle-class white women in the United States began entering “genteel” professions such as librarianship only in the late 19th century. It was much later that women of other races and ethnicities were given entry into the profession. The earliest librarians in America were educated white men from established families in New England. Many of them had fathers who worked as clergy or professors. Early male librarians were also career changers, which contributed to the stereotype of librarians as “men who failed at something else.” As clerks tasked with

baby-sitting books, male librarians were seen as passive, fussy, and custodial.

When (white) women began entering the profession in the 1880s, the librarian stereotype took on a new dimension. As the male librarian stereotype became more pronounced, there arose a new female librarian stereotype. By 1900, the passive, submissive, and plain librarian stereotype we recognize today had emerged. Women were hired to take over the less desirable

aspects of librarianship and were paid low wages because they had no leverage. Administrators endeavored to hire women because they were better educated than men attracted to the profession and were unable to demand comparable wages.

By the end of the 1920s, white women did indeed come to dominate librarianship. In fact, in 1930 librarianship was 90% female. In response, librarians tied themselves in knots trying to rationalize that fact.

For instance, from the 1960s through the late 1970s, gender-predicting personality tests were administered as entrance requirements for both library school admission and employment. The tests, such as the California Psychological Inventory Femininity Scale, asked subjects to answer true or false to such statements as “I want to be an important person in the community” (the correct feminine answer being false) and “I am somewhat afraid of the dark” (true). The feminine answer to “I think I would like the work of a librarian” was, of course, true. The more “feminine” answers the applicants gave, the more positively they were rated.

These practices were meant to give a scientific rationale for hiring decisions, but the logic was flawed. If librarianship is female-dominated, then all librarians (regardless of gender) will be, indeed must be, feminine-minded. Female and male librarians alike have been caught up in the resulting gender-role stereotypes. Female librarians were automatically sexually repressed spinsters because it was impossible for our culture to acknowledge an educated, intelligent woman with a healthy relationship to sexuality. Male librarians had to be gay because it was impossible to fathom a heterosexual (which is here conflated with masculine) man who would willingly



do “women’s work.” These stereotypes persist despite advances in civil rights, because these cultural assumptions and inequalities still exist.

The trend in librarianship has been to counter the ill effects of being a feminized occupation with a strong dose of professionalism. In “The Male Librarian and the Feminine Image: A Survey of Stereotype, Status, and Gender Perceptions” (*Library and Information Science Research*, Oct.–Dec. 1992), librarian and scholar James Carmichael draws attention to the feminist critique that “professionalism has too often been modeled on preexisting masculinized institutional structures.” Other scholars argue that because “bureaucratic management—abstract, rational, objective, instrumental, and controlling—has been essentially masculine in the way it has been implemented and theorized ... a case might be made, therefore, for viewing the library profession ... as masculine in nature.” Thus librarianship resists easy categorization as either a “feminine” or a “masculine” pursuit while being claimed (and sometimes denigrated) as both.

In a survey sent to nearly 700 male librarians, Carmichael attempted to discern certain views of the profession from a male perspective. In asking about possible male stereotypes, Carmichael received some expected results that further reinforce the stereotype of the gay male librarian and of the dowdy male librarian, both of which rely on a stereotype of feminine (or emasculated) men. The survey results, however, provide a male-dominated, heteronormative view of librarianship. Underlying the respondents’ discussion of the gay male stereotype is a fear of being assumed to be gay or too feminine by being in a feminine profession. Ten years later, Paul S. Piper and Barbara E. Collamer recreated Carmichael’s survey for their work *Male Librarians: Men in a Feminized Profession* and found that male librarians are relatively comfortable in the field and moreover do not see it as a “woman’s profession.”

CULTURAL SHIFTS

By the 1950s, librarianship was in what some call its golden age. Federal support was booming and libraries were relied on more and more to supplement public

schooling. Library literature both noted and ignored the fact that women, who made up the majority of the library profession by this point, were hired more often at part-time rates as well as paid less and promoted less often than men. These statistics began to be addressed when there was an upswing in feminist perspectives in librarianship in the 1960s and 1970s.

Reviewing the history of librarianship and librarian stereotypes helps us to remember that libraries reside fully within current cultural climates.

When we address library stereotypes at face value without taking into account the broader social realities that not only make them possible but also reinforce their potency, we put ourselves in a quixotic situation. This is when new (and equally damaging) stereotypes are invented, sometimes by librarians themselves, to supplant the old.

Because larger structural inequalities such as sexism, racism, and classism are at work in the creation and perpetuation of popular narratives about librarians, improving the psychological well-being of

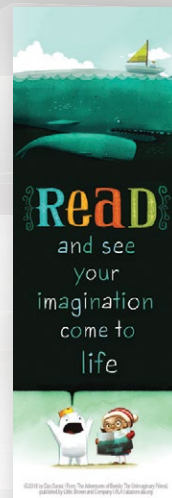
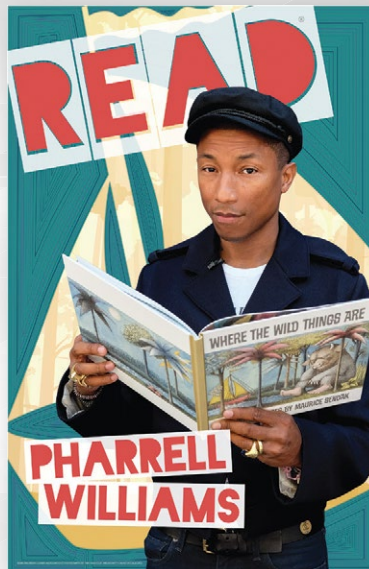
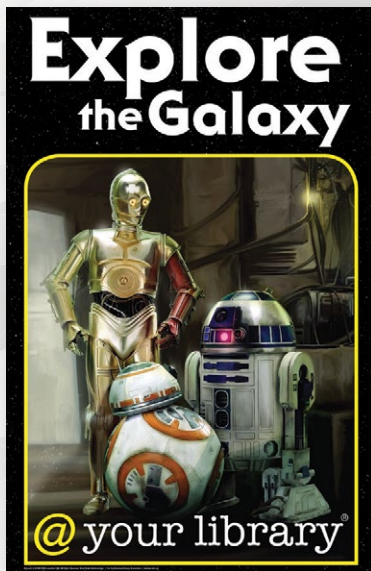
individual librarians is not the solution to the problem of librarian stereotypes. It is important to acknowledge that stereotype threat is at work within librarianship because of the raced, classed, and gendered reality of individual librarians’ lives.

The most effective way to combat the negative effects of librarian stereotypes is to work diligently toward social justice for marginalized groups. Furthermore, creating alternative imagery to supplant objectionable stereotypes in fact makes the situation worse. Ultimately, public perception will change, but if we wish to have some influence over it, we must both stop spending so much energy on policing our coolness factor and put more energy into being a profession that stands for fairness and equality among all people. ■

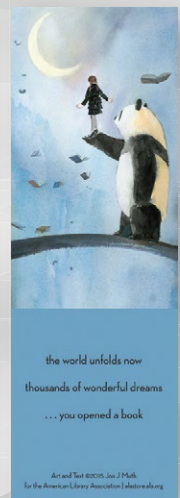


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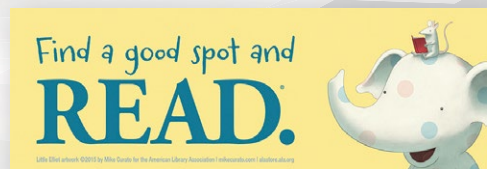
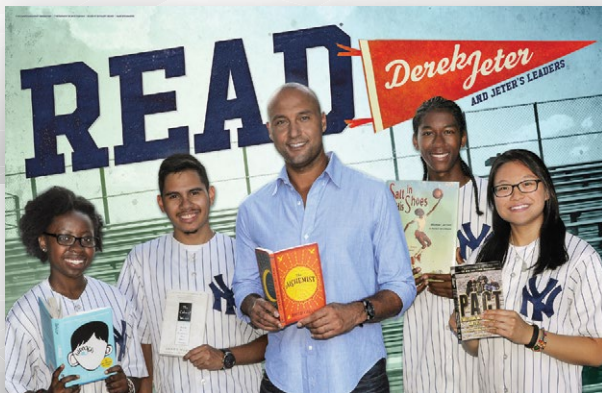
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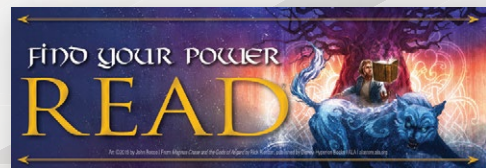
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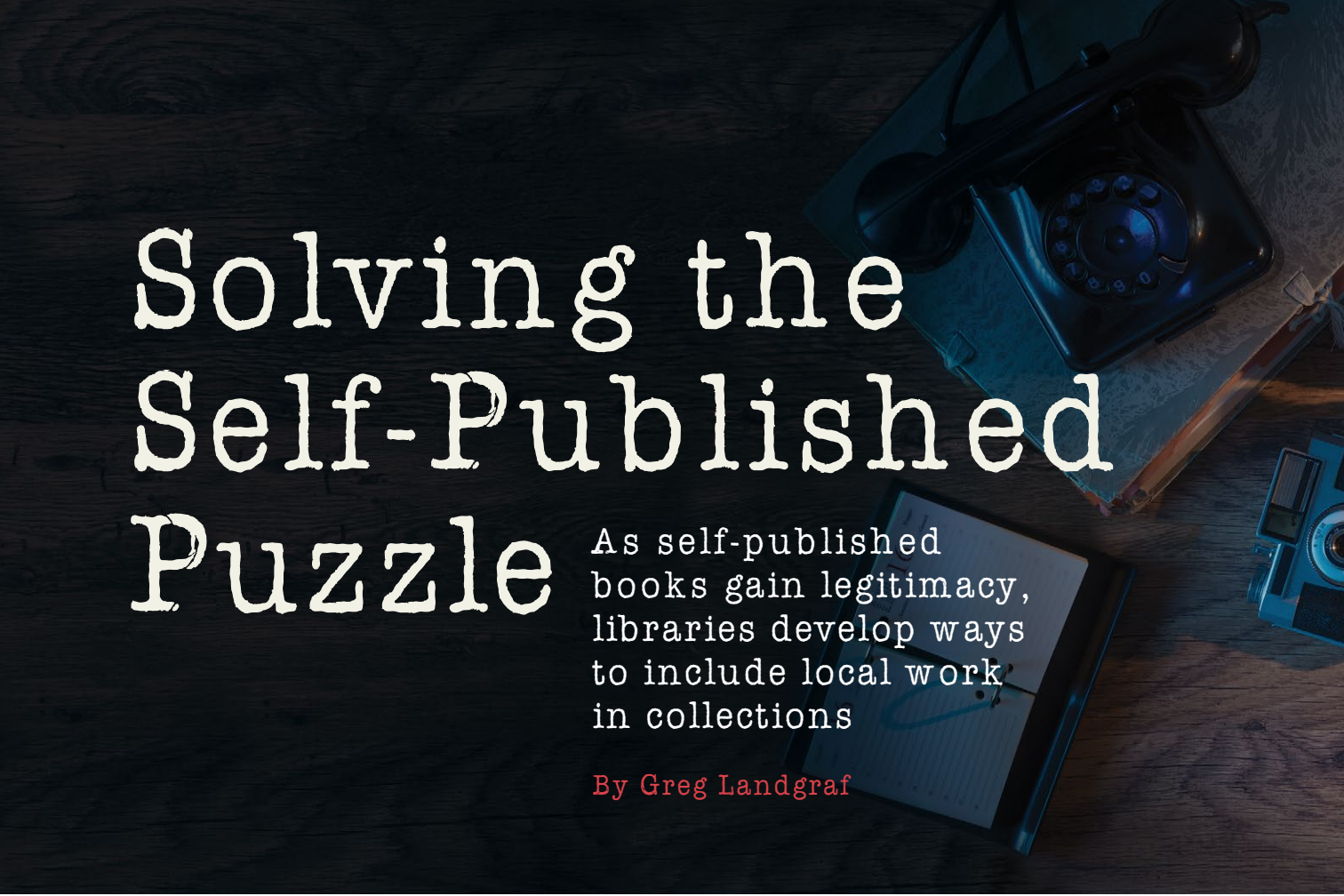


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Solving the Self-Published Puzzle

As self-published books gain legitimacy, libraries develop ways to include local work in collections

By Greg Landgraf

Traditional attitudes toward self-published books are changing. While long decried as the worst-written dregs at the bottom of the publishing barrel, self-publishing has started to attract reputable titles to its ranks thanks to new technologies and business models. These titles, in turn, are attracting audiences, with some self-published books even becoming bona fide smash hits.

“We used to have an event in Glen Ellyn called BookFest involving local merchants and the library,” says Susan DeRonne, adult department director at Glen Ellyn Public Library (GEPL). “[It] had a tent where self-published authors could sell their works, and it became more and more popular in its last years.”

GEPL is one of a growing number of libraries that are acquiring self-published books and making them available to patrons, either in dedicated collections or as part of their

regular holdings. These libraries recognize that many self-published works offer unique value and a way to provide service tailored to their community.

“People in Toronto are interested in reading books about Toronto, so we’re interested in buying local books,” says Kathryn McClurg, collections librarian at Toronto Public Library (TPL). McClurg adds that the library has acquired some self-published gems on topics with strong local interest that haven’t been addressed by major publishers.



These include a book on Canadian pensions, an important and complex subject, as well as one on growing fruit trees in Toronto, written by a local orchard owner.

Offering an outlet for self-published books created within a community also connects to the mission emerging at many libraries of supporting all phases of the creative process. “We just broke ground on our new makerspace, and we are committed to the idea of partnering with our patrons for creation,” says Kady Ferris, electronic content librarian at Multnomah County (Oreg.) Library (MCL). “We have a big community of writers in Portland who are trying to get their work into our collection, so we wanted to have a formal avenue for them to do that.”

Building collections

Libraries are taking a variety of approaches to add local self-published books to their collections. One relatively common one is a partnership with an ebook self-publishing platform. That’s the approach MCL took when it launched the Library Writers Project in September, after hearing

about a project Seattle Public Library did with the Smashwords platform last fall. Through December 31, MCL will accept submissions from local self-published authors to be considered for inclusion in the library’s collection. Submissions must be ebooks available through Smashwords.

“With print we’d have a lot of issues with staff time and number of copies, but those aren’t considerations in the electronic space,” Ferris says. It also simplifies purchasing: Smashwords has a partnership with OverDrive, the library’s ebook vendor, so the acquisition process is the same as for other ebooks.

For the first year, the Library Writers Project will be focused on adult fiction. “We know that’s the biggest category of circulation for our ebook collection,” Ferris says, although the library considered other genres. Poetry is a possibility for future inclusion, but the library decided that nonfiction would be too difficult to fact-check.

At the end of the submission period, library staff will evaluate the submissions and make selections for the collection. There’s no specific number of books the library



Toronto Public Library receives about 300 requests per year from authors to consider self-published books.

plans to acquire. Instead, “we’re looking for books that we can recommend to a patron who is looking for a new read, and start a foundation for a local ebook collection that we can grow,” Ferris says.

The prospect of having their books added to the collection has drawn plenty of interest from local writers. In the first nine days of the submission period, 17 books had been submitted, and many more authors had asked how they could take part. And Ferris is optimistic that the collection can attract an audience. “We have 2,000 people per day visiting our OverDrive site,” she says, “so getting those eyeballs on local writers is a big goal.”

GEPL’s collection of self-published works, on the other hand, is currently limited to physical books. The library created its Emerging Author Collection, which now has about 46 titles, at the start of 2015. That collection is restricted to books by authors who live in or around Chicago, or books about the area. And, while it’s not restricted to self-published works, most of the titles in the collection are self-published.

Authors must donate their books to the collection. The staff member responsible for selecting books for a genre or subject area reviews each submission, but DeRonne says that the library will accept most books, as long as they meet the Chicago-area requirements and the books are bound in such a way that they can withstand circulation. However, DeRonne notes that items can rotate out of the collection, either being withdrawn if there is not enough interest or being added to the library’s regular collection if circulation justifies it.

The collection does add some cataloging work because GEPL librarians typically need to perform

original cataloging to generate bibliographic records for the self-published works. DeRonne says that the size of the collection has been small enough that cataloging hasn’t been a significant burden.

The library is currently looking at products that will allow it to offer self-published ebooks, and DeRonne says that the library has budgeted to include ebooks in the collection next year. “We expect the collection to continue to grow, particularly when we add the ebook portion, and we’re looking forward to that,” she says.

TPL doesn’t have a special collection for self-published books, but McClurg says the library has always considered self-published books for its regular collection and the number of self-published titles that authors ask the library to consider has grown significantly in recent years. TPL now

receives about 300 requests per year from authors to consider self-published books, although it ultimately adds far fewer than half of those to its collection as either hard copies or ebooks in OverDrive.

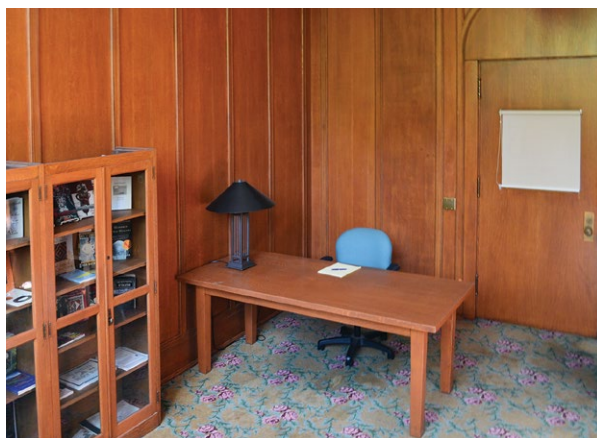
Because the number of requests has grown so much, the library has formalized its procedures for considering self-published books. “It has really helped,” McClurg says. “Before, many authors thought that they could come in and talk to us for an hour about their books, or that we would buy the book on the spot”—both impractical things for a busy library to do 300 times a year. Since the library started providing information about how the library considers and acquires books, most authors follow the library’s instructions,

making the process much more efficient.

Self-published books are subject to the same selection criteria as traditionally published titles. “If the



The Emerging Author Collection at Glen Ellyn (Ill.) Public Library is restricted to authors who live in or around Chicago or books that are about the area.



The by-application-only Sterling Room for Writers, on the second floor of Multnomah County (Oreg.) Library's Central branch, is one way the library caters to local authors.

book has been reviewed, that makes a big difference,” McClurg says. Nonfiction books, when the author has strong credentials for the subject, are also good candidates for purchase, as well as books with local interest, such as memoirs or books from particular communities that are valuable for genealogy research.

Actually purchasing the books can sometimes be a challenge. “If the author has made the books available through a wholesaler, it’s the same process as other books,” McClurg says. But many self-published authors handle orders themselves and they don’t necessarily have experience with that side of the business. That can add time and costs for the library if the acquisitions supervisor has to walk the author through the invoicing process.

Still, the benefits justify the costs. “There are good self-published books out there, and that’s why it’s worth our while to make it easier for authors to work with us,” McClurg says.

Connecting to a community

Public reaction to the new collections in both Multnomah County and Glen Ellyn has been favorable. “Our social media comments have had a lot of positive response, and a lot of people have asked how to submit,” Ferris says. In Glen Ellyn, local papers covered the new collection when it was introduced.

The collections also offer another way for the library to connect to local writers’ communities. DeRonne says that GEPL doesn’t have a dedicated writers’ group, but it does belong to a group of Illinois libraries that sponsors a series of “Inside Writing and Publishing” seminars. “That’s where we got a big chunk of our list of people who might want to submit their books,” she says. The library also hosts programming related to National Novel Writing Month (NaNoWriMo)—the annual event in which participants attempt to draft a novel within the month of

November—and it will promote the Emerging Author Collection then as well.

MCL’s collection isn’t directly connected to NaNoWriMo, but the submission period was timed to coincide with the event. The library has established a series of programming related to self-publishing taking place through the end of the year to help local writers finish and publish their books, including a talk by Smashwords CEO Mark Coker.

“We’ve got our Sterling Room for Writers and have done a lot of programs for writers,” Ferris says. “The Library Writers Project seemed like something we could do to shine a spotlight on those local writers.”

Of course, books need to find their readers to achieve their full value, and libraries offering self-published titles are keeping the readers in mind as well as the authors. “I think everyone is looking for their next great read,” Ferris says. “You see the same bestsellers pushed at you all the time, but self-published books let people read local and hopefully get a sense of discovery and delight.” ■



GREG LANDGRAF is a regular contributor to *American Libraries*. He lives in Chicago.

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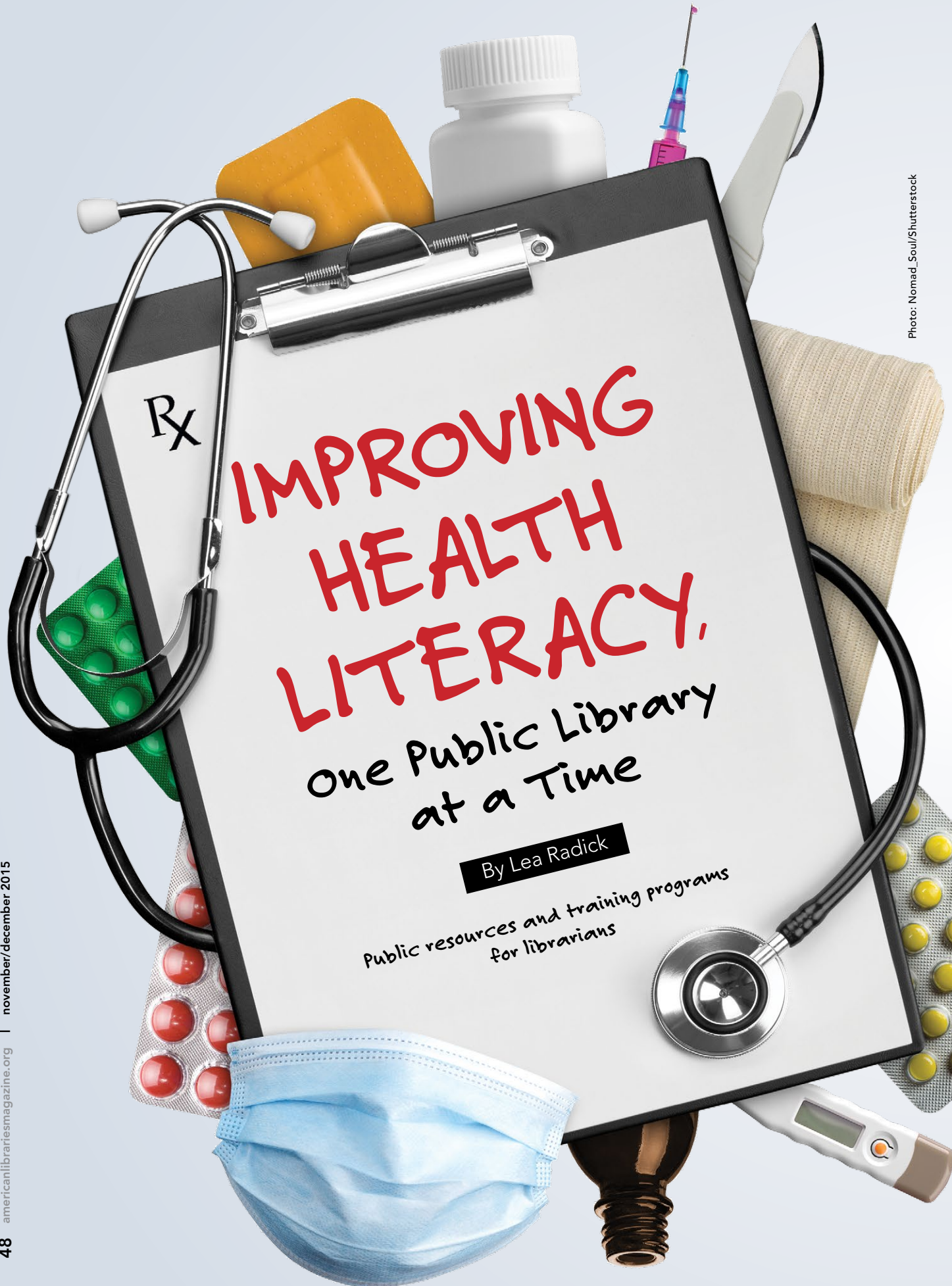


Photo: Nomad_Soul/Shutterstock

The first thing that Jennifer Davis tells patrons who come to her seeking medical information is not to Google their symptoms. “It’s the worst thing you could possibly do,” says Davis, director of Hall Memorial Library, which serves the communities of Northfield and Tilton, New Hampshire.

Instead, Davis assists patrons with their health care questions by helping them find information on MedlinePlus (medlineplus.gov), an authoritative, free website where the public can find health information in more than 40 languages.

Although Davis, a former medical librarian, is familiar with health care topics, most public librarians do not necessarily have a medical background. Still they may be faced with an assortment of health-related questions from the public every day.

More than 90 million adults in the United States have low health literacy—how well a person can get needed health information and services, and how well he or she understands them—according to the National Library of Medicine (NLM). NLM produces MedlinePlus, a National Institutes of Health (NIH) website that’s just one of several consumer health resources available to the public.

A recent health information outreach project undertaken by the National Network of Libraries of Medicine, New England Region (NN/LM NER), trained public librarians to use MedlinePlus, according to Michelle Eberle, health literacy and community engagement coordinator for NN/LM NER.

NN/LM, which is split into eight regions, supports a network of libraries to increase equal access to health information with resources from NLM through educational opportunities, exhibits at conferences, and funding for health information outreach projects, such as the one

undertaken by NN/LM NER. The network currently has more than 6,425 members, of which 1,322 are public libraries, according to NN/LM.

Each year, NER—one of the smaller regions—identifies specific geographic areas that are medically underserved for a “Focused Health Information Outreach” project. In 2014, the entire state of New Hampshire was selected for the project, which ran from September 2014 to May 2015.

Training the trainers

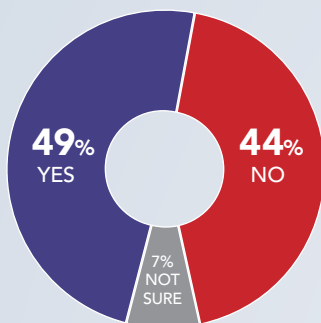
After identifying local health information needs, and barriers and boons to the project, NN/LM NER partnered with the New Hampshire State Library in Concord to train librarians—including Davis—from each of the state’s 11 library cooperatives on how to use MedlinePlus. Eberle led two training workshops in February and March 2015.

Those librarians in turn presented the same training at their co-op meetings. NN/LM NER provided each trainer with a USB stick containing Eberle’s PowerPoint slides and an outline to present the workshop, along with educational materials to distribute to attendees.

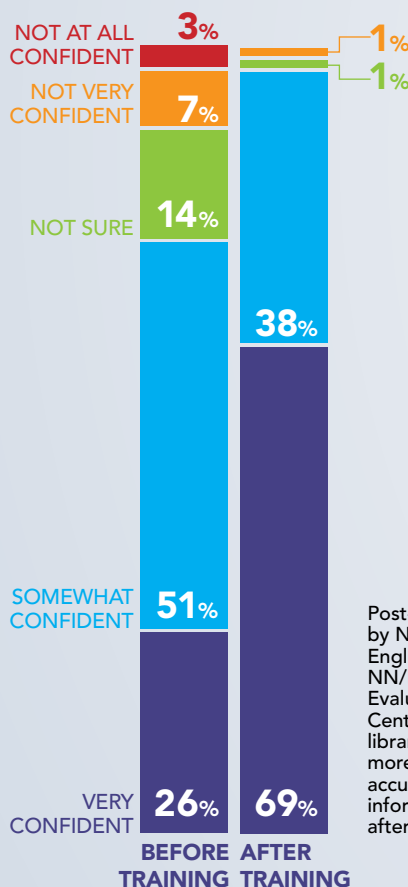
Ultimately, the “train-the-trainer” project, which was funded by a \$3,000 award from NN/LM NER, reached more than half of the libraries in New Hampshire, and more than 50 public libraries added the MedlinePlus widget to their websites, according to Eberle.



Do you **PROVIDE HEALTH INFORMATION** to others as part of your work?



How confident are you in your ability to **FIND HEALTH INFORMATION** that you trust?



Post-project evaluations by NN/LM New England Region and NN/LM Outreach Evaluation Resource Center show that librarians felt much more confident finding accurate online health information for patrons after training.

“By empowering New Hampshire public librarians with reliable, up-to-date health information for reference interviews and for their library websites, we’ve increased access to health information for New Hampshire residents,” she says.

As a result of the effort, post-project evaluations indicate that 98% of attendees thought the training improved their ability to find information that they could trust on the internet, up from 75% before the training.

Janet Eklund, administrator of library operations at New Hampshire State Library, says the most important outcome to emerge from the project is the education of librarians and their confidence providing consumer health information.

“Now, of course, they’re not going to be providing medical advice, but they’re comfortable in using the resource so that they can help educate their patrons to use it themselves,” Eklund says. “I think an increase in comfort level, knowledge, and skill is an excellent outcome for a program like this.”

Customizing community health information

Public libraries throughout the country are taking advantage of NN/LM and NLM resources to provide health information and offer their own health information services and programs, including several in the NN/LM Middle Atlantic Region (MAR).

In New York, for instance, Brooklyn Public Library (BPL) has received NN/LM funding to train staff on how to reach out to patrons who have health care information needs, such as teenagers and Spanish-speaking patrons, says Carrie Banks, supervising librarian of library services for children and youth with disabilities at BPL.

Additionally, in 2010 BPL’s Central Library participated in HealthCampNYC, a regional health “unconference” that focused on using collective knowledge to improve health literacy and community health, according to Banks’s colleague, Lisa Chow, a web analyst with BPL.

Chow organized the unconference—a participant-driven event where the focus is on the collective knowledge of the group—which was funded by an NN/LM mini-grant for slightly less than \$1,000. The event resulted in discussion and partnerships, such as BPL teaming with an organization to do technology training for seniors, including online health information.





HealthCampNYC regional unconference attendees vote during the Opening Session at Brooklyn Public Library.

NN/LM aims to improve access to reliable health information for the general public and health professionals and researchers who work directly with the public, says Lydia Collins, consumer health coordinator with NN/LM MAR. Programs use training on NLM resources and funding to encourage public libraries and other agencies to conduct health-related outreach directly in their communities, targeting the populations they feel would most benefit.

NN/LM courses focus on assessment and evaluation, consumer health, NLM databases, outreach and advocacy, and technology and systems, according to Collins. She adds that courses cover a wide array of topics, including the Affordable Care Act, and several that focus on veterans and military families, refugees and immigrants, seniors, and teenagers, all geared toward different types of libraries that serve varied populations.

Increasing mental health literacy

North Pocono Public Library (NPPL) in Moscow, Pennsylvania, has participated in several health literacy initiatives. One focused on improving access to mental health information, which was found to be lacking in northeastern Pennsylvania, according to Susan Jeffery, NPPL director.

Funded by an NN/LM MAR award, a mental health resources workshop called “Out of the Shadows” was held in two Pennsylvania locations. The library partnered with the Commonwealth Medical College in Scranton to organize the program, which targeted all



East Brunswick (N.J.) Public Library Consumer Health Librarian Catherine Adamo explains “Just for the Health of It” at a farmers market.

librarians in Pennsylvania to educate them about mental health issues that patrons may be experiencing and the resources they can offer to such patrons.

Topics discussed at the first workshop, held in October 2013, included recognizing mental health concerns in older adults and behavioral health disparities in northeastern Pennsylvania.

“The response was great,” Jeffery says. The workshop was so successful that leftover funding was used to hold a second workshop in April 2014 in central Pennsylvania.

Post-workshop questionnaires indicated an increased understanding and greater awareness of the mental health resources available to library professionals, says Bridget Carter Conlogue, interim library director and public services librarian with the Commonwealth Medical College.

Because the workshop was successful, NPPL is planning to participate in another NN/LM MAR project in which the library will offer a program called “Engage for Health” to help consumers learn how to effectively communicate with their doctors.

The program is being carried out through the Pennsylvania Library Association’s literacy initiative, PA Forward. Although the project is in its early stages, Jeffery says 20 libraries from throughout the state are already interested in participating.

“I think that’s an outcome in itself, that people want to learn more about how to implement successful health literacy programs, and they’re also very excited about the evaluation piece,” she says.

Portals and public outreach

East Brunswick (N.J.) Public Library (EBPL), which serves a community of nearly 48,000 residents, has been running its “Just for the Health of It” health literacy initiative since 2009 to deliver equal access to trustworthy health and wellness information, says Karen Parry, EBPL manager of information services.

The initiative features a proprietary health portal (wellinks.org) that Parry and her staff created, spurred by Parry’s personal experience of searching for health information about a type of cancer that her mother had.

The library improved the portal after NN/LM MAR awarded it \$15,000 in 2010. The portal now receives more than 2,000 visits each month from librarians and the community alike to access health information available in seven languages: Arabic, English, Gujarati, Hindi, Korean, Mandarin, and Russian.

Last year, EBPL won two other awards from NN/LM MAR—\$10,000 to redesign the health portal and \$5,000 to market the newly redesigned health portal to the community. The library also received an NN/LM MAR award for \$10,000 in 2012 to replace server equipment damaged by Hurricane Sandy.

Additionally, some of the librarians go twice a week into the community to set up a “Just for the Health of It” table to hand out brochures and answer health questions.

Parry also credits NN/LM MAR, of which her library has been a member since 2010, with offering her staff health literacy training opportunities. Five of the professional librarians at EBPL have become certified consumer health librarians through training provided by the Medical Library Association’s Consumer Health Information Specialization Program.

Separating good information from bad

“I believe the training has given public librarians the knowledge of quality and accurate health information that’s available to them online, particularly the National Library of Medicine’s resources,” says Lisa Boyd, consumer health librarian with the NN/LM National Network Office in Bethesda, Maryland.

Training for librarians “not only gives them the

knowledge, but it helps them to be able to evaluate what is good health information online. It also increases the public librarian’s confidence in researching health information and answering health information inquiries

from their patrons,” Boyd says. Although public libraries have been a source for health information for many years, libraries started to become more of a resource in the 1980s and 1990s, especially when MedlinePlus debuted in 1998.

Librarians field health information questions on a variety of topics, Boyd says. “But the climate of the day does kind of temper what people ask for.” For example, more people ask questions about health insurance because of

the Affordable Care Act. Last year there was an uptick in questions related to the Ebola outbreak.

Community impact

In terms of the impact such training has had on community health and health literacy, Boyd says the NN/LM National Network Office hopes that it “has provided people with knowing where to find good health information that they can understand, acquiring skills to find good health information, being able to communicate with their health care providers, and being knowledgeable about medical words and terminology and how the health care system works.”

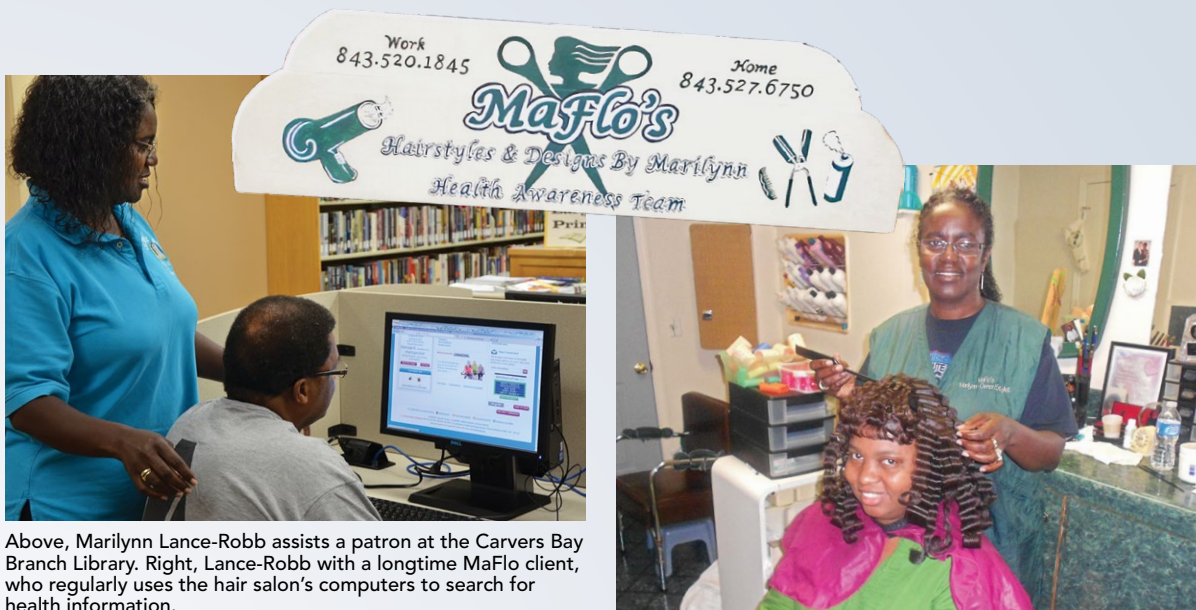
One program Boyd found particularly effective was a project funded by NN/LM Southeastern/Atlantic Region (SE/A).

Marilynn Lance-Robb, branch manager of Carvers Bay Branch Library and owner of MaFlo’s Hairstyles & Designs by Marilyn, both located in rural Georgetown, South Carolina, has been receiving grant funding from NN/LM SE/A almost continuously since 2006 to train people in the library and in her salon on how to use MedlinePlus.

Lance-Robb, who teaches basic computer classes at the library, says clients in her salon used to ask about health issues, and she printed out medical information at the library and brought it to them. She says her clients and their families are affected by a range of issues, including hypertension, diabetes, heart disease, breast cancer, prostate cancer, stroke, mental illness, amputation, kidney disease, teen pregnancy, sexually transmitted diseases,

Training for librarians not only gives them the knowledge, it helps them evaluate what is good health information online.





Above, Marilynn Lance-Robb assists a patron at the Carvers Bay Branch Library. Right, Lance-Robb with a longtime MaFlo client, who regularly uses the hair salon's computers to search for health information.

and addiction. However, after Lance-Robb applied for and won an NN/LM award, she added a computer to her salon and started training clients there, too, on how to search for health information about diet and exercise, minor aches and pains, or an illness or procedure they're facing.

The training project, known as "MaFlo's Health Awareness Team," has made a tremendous impact, Lance-Robb says. Since Lance-Robb started receiving NN/LM funding, the team has held more than 200 sessions and trained an estimated 2,000 participants on how to use MedlinePlus. In the last year alone, the project conducted 24 sessions and trained 251 participants, according to a final project report for 2014–2015.

Starting a health literacy program

A number of options are available to libraries that want to increase health literacy in their communities or start programs locally through NN/LM.

First, Eberle encourages public libraries to join the network, where they can become members for free. Public librarians can check if their library is already a member by visiting NN/LM's membership directory (nnlm.gov/members). To join the network, librarians must visit the NN/LM website (nnlm.gov) and select their region's membership page.

Once they become network members, libraries can attend professional development opportunities, use NN/LM's educational materials for their own trainings and events, and apply for funding opportunities at the

regional level. Each region has its own funding cycles and types of awards, Collins says.

On a national scale, NLM offers up to \$100,000 for Information Resources Grants to Reduce Health Disparities—projects that bring "useful health information to health disparity populations and the health care providers who care for those populations," Eberle says.

In addition to its regional resources, NN/LM houses several national centers, such as the Outreach Evaluation Resource Center, which helps libraries plan and evaluate health information outreach projects by offering professional development, publishing a blog, and providing free consultation to libraries interested in planning a project.

The NN/LM National Training Center offers e-learning and in-person classes for NLM resources, such as PubMed and TOXNET, that are geared toward librarians, health professionals, the public health workforce, and the public to make the most effective use of NLM resources.

"Many people don't know about our regional medical libraries and they don't know about our network," Boyd says. "But NN/LM can do a lot for people when it comes to their health literacy and health information."

"We're here to be used," she says. ■



LEA RADICK is a freelance writer based in Chicago.





MAKING THE MOST OF MIDWINTER

Meeting must-dos for
Boston, January 8–12, 2016

Midwinter offers numerous opportunities to connect and share with colleagues, and invaluable experiences to take home to your organization. You'll witness the many ways in which libraries transform communities, discuss trends and innovations, see policy and advocacy take shape, and discover practices to make your institution more diverse and inclusive. Bundle up and meet us in Boston for an insightful and impactful conversation.

■ Kick off Midwinter with the **ERT/Booklist Author Forum** (January 8), an exciting panel moderated by a *Booklist* editor. Get inspired at the **Arthur Curley Memorial Lecture** (January 9), where you'll hear a talk by cyberbullying activist Lizzie Velasquez, best known for her TEDx talk viewed more than 9 million times on YouTube. Attend the **Auditorium Speaker Series** (January 9–10), presenting bestselling authors, thought leaders, industry icons, and technology innovators in publisher-sponsored sessions.

■ Join ALA President Sari Feldman as she welcomes **Sen. Cory Booker** (D-N.J.) as speaker of her **ALA President's Program** (January 10), in partnership with the Task Force on Equity, Diversity, and Inclusion. In his forthcoming book *United*, Booker explores the idea that connection and compassion must guide our nation toward a brighter future.



■ **Chelsea Clinton** will be the **Closing Session** speaker (January 11). She will speak about her new book, *It's Your World: Get Informed, Get Inspired & Get Going!*, which addresses our biggest challenges, offers ideas for action, and inspires readers of all ages to do their part to make the world a better place.

■ Hear from civil rights activist Mary Frances Berry at the **Martin Luther King Jr. Holiday Observance and Sunrise Celebration** (January 11) that commemorates King's legacy, recognizing the connection between his life's work and the library world.

THE EXHIBIT HALL

With more than 450 exhibitors and hundreds of authors, get the latest on books, products, and technology in the exhibit hall. Attend signings, take home ARCs, and enjoy live stages that include **Book Buzz Theater**, **What's Cooking @ ALA Cooking** demonstrations, and the **PopTop Stage** (January 8–11). Visit exhibitors.ala.org for an up-to-date list of exhibitors.



STAYING UP TO DATE

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- In **Kitchen-Table Conversations**, make ALA a space where members and staff collaborate and create together by discussing aspirations for your ALA professional communities.
- **Library Unconference** (January 8), **Library Camp** (January 11), and **Networking Uncommons** (open throughout the meeting) provide opportunities for questions, networking, conversation, small-group follow-ups, and impromptu sessions.
- Stop by the **ALA JobLIST Placement Center**, which provides free career counseling and connects job seekers and employers.

AND THE WINNERS ARE...

- For the first time at Midwinter, winners of the Andrew Carnegie Medals for Excellence in Fiction and Nonfiction will be announced as part of the **RUSA Book and Media Awards Ceremony and Reception** (January 10) alongside the Reading List, Notable Books, and Listen List selections.
- Honoring books, videos, and other outstanding materials for children and teens, the **Youth Media Awards** (January 11) will announce the winners of the Newbery, Caldecott, Printz, Coretta Scott King, and other youth awards and medals.

TICKETED EVENTS

- New in 2016, **Deep Dive Workshops** are half-day education sessions that offer active, participatory learning (January 9–11). CEUs will be available, with registration for each session capped at 25. Planned topics include futuring, diversity and inclusion, and community engagement. Advance registration (separate from Midwinter registration) is required. To learn more about Deep Dives and professional development offered by **Institutes**, visit alamidwinter.org.
- Be sure to attend **United for Libraries' Gala Author Tea**, featuring authors and book giveaways (January 11). ■

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Check out the ALA Midwinter Scheduler in November—and look for the mobile app in December—to receive updates, organize your events, get tailored recommendations, and create a shareable calendar.

KEEP BUSY IN BEANTOWN



"Go ice-skating on the **Frog Pond**, in the heart of Boston Common—great people-watching, too."
—Andromeda Yelton, director-at-large for LITA, based in Somerville, Massachusetts



"A trip to the **Brattle Book Shop** is a must for any book lover visiting Boston—250,000 used and rare books in a classic downtown setting."
—John Overholt, curator at Houghton Library, Harvard University in Cambridge, Massachusetts



"For a truly unique art experience, visit the **Isabella Stewart Gardner Museum**. The indoor courtyard will almost have you feeling like it is spring and not the middle of winter." —Stefanie MacLain-Hurd, 21st century archivist based in Boston

Currents

■ **Jessica Arnold** recently became librarian at Gibsonville (N.C.) Public Library.

■ **Lois Bannister** retired as librarian of Garland Smith Public Library in Marlow, Oklahoma, September 4.

■ **Cynthia “Cyndi” Roeder Barnett** joined Birmingham (Ala.) Public Library March 9 as a librarian in the Catalog Department of the Central Library.

■ Santa Clarita (Calif.) Public Library recently promoted **Kelly Behle** to city librarian.

■ The State Library of Ohio in Columbus has promoted **Cindy Boyden** to library consultant in

the Library Programs and Development Department.

■ **Dana Braccia** was recently appointed national director for public library services at LSSI of Germantown, Maryland.

■ **Daniel Brunk** was promoted to senior librarian at Pleasant Valley State Prison in Coalinga, California, July 31.

■ **Peggy Burge** recently became coordinator of teaching, learning, and digital humanities at the University of Puget Sound Collins Library in Tacoma, Washington.

■ **Laura Burnett** recently joined LSSI of Germantown, Maryland, as a regional manager for public library services.



Cynthia Roeder Barnett



Dana Braccia



Laura Gentry



Samuel C. Rumore

■ **Mickey Coalwell** recently joined LSSI of Germantown, Maryland, as a regional manager for public library services.

■ **Donna Cote** retired as director of Central Rappahannock Regional Library in Fredericksburg, Virginia, September 11.

■ The University of Puget Sound in Tacoma, Washington, recently appointed **Katy Curtis** as humanities librarian at its Collins Library.

■ **Chelsee Dickson** was promoted to full-time campus librarian at Chattahoochee Technical College in Marietta, Georgia, in June.

■ **Laura Gentry** recently became librarian in the Southern History Department of Birmingham (Ala.) Public Library.

■ On July 31 **David Greene** was promoted to senior librarian at California State Prison, Solano in Vacaville.

■ **Kit Hadley** retired October 2 as director of St. Paul (Minn.) Public Library.

■ August 3 **Colleen Hall** left her position as outreach department manager at St. Louis County (Mo.) Library to become

children’s services manager at Lexington (Ky.) Public Library.

■ **Martin Heijdra** was recently promoted to director of the East Asian Library at Princeton (N.J.) University.

■ **Richard Huffine** recently became librarian for the Consumer Financial Protection Bureau in Washington, D.C.

■ **James Lonergan** was appointed deputy state librarian for library support services at the New Jersey State Library in Trenton.

■ On August 3 **Julia Mielish** was appointed dean of library services at Wake Technical Community College in Raleigh, North Carolina.

■ **Donald Napoli** retired June 30 after 37 years as director of St. Joseph County (Ind.) Public Library.

■ **Dinah O’Brien** retired as public library director and director of community resources for the Town of Plymouth, Massachusetts.

■ **Robert Oldfield** was promoted to senior librarian at Central California Women’s Facility in Chowchilla July 1.

■ **Chris Pryor** left her position as manager of

CITED

■ The *Indianapolis Business Journal* named **Debra Champ**, IT director at Indianapolis Public Library, as one of its Chief Technology Officers of the Year August 12.

■ **Hannah Martinez**, concierge at Anythink Wright Farms in Thornton, Colorado, received the 2015 Lucy Schweers Award for Excellence in Paralibrarianship from the Colorado Association of Libraries in August.

■ **George A. Smathers Libraries at the University of Florida** in Gainesville were recently awarded a \$288,000 supplemental grant from the National Endowment for the Humanities to digitize more than 100,000 pages of historic newspapers in the Florida and Puerto Rico Digital Newspaper Project. The award follows a \$325,000 grant for the project the libraries received in 2013.

the reference department at St. Louis County (Mo.) Library August 21 to become manager of consulting and education with Amigos Library Services in Dallas.

■ **Amanda “Mandy” Richards** became adult services librarian at Fanwood (N.J.) Memorial Library July 13.

■ On June 12 **Jameson Rohrer** was promoted to senior librarian at California State Prison, Centinela in Imperial.

■ **Samuel C. Rumore** has been promoted to circulation manager at Birmingham (Ala.) Public Library’s Springville Road regional branch.

■ **Lance Simpson** recently joined Birmingham (Ala.) Public Library as system teen librarian.

■ **Joan Singleton** retired as director of Bartlesville (Okla.) Public Library August 28.

■ May 5 **Christina Tejada** was promoted to senior librarian at the California Institution for Men in Chino.

■ In August **Michelle Toohey** was promoted to head of collection management services at St. Louis Public Library.

■ **Tammy Westergard** recently became director



Tammy Westergard



Roy L. Williams

of Jackson County (Oreg.) Library Services.

■ **Roy L. Williams** has been appointed public relations director for Birmingham (Ala.) Public Library System.

■ In August, **Kimberly Wirth** became coordinator of information literacy/research librarian at Angelo State University in San Angelo, Texas.

■ **David Zavortink** retired October 2 as director of Camas (Wash.) Public Library.

OBITUARIES

■ **Edmond J. Doherty**, 81, director of Reading (Pa.) Public Library for 24 years until his 1990 retirement, died August 16. Doherty was active with several civic organizations, including the United Way of Berks County (Pa.), the League of Women Voters of Berks County, the Fellowship House of Reading, the Friends of Hopewell Furnace National Historic Site, the Ethics Board of the City of Reading, and the Advisory Committee to Berks County Area Agency on Aging. He also served as president of the Middle Atlantic Regional Library Federation from 1977 to 1979.

■ **Robert C. Gibbs**, 84, associate university librarian at Auburn University Libraries from 1968 to 1992, died April 28. Gibbs had also held positions in public and technical services at Penn State University and the University of Florida Libraries. He contributed to the most recent edition of the *Encyclopedia of North*

Carolina and was a volunteer with the Literacy Council of Wake County during his retirement.

■ **Allene Hayes**, 55, who retired in 2013 as chief of the US/Anglo Division of the Library of Congress (LC), died August 9. Hayes started at LC as a copyright specialist in 1983 and held many positions at LC during her career, including leading the Electronic Resources Management Team. She was an ALA Councilor from 2008 through 2010, and served on the ALA Diversity Committee and chaired the ALCTS Electronic Resources Interest Group. She also served on the Black Caucus of the American Library Association’s Executive Board, the International Federation of Library Associations’ Standing Committee on Acquisitions and its World Digital Library Group, and as president of the Daniel A. P. Murray African American Cultural Association.

At ALA

■ **Dan Bostrom**, manager of membership and marketing for the Association for Library Service to Children, was named one of Association Forum of Chicagoland’s Forty Under 40 association leaders for 2015.

■ **Nancy Gravatt** joined the ALA Washington Office as press officer September 9.

■ **Kai Hayden** joined the Young Adult Library Services Association as special projects coordinator September 8.

■ **Ian Lashbrook** left his role as program officer for certification with ALA–Allied Professional Association on October 2.

■ **Christine McConnell** left her role as communications specialist with the Association for Library Collections and Technical Services on September 30.

■ **Briana Shemroske** joined *Booklist* as editorial assistant in the Books for Youth department in September. ■

Send notices and color photographs for *Currents* to Amy Carlton, acarlton@ala.org.

Everything Is Messy

The changing business of youth and family services

by Linda W. Braun

Until recently, if you had asked me how I would describe, in a word, working with and for youth and families, I'd have probably responded: awesome. But not too long ago I was talking with a colleague about our work and she offered a different word: messy.

I realized that word was a fitting—and not necessarily negative—description. Many people serving youth and families in libraries may find it to be a “messy” business.

It's messy because:

- The audience we work with is not static. What youth and families need is always changing, and how libraries support those needs has to change too. Anyone who has ever made an adjustment to services—for example, transitioning from a summer reading to summer of learning program—knows that some people will love it, some people will hate it, and some just won't care. That's messy.

- The role of the library and its staff is evolving constantly. Libraries are no longer transaction-based institutions. Instead we are shifting our focus to informal learning opportunities for youth and families, often aimed at people who might not have used our services in the past. This means a library staff needs to adapt how they do what they do. Guess what? That's messy.

- Lifelong learning isn't just for the youth and families that we serve. We are always learning new things to keep up with trends in

libraries, as well as educational trends, technology, and best practices in assessment. Lifelong learning can be messy.

- We are no longer the sole experts on information retrieval and delivery in a community; increasing numbers of people, especially youth, are becoming savvy in this regard. Library staffers must accept that they are experts on some things but need to be co-learners with youth and families when it comes to others.

Not knowing everything can be scary, and having others lead the way can definitely be messy.

- There is a need to take risks and sometimes move faster than is comfortable. In libraries, it can be common to plan a big initiative over the course of months or years. But if we wait for everyone to agree and make sure every piece is in place, the world will have moved on, and what gets implemented may not resonate with the community anymore. We need to take risks, be flexible, and move quickly—and if the initiative doesn't work, analyze and course-correct. That's messy.

- We must realize that the purpose of outreach isn't just to bring youth and families into library buildings. Engage people with what they want, when and where they want it.



Anyone who has ever made an adjustment to services knows that some people will love it, some people will hate it, and some just won't care.

Instead of focusing on what you do as a function of getting the public through the door, demonstrate the value of the library no matter where the child, teen, or caregiver is present. Redefining how you reach your community can be messy.

- We need to realize that a library space is not solely designated for collecting. It's important, especially for youth and families, to provide spaces for collaboration, tinkering, and lively activity. This is how today's youth and adults learn, and this type of learning certainly is messy.

Are you familiar with the song “Everything Is Awesome” from *The Lego Movie*? It's a quirky favorite of mine and I often have it running on a loop in my head, but I now customize the chorus to “everything is messy.” The earworm has become a mantra, and it's such a small thing that is often a big help in keeping my work in perspective.

I encourage you to find whatever that small thing is for you and embrace the mess. It will be essential to moving libraries forward in 2016 and beyond. ■

LINDA W. BRAUN is a Seattle-based consultant and a past president of ALA's Young Adult Library Services Association.

Statement of Ownership, Management, and Circulation

Extent and nature of circulation: "Average" figures denote the number of copies printed each issue during the preceding 12 months. "Actual" figures denote number of copies of single issues published nearest to filing date, the June 2015 issue.

Total number of copies (net press run): Average 57,594; Actual 60,006

Paid or requested outside-county mail subscriptions: Average 49,466; Actual 49,202

Paid in-county subscriptions: None

Sales through dealers and carriers, street vendors, and counter sales: Average 1,961; Actual 2,151

Other classes mailed through the USPS: None

Total paid and/or requested circulation: Average 51,427; Actual 51,353

Free distribution by mail outside-county: None; **In-county:** None

Other classes mailed through the USPS: Average 34; Actual 38

Free distribution outside the mail: Average 1,232; Actual 2,809

Total free distribution: Average 1,267; Actual 2,847

Total distribution: Average 52,693; Actual 54,200

Copies not distributed (office use, leftovers, spoiled): Average 4,901; Actual 5,806

Total: Average 57,594; Actual 60,006

Percent paid and/or requested circulation: Average 97.60%; Actual 94.75%

Statement of Ownership, Management, and Circulation (PS form 3526) for 2014 filed with United States Postal Service in Chicago, Oct. 8, 2014.

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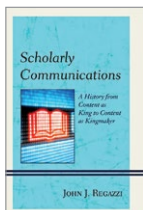
Librarian's Library

Scholarly Communication

by Karen Muller

My social sciences bibliography class in library school met at the dreaded 8 a.m. hour. Nevertheless, decades later, I can still recall the “aha!” moment when our professor presented the scholarly publishing cycle as the first piece for understanding the array of reference tools available to access information. Now, this was pre-internet, but the understanding of that cycle helped explain evaluating reference sources and how librarians further research, which in turn becomes part of the next cycle.

Some aspects of the scholarly cycle have persisted for centuries: Scholars write to one another discussing their



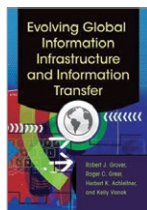
work, present findings at departmental colloquia or conferences, publish an article, and when there's a body of research, revamp it into a book. In *Scholarly Communications: A History from Content as King to Content as Kingmaker*, John J. Regazzi reviews the history of the development and evolution of the scholarly communications process, the scholarly journal, the monograph, the abstracting and indexing services. He also examines the impact of CD-ROM technology on online access systems and moves into discussions of open access and general implications of pricing structures. He briefly addresses new forms of sharing, such as open

source systems and workflow systems that allow for collaboration during presentations.

INDEXED. ROWMAN & LITTLEFIELD, 2015. 294 P. \$75. 978-0-8108-9087-9 (ALSO AVAILABLE AS AN EBOOK.)

Robert J. Grover, Roger C. Greer, Herbert K. Achleitner, and Kelly Visnak continue the conversation about the impact of changes in the scholarly process as we transition from a completely print-based model to an increasingly digital model. Their book, *Evolving Global Information Infrastructure and Information Transfer*, looks at how libraries have become more client-centric as the information infrastructure has enabled access instead of ownership. They go beyond the transmission of information to an exploration of how information becomes knowledge. In turn, they describe behavioral changes in response to new forms of information.

Another perspective on how society shapes information dissemination is documented in Robert Darnton's *Censors at Work: How States Shaped Literature*. In order to better understand how governments might restrain free expression in cyberspace, Darnton examines three historic instances of state



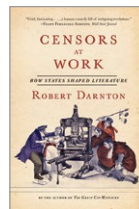
INDEXED. LIBRARIES UNLIMITED, 2015. 150 P. \$75. PBK. 978-1-61069-957-0 (ALSO AVAILABLE AS AN EBOOK.)

INDEXED. W. W. NORTON, 2015. 320 P. \$17.95. PBK. 978-0-393-35180-4



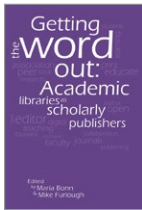
Understanding the scholarly publishing cycle helps explain how librarians further research.

censorship. By looking at the details of censorship in *ancien régime* France, British India, and Communist East Germany, Darnton hopes to determine how censorship operated in these three repressive regimes and how the rules shaped the literature produced in each. He



found evidence of collaboration between the censors and the authors in order to get publication clearance, as well as accommodation by the censors to keep the economic value of publications in country, rather than published elsewhere and bootlegged back in. INDEXED. W. W. NORTON, 2015. 320 P. \$17.95. PBK. 978-0-393-35180-4

The scholarly process involves the university—sometimes indirectly by supporting scholars, sometimes directly through university presses. In recent years, libraries have become part of the process as well. Maria Bonn and Mike Furlough have edited a collection of essays, *Getting the Word Out: Academic Libraries as Scholarly Publishers*, that looks at why libraries publish, how they publish, and what they publish. The landscape described is as varied as the



libraries themselves. To some extent, libraries have returned to the publishing process because economic barriers have been

sharply reduced through digital technology. The same technology has enabled a greater variety of publishing models and types of output, such as textbooks, student publications, and curated collections of resources in institutional repositories.

INDEXED. ASSOCIATION OF COLLEGE AND RESEARCH LIBRARIES, 2015. 288 P. \$50. PBK. 978-0-8389-8697-4 (ALSO AVAILABLE AS AN EBOOK.)

Our traditional models of accessing information—library catalogs and abstracting and indexing services—were developed to ease access to scholarly resources in the print era. In the digital era, new ways of getting to the resources are necessary. Karen Markey, who has analyzed access to database content as it has evolved



over the past four decades, has written a textbook, *Online Searching: A Guide to Finding Quality Information Efficiently and Effectively*.

Throughout, she emphasizes that librarians' unique contribution is their ability to access quality information from trusted sources. Typically, this material is not readily available on the open web but through licensed databases. Markey describes the types of databases and stresses the presearch preparations of the reference interview, the considerations of the facets of the topic to be searched, and the evaluation of the database to be used.

INDEXED. ROWMAN & LITTLEFIELD, 2015. 324 P. \$55. PBK. 978-1-4422-3885-5 (ALSO AVAILABLE AS AN EBOOK.) ■

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

THE BESTSELLERS LIST

THE TOP-SELLING BOOKS FROM ALA PUBLISHING
(SINCE SEPTEMBER 1, 2015)

TOP 3 IN PRINT



1. *The Weeding Handbook: A Shelf-by-Shelf Guide* Rebecca Vnuk

Vnuk, author of the popular Weeding Tips column on Booklist Online, takes the guesswork out of this delicate but necessary process, giving public and school library staff the knowledge and the confidence to effectively weed any collection, of any size.



2. *Fundamentals of Collection Development and Management, 3rd edition* Peggy Johnson

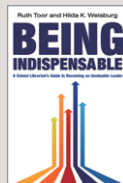
This revised text offers a complete tour of the discipline and situates the fundamental ideas of collection development and management in historical and theoretical perspective, bringing this modern classic fully up to date.



3. *Fundamentals of Technical Services* John Sandstrom and Liz Miller

This primer provides essential coverage of the broad array of technical services and how the library's back-office operations work together.

TOP 3 IN EBOOKS



1. *Being Indispensable: A School Librarian's Guide to Becoming an Invaluable Leader* Ruth Toor and Hilda K. Weisburg

Making the case for the vital role school librarians play in learning, this book gives readers all the strategies they need to become the kind of leader their school can't do without.



2. *Reinventing the Library for Online Education* Frederick Stielow

Bursting with stimulating ideas and wisdom gleaned from firsthand experience, Stielow's book presents a model for offering outstanding higher education library services in an increasingly online environment.



3. *Library Security: Better Communication, Safer Facilities* Steve Albrecht

Here, Albrecht demonstrates that effective communication not only makes library users feel more comfortable but also increases staff morale, ensuring the library is a place where everyone feels welcome.

Academic Tools

University app by Boopsie

Today's college students are online 24 hours a day, seven days a week, 365 days a year. To service these plugged-in minds, libraries and library services must be available at all times with ease and expediency. Boopsie, the mobile platform-as-a-service provider that was recently acquired by DEMCO, has developed

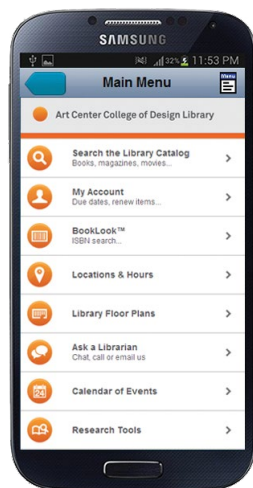
a native mobile app that allows academic libraries to reach these students effectively.

Boopsie's mobile app for academic libraries offers a user experience that not only delivers a library's content but also increases student engagement, orients students with library services, and provides access to

support services.

Key app features include:

- smart prefix catalog search functions that provide real-time access to the library's collection
- a library locator that uses GPS technology to share branch locations, hours of operation, and contact information
- e-content integration that delivers ebooks, audiobooks, and video content
- one-click access to OverDrive, OneClickdigital, Literati, and other content providers that participate in Boopsie's Star Partners program
- ILS integration that gives patrons the ability to manage their accounts, place holds, and renew materials



■ an "ask a librarian" function that connects users to reference services via text, email, or phone

■ access to a calendar of events, classes, and computer lab schedules

■ social media tools that connect users to the library's Twitter, Facebook, YouTube, and blog posts

■ back-end analytics that let libraries track app and database usage, alleviating the burden on IT departments and library staff

The Boopsie native app for academic libraries is available for Android, Apple, Kindle Fire, Windows Mobile, and BlackBerry devices. For more information and to request a demo, visit boopsie.com/benefits/academic-libraries.

Games to test college-level writing

Toolwire develops, delivers, and supports immersive learning tools for online and blended learning courses. It's a new name in game-based learning, but it is already

earning accolades for the new directions it's taking to enhance the educational gaming experience.

Through customer feedback and user testing, Toolwire learned that a game's authenticity, relevance, and believability enhanced student engagement. This led Toolwire to develop interactive games that are realistic simulations with live characters filmed in real locations. While its contemporaries used animated characters and environments to teach, Toolwire got real. And it paid off. Toolwire won two silver medals at the 2015 International Serious Play Awards.

Toolwire's games teach writing, student success skills, critical thinking, psychology, and environmental science. The games challenge students to review, practice, and demonstrate college-level writing skills in authentic workplace scenarios.

For example, Toolwire's Writing Games, winner of an International Play Award, provides a "virtual

CREATING QUESTS TO LEARN THE LIBRARY

Product: Library Quest, libraryquestgames.com

Details: Library Quest is a browser-based “choose your own adventure”-style game designed to engage students with the library. The game uses original digital art to tell a story in which the player is the hero. At each stage, players choose between different next steps, for which there are unique consequences.

User (pictured): Craig Anderson, university librarian, RMIT University Library, Melbourne, Australia



How do you use Library Quest?

We use Library Quest as an orientation tool. For an 18-year-old just starting university, the idea of spending several hours on face-to-face library orientation can seem less than enticing. The game provides an easy and entertaining introduction to our services.

How does Library Quest serve your library's needs?

Students have a better understanding of the library after completing the game—they appear to see the library in a different light and regard us more positively. The quest has been deliberately designed to get a few key concepts across succinctly and in an entertaining way. We aren't trying to teach them everything about our services—we just want them to understand a few

basics. Part of the aim is to break down some stereotypes they may have.

What are the main benefits?

Our students gain a better understanding of how we can assist them and what we have to offer than they did through traditional library instruction. They appear to have a more positive attitude about the library and, we assume, are more likely to approach us for assistance. The comments we get are a joy to read and have convinced us of the value of the approach.

What would you have liked to see improved or added to their service?

In the future, I'd like to see Library Quest address individual information literacy concepts in more depth, perhaps with games purpose-built to teach single concepts. Someday I imagine we'll see a suite of purpose-built games that cover a series of separate topics.

LIBRARY QUEST



internship” experience at a fictional television news station, nonprofit, or other real-world organization. The students must use their writing skills to complete tasks for their “jobs,” like create a website for the organization.

Each game takes approximately 20

minutes to complete and targets one to three specific learning objectives. These games deliver personalized learning with built-in formative assessments, dynamic remediation, and performance analytics that measure outcomes as students build

skills and knowledge. Pre- and post-game tests provide immediate feedback on student proficiency in basic skills and knowledge.

For more information on Toolwire's games and to watch demos, visit toolwire.com. ■

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

GAME ON

THE LIBRARY OF CONGRESS SCORES BIG WITH VIDEOGAMES

The Library of Congress's (LC) Packard Campus for Audio-Visual Conservation in Culpeper, Virginia, is a vast complex. Ninety miles of shelving hold more than 1.1 million film, television, and video items, as well as almost 3.5 million sound recordings. Nestled among the stacks is a smaller media grouping that is growing both in size and popularity: videogames.

David Gibson (above), a moving image technician, is LC's videogame steward, and he earned the role by chance. "I was the youngest person in the office, so they gave me the job," he says, laughing. He does credit gaming as a youth and while in graduate school with providing a background to archive the 4,000 videogame cartridges and CD-ROMs and LC's collection of strategy guides and gaming periodicals. It's not all fun and games, however. Gibson touts the collection's impact on conservation. "I'm interested in how digital and digital-born images like those in videogames are archived," he says. "What we apply to game preservation can apply to other formats." ■

The Bookend showcases librarians, their work, and their work spaces. For consideration, please send press material to americanlibraries@ala.org.

THINKING MONEY



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- online training modules for library staff
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Apply Online

November 2, 2015 – January 29, 2016

For more information and the full project guidelines, visit ala.org/thinkingmoney.

Want to Learn More?

Join us for one of two informational conference calls on Thursday, November 19, or Wednesday, December 9. Visit ala.org/thinkingmoney for details.

Thinking Money is sponsored by the American Library Association and the FINRA Investor Education Foundation. To learn more about how your library can help patrons with their personal finance information needs, visit smartinvesting.ala.org.



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