

american libraries

MAY 2015

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION



LIBRARY SYSTEMS REPORT

by Marshall Breeding

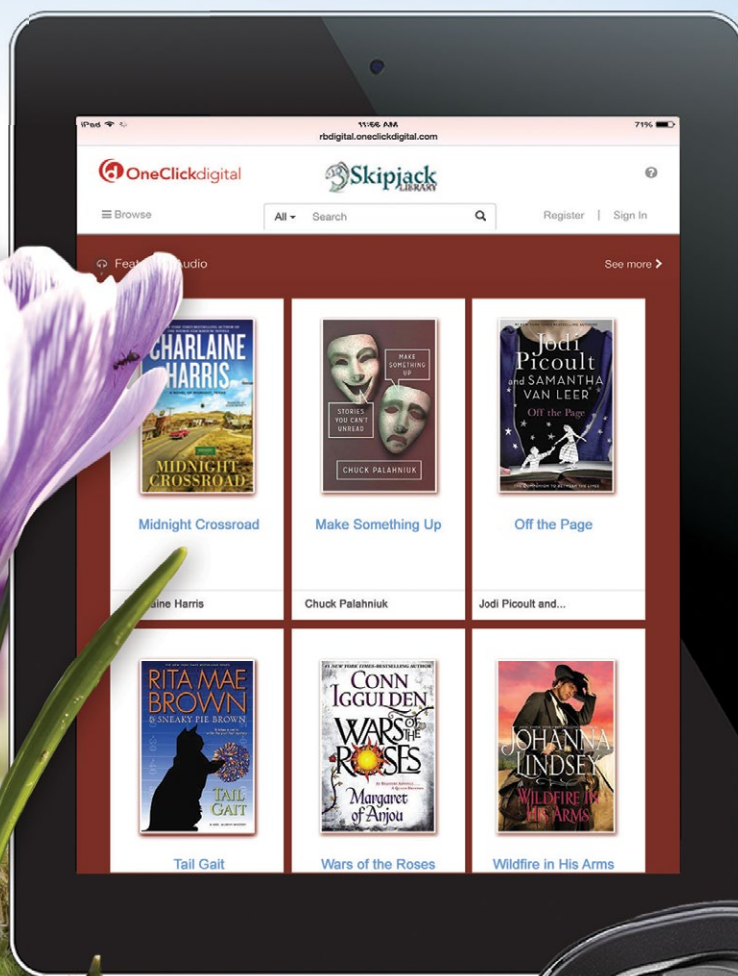
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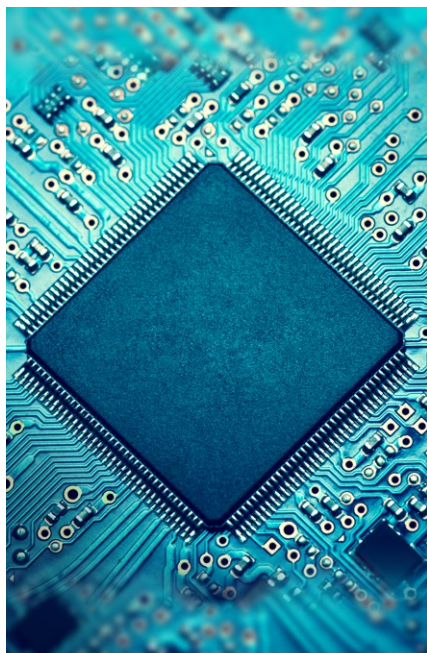
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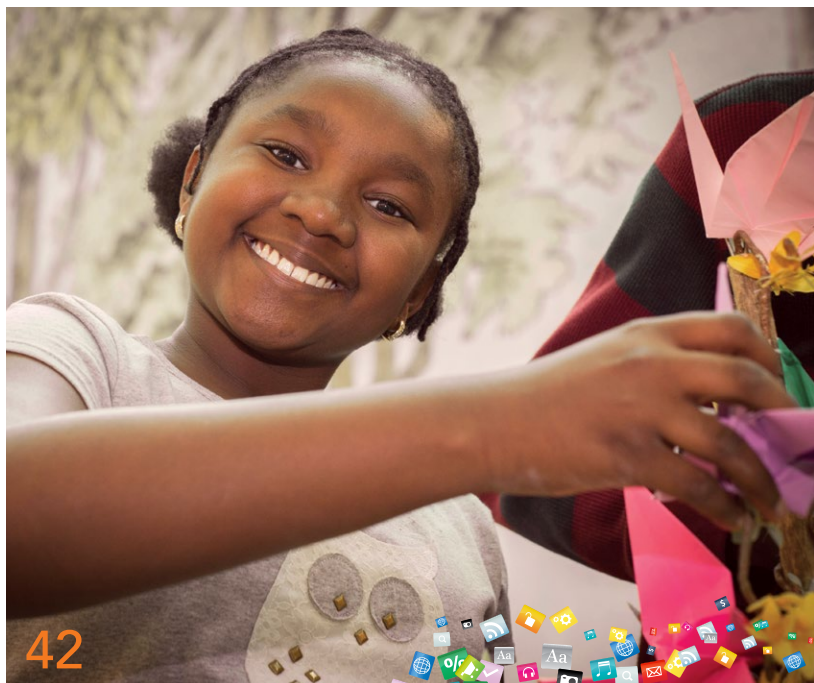
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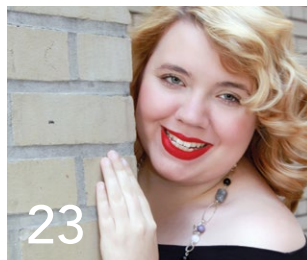
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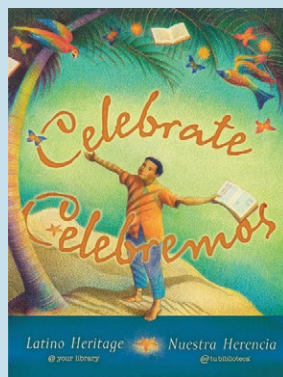
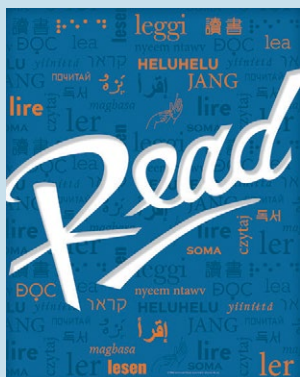
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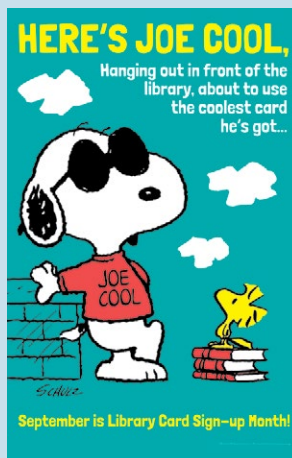
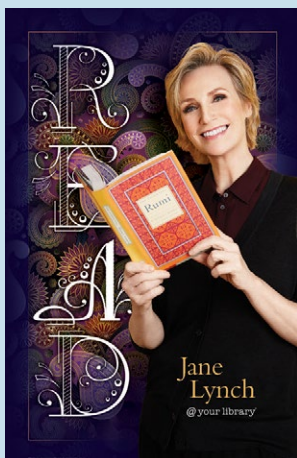
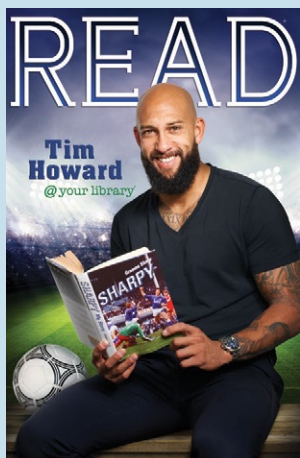
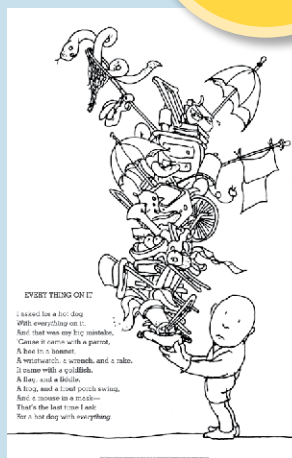
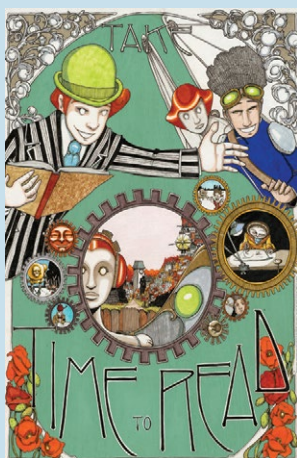
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The Truth-O-Meter



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From Technology to Teens

by Laurie D. Borman

This issue, Marshall Breeding returns for the second year to share his research on the state of library systems, documenting ongoing library investments in strategic technology products. He examines the impact of consolidation in the industry, as well as the newly established genre of library services platforms, which is showing strong sales and installations over the past year. Index-based discovery products continue to do well in the academic library sector, he reports. Public libraries are relying more on discovery and catalog products packaged with the ILS, though BiblioCommons attracts interest among larger public libraries, Breeding says. See his article beginning on page 28.

Do you remember the library when you were a tween or a teen, and what your favorite hangout was? Were you checking out the stacks for

J. D. Salinger or J. K. Rowling books, or listening to cassettes or CDs? Maybe you were a fixture in the video section. My, how times have changed. Tweens and teens want a say in how library spaces are designed, what gets included, and what

programs are worth attending, and librarians welcome the input. Our feature “Stuck in the Middle” by Jennifer Goforth Gregory, on page 42, covers how a tween advisory board—apart from teens—helps in recruitment, programming, and planning.

In “The Future of Library Services to Teens,” on page 50, author Linda W. Braun explains how the YALSA report of the same name can help in creating a strong, forward-thinking plan for your library and its teenage patrons.

Also thinking ahead is our sneak peek at the must-dos for the 2015 ALA Annual Conference and Exhibition in San Francisco, June 25–30. There’s a lot to look forward to, from top-notch speakers to more than 500 programs, 800 exhibitors, and of course, authors signing books. It promises to be a record-breaking event. See more on page 54.

ACRL 2015 in Portland, Oregon, in March turned out to be a record-breaker, too, with the highest attendance ever, while celebrating the division’s 75th anniversary. Nearly 3,400 full-conference goers and more than 1,000 exhibitors met, networked, and attended programs. See my wrap-up on page 20.

If you haven’t been to AmericanLibrariesMagazine.org lately, you might want to check it out. We’ve updated our look in a new responsive design that “reads” well, whether you’re on a desktop, a tablet, or a smartphone. One of the new features of the site is Latest Library Links, which posts fresh content throughout the business day and week. And if you want to keep the latest print magazine handy in a digital version, we also have an iPad and Android app available in the App Store and Google Play, respectively. ■

Mobile-friendly: Check out our new magazine app and responsive-design website.

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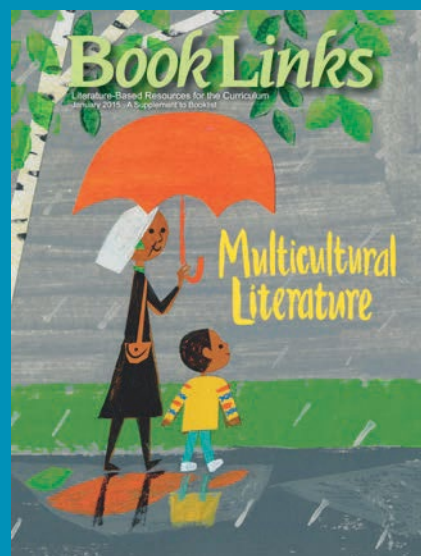
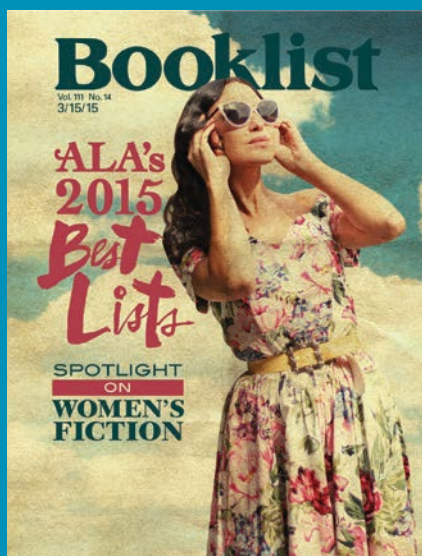
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PUBLICATIONS

The Advocacy Continuum

A framework for ALA that helps all of the parts work better together

by Keith Michael Fiels

Over the last year and a half, we have been talking a lot with members about advocacy and the strategic direction of the Association for the coming years. In dozens of kitchen-table conversations, chapter forums, virtual town hall meetings; in conversations with divisions, round tables, committees, and affiliates; and in discussions with Council and the ALA-wide Planning and Budget Assembly, we have asked members to talk about their aspirations and vision for advocacy.

Throughout these conversations, members have consistently identified advocacy as one of the most important things the Association does. They have agreed that there is a need for a consistent message in our advocacy efforts. And, interestingly, they have told us that there is a need for a clearer common understanding of what we mean by advocacy.

That's because, while everyone pretty much agrees that advocacy is important, there is not always agreement on exactly what we mean by advocacy. To one member, advocacy is federal legislation. To another, it is increasing public awareness of the value and impact of libraries. To another, it is the work involved in passing a local bond issue. As with the proverbial elephant, different people have different perspectives.

Last spring, I wrote about an emerging vision of advocacy, one that helps us better understand how the pieces fit together. In September,

ALA President Courtney L. Young wrote about the need for advocacy and some of the many ways in which members could advocate as part of an advocacy "continuum." This continuum reflects four interrelated components that support and amplify one another:

Laying the groundwork involves efforts that require long-term investment and yield long-term results. The Libraries Transforming Communities project provides training and tools that will allow thousands of libraries to reach out to their communities in new and creative ways, building long-term community support.

The new Center for the Future of Libraries and projects such as YALSA's *Future of Library Services for and with Teens* help the public and decision makers see libraries as forward-thinking and innovative institutions.

The Campaign for America's Libraries and such initiatives as the Declaration for the Right to Libraries increase public awareness of the positive impact of libraries of all types.

Research that documents the value and impact of libraries—such as the work of the Office for Re-



Members have consistently identified advocacy as one of the most important things the Association does. But there is not always agreement on exactly what we mean by advocacy.

search and Statistics, ACRL's work on the Value of Academic Libraries, and PLA's work on public library impact measures—helps us better make the case for strong support.

Turning support into action involves responding to community aspirations with

forward-looking plans and building community coalitions to support these plans.

ALA's Advocacy University provides virtual and face-to-face training, resources, and encouragement to thousands of librarians and library supporters each year.

PLA's "Turning the Page Online" training program provides librarians, library staff, trustees, and supporters with the skills and confidence they need to advocate successfully on behalf of their libraries.

ALSC's Everyday Advocacy helps librarians stay informed, engaged, and inspired; share their stories; and speak out. United for Libraries' *Citizens-Save-Libraries Power Guide for Successful Advocacy* helps library supporters reach their local advocacy goals.

And YALSA's Advocacy Benchmark tool helps supporters assess the current level of advocacy activi-

The Advocacy Continuum



ty and identify strategies for even greater success and impact.

Advocating for specific goals involves the grassroots campaigns, legislation, and referenda that affect library services at the community, state, national, and international level. This includes the work of the ALA Washington Office and Committee on Legislation in tracking, developing, and securing legislation at the national level, as well as their work and that of the Chapter Relations Office on legislation at the state level. At the same time, we need to help advance local legislation and policies that will improve library and information services in individual counties and municipalities. Last, we need to work at the international level on policies and laws that affect library services on a global level, such as our work on copyright or library services to the blind and physically handicapped.

In all of these instances, partners and coalitions are essential to success.

Responding to opportunities and threats is what needs to happen when a governor proposes the elimination of library funding statewide, when a mayor cuts a library budget, or when House leadership proposes elimination of federal funding for libraries. When a library or a state is fighting for its support, we need to be effective, and we need to be quick. When statewide library funding was threatened in Florida and New York, advocacy software provided by ALA helped library supporters move quickly to save state funding. In dozens of instances each year, ALA's Office for Library Advocacy and the ALA president have provided support, media relations assistance, and even testimony when libraries are threatened, as they have been in Kentucky this past year.

The advocacy continuum represents a new vision of how the many groups involved in advocacy throughout the Association and library community all contribute to our overall impact as an association. In order to be successful, we must advocate across this entire spectrum.

It also shows that each of us, no matter what our job title, what type of library we work with, or whether we are extroverts or introverts, can help to build support for libraries and the people who make them work. In short, there's a place for everyone!

As ALA President Courtney L. Young said in her message: "Won't you please join me in becoming an active advocate? Let's do it today." ■

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

Libraries for All Seasons

Advocating and celebrating libraries and library workers

by Courtney L. Young

Spring is finally here. Many of us endured a long, cold winter that seemed like it would never end. The Midwinter Meeting and Exhibits in Chicago also felt winter's bite, but that didn't stop us from having a great meeting. Thankfully, the frigid temperatures have been replaced with warmer weather, and the graying mountains of snow that were surrounding us have yielded to blooming bulbs.

Spring also signals the end of the academic year, as students complete end-of-semester assignments and prepare for finals and graduation. It means poring through catalogs and finalizing lists for summer reading programs. To help usher in the season, we look to the opportunities that ensure everyone has libraries on their minds.

Spring provides us with the chance to celebrate National Library Week, which was April 12–18 this year. The theme for 2015, “Unlimited Possibilities @ your library,” highlighted the transformative potential of all libraries. Bestselling author David Baldacci served as honorary chair. From providing a diverse array of expected and unexpected materials (cake pans, anyone?), dynamic facilities, and community-focused services, libraries of all types remain focused on meeting—and sometimes exceeding—the needs of our users.

On the Tuesday of each National Library Week is National Library Workers' Day. With the tagline

“Libraries work because we do,” this special day shines a bright spotlight on the vital roles that all library employees and volunteers play every day at our respective libraries. Their valiant efforts are to be commended and celebrated.

Working toward this end is the ALA–Allied Professional Association, which recognizes the potential and worth of every library worker by creating advancement and certification opportunities for professional growth and by championing pay equity and recognition for the jobs we do.

On Wednesday, April 15, we recognized the contributions of our nation's bookmobiles and the dedicated professionals who make quality bookmobile outreach possible, with National Bookmobile Day. Thursday, April 16, was Celebrate Teen Literature Day, aimed at raising awareness among the public that young adult literature is a vibrant, growing genre with much to offer today's teens.

Spring is also the time for National Library Legislative Day, which takes place this year for the 41st time on May 4–5. Thousands of library supporters will make their presence felt on Capitol Hill and online (via Virtual Library Legislative Day) to let their representatives know how important funding for libraries of all types is for our na-

tion's present and future.

Although the Federal Communications Commission recently voted in favor of a strong net neutrality rule to keep the internet open and free, there is still a ways to go.

Librarians must continue to be critical supporters, upholding net neutrality's importance and educating both legislators and voters on this im-

perative. In a still-challenged economy, librarians must remind our nation's leaders of just how essential E-Rate support is and call attention to the vital difference that school librarians make in a child's education.

This summer, we look forward to the ALA Annual Conference and Exhibition in San Francisco. It promises to be an exceptional conference where the fruits of the past year's labor (including the strategic planning process) will be enjoyed. I encourage you to take a moment to think about how these events provide the foundation for growth in the year ahead. They, too, are a part of what ALA Past President Jim Rettig referred to as the ecosystem of libraries. Enjoy each season and use it as an opportunity to advocate for and celebrate libraries. ■



“Unlimited Possibilities @ your library” highlighted the transformative potential of all libraries.

COURTNEY L. YOUNG is head librarian and professor of women's studies at Pennsylvania State University, Greater Allegheny campus in McKeesport. Email: cyoung@ala.org

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The future of libraries

Thank you for preparing the “Forecasting the Future of Libraries” package in the March/April issue of *American Libraries*. The energy behind the transformation of our profession is palpable and inspiring.

As an academic librarian who has also been responsible for a campus instructional design program, I found Joan K. Lippincott’s observations about the need for increased librarian attention to pedagogy resonated. The skills that librarians impart regarding

information analysis and appraisal are applicable to any field of study and worthy of deep integration into the curriculum rather than being relegated

to “one-shot” instructional sessions.

Getting to this state will require effective and engaged advocacy by academic librarians about their skills, as well as a changed perspective by librarians themselves about their value. This understanding is implicit throughout John Carlo Bertot and Lindsay Sarin’s piece about how the MLS should change. Bertot and Sarin offer tough words about the risks of clinging too tightly to what is familiar as the world changes around us: “[Information professionals] need to ensure that services—whether they be programming, literacy instruction, data

analysis, or records management—are designed and implemented based on the actual needs of their users and communities and not based on arcane information practices of our professional past.”

I agree! That said, such language may alienate some librarians and cause circling of the wagons rather than setting out boldly into the new frontier. To prevent this, I suggest couching calls for change within enduring values. Librarianship, now and forever, is about providing the information so people can learn and grow. Our function is constant even as our forms evolve. If every one of our colleagues truly believes this, then our future is very bright indeed.

Marcus Banks
Evanston, Illinois

Life among the Kiwis

I enjoyed Jennifer Dewey’s opinion piece “The Price of Patronage” (*AL*, Nov./Dec. 2014, p. 25). I am a library director in Maine, but I moved to New Zealand in the late 1990s and spent the last three years I was there managing a public library. Overall, I loved New Zealand and especially the Wellington region. I lived there for most of the 10 years I was a Kiwi. I became a New Zealand citizen and hope to visit there again.

I started my library degree and career in New Zealand. Even though I was a library user in the US as a teen and young adult, I moved overseas in my 20s without ever having worked in a library. When I returned to the US, I

was very surprised to find free internet access in American libraries, as I had assumed that broadband/internet connections were so expensive still that public libraries here may have to charge for access, as they did in New Zealand. I was pleasantly surprised that was not the case.

The paid bestseller collections in New Zealand really surprised me as a borrower, and when I tell American librarians, they can never believe it. For most people, it was a small price to pay to have a shorter wait for the next high-demand hold. Not to mention, it really does come down to what is familiar.

New Zealand libraries are among the best in the world and very progressive. Much like American libraries, they too have revenue and cost challenges that demand the institution of “rental fees” for short-term, high-demand titles and relatively high access fees for public internet. Having internet access at home was very expensive, and I lived there in the BS (before smartphones) era, so the public library was really your only choice, as internet cafés were few and far between.

I always enjoy reading pieces on New Zealand libraries, and I just wanted to say thanks!

Jeff Cabral
Biddeford, Maine

The people’s university

From my youth in the Latino quarter of Houston in the 1970s to today as an educator in El Paso, Texas, I have been a benefactor of home, school, and public libraries. These three spaces offer the comfort and luxury for my imagination and learning as well as for

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my students. Every librarian I meet is a reader, storyteller, and guide. In addition, I feel welcome in libraries—both in face-to-face visits and digital environments.

A number of years ago I read an essay titled “The Paterson Public Library” in which the author Judith Ortíz Cofer writes, “A library is my sanctuary, and I am always at home in one.” This sums up the library experience I recall from childhood and the one I experience today as an educator and researcher. One of the greatest gifts I share with my students is telling them the following: “These libraries are yours, ours. Let’s keep them open for today’s readers, thinkers, and artists and for those who shall follow us.”

Ralph Waldo Emerson called the library the “people’s university.” Historically, public libraries in this country have been the people’s most accessible university. Most important, libraries serve the organic intellectual: a diverse citizenry of readers and thinkers of all ages, backgrounds, colors, and interests.

Years ago, I entered the library as a young boy eager to introduce meaning into my world, and the world I would later enter as a university student and educator. Walking through the doors of many libraries all those years ago has led to many opportunities. A library is a safe haven for learning. The books I find there shape my intellect and imagination. For me, libraries foster a kind of communion—one that is necessary for the cultivation of my interior life.

R. Joseph Rodríguez
El Paso, Texas

Lights, camera, correction

I must correct a misstatement in “Lights, Camera, Create! Library Recording Studios on the Rise” that appears in the March/April 2015 issue of *American Libraries* (p. 20–21). The author wrote that Schaumburg Township (Ill.) District Library hired a

A library is a safe haven for learning. The books I find there shape my intellect and imagination. For me, libraries foster a kind of communion—one that is necessary for the cultivation of my interior life.

consulting firm “to help spread the word about the recording studio’s uses.” In fact, the library hired a specialized engineering firm to design a professional quality digital production studio. The teen place staff, business liaison librarian, and communications department deserve all the credit for their extraordinary success in making our community aware of the exceptional resource available at the library.

Stephanie Sarnoff, Executive Director
Schaumburg Township (Ill.) District Library

A cautionary tale on data

A big thank you to Meredith Farkas for her article “Drawing the Line on Data” (*AL*, Nov./Dec. 2014, p. 29). I very much appreciate her reminding us to be mindful of student privacy in our efforts to collect data. It’s an important and timely point to make.

This article reminded me of a piece published in *Education Week* (“Millions of Student Records Sold in Bankruptcy Case,” Dec. 9, 2014) that reported on ConnectEDU, an education technology company that had amassed 20 million student records before seeking protection under Chapter 11 bankruptcy law. The case raised many questions about who owns records and what happens to them when a company is sold. It highlights a concern I’ve had about teachers and librarians requiring students to use social media or other third-party software and apps to submit work, complete tutorials, or do other activities. What if students don’t wish to create a digital footprint of their academic work? Do we offer students

an alternative so that their work is seen by only the teacher? Can students use a pseudonym when logging into an “online learning object” that’s hosted by a third party?

Trina Magi
Burlington, Vermont

CORRECTION: In a photo caption in “The Bohemian Librarian” (*AL*, Mar./Apr., p. 68–72), Andrea Muto is seen presenting compilations of laws at the Assembly of Afghanistan, not Assembly of Kosovo. In the sidebar, Muto is quoted as saying, “The aid workers weren’t as much of a Taliban target as the military.” It should have said that USAID contractors were not as much of a target.





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ALA and PLA Praise Kentucky Decision

The American Library Association (ALA) and the Public Library Association (PLA) praised a March 20 Kentucky Court of Appeals ruling that found that two Kentucky libraries did not illegally raise property taxes.

"We would like to extend our congratulations to the Kentucky Library Association for their efforts to win this appeal and to safeguard library service within Campbell and Kenton Counties, and within the Commonwealth of Kentucky," ALA President Courtney L. Young and PLA President Larry Neal said in a joint statement.

In 2013, Kentucky Circuit Courts

ruled against the Campbell County Public Library and the Kenton County Public Library, a decision that would have resulted in the libraries losing property tax revenues dating as far back as 1979. The ruling was appealed, and the Kentucky Court of Appeals ruled in favor of the libraries.

The ruling will block efforts from local opposition to require the public libraries to refund millions in collected tax revenues and reduce tax rates, which would have forced libraries in Campbell and Kenton Counties to reduce hours and staff and, ultimately, close. This decision

could have affected 99 counties in Kentucky.

"Kentucky libraries play a vital role within their communities and serve as a lifeline to resources that foster self-help and lifelong learning," Young and Neal said. "State library usage figures from FY2013–FY2014 show that Kentuckians checked out more than 30 million items from the state's 119 public library systems. This is the highest usage rate ever recorded and is a 2% increase from the previous year. More than just a vital resource, we know that libraries are vital to democracy in the great state of Kentucky and everywhere."

ALA Expresses Outrage Over Proposed IMLS Cut

ALA President Courtney L. Young expressed outrage over the budget resolution released on March 25 by the US House Budget Committee that proposes the elimination of the Institute of Museum and Library Services (IMLS), the agency that administers federal funding support for more than 123,000 libraries in the US.

"We are shocked and appalled that the US House Budget Committee would call for the elimination of federal support for IMLS," said Young in a March 25 statement. "Through grant-making and federal funding, IMLS aids libraries in supporting lifelong learning and equitable access for all, and has provided invaluable leadership and expert oversight to libraries and supported libraries in providing dynamic services

to their patrons, such as workforce training, makerspaces, coding classes, and entrepreneurship resources.

"ALA calls on every member of the Budget Committee, and of Congress, to recognize the enormous benefits that IMLS creates for libraries and constituents in their own communities. The programs that IMLS incentivizes and expertly oversees—with among the very best efficiency records in the federal government—are engines of our economy at every level.

"We hope that Congress and President Barack Obama will support the important role that the Institute of Museum and Library Services plays in educating and supporting communities by rejecting the House Budget resolution."

ALA Condemns New Indiana RFRA Law

ALA issued a sharp rebuke to Indiana Governor Mike Pence for signing the Religious Freedom Restoration Act (RFRA) into law on March 26. The law guaranteed people and businesses in Indiana the right to exercise their constitutional freedom of religion in regard to the services they offer to the public.

Unlike many other states, Indiana does not have a statewide non-discrimination law that protects LGBTQ persons. RFRA provided an opportunity to legalize intolerance. Following local and national outcry, the law was amended via a legislative fix on April 2.

In a March 31 statement following Pence's request that the Indiana General Assembly fix the law, ALA President Courtney L. Young stressed the Association's devotion to civil liberties.

CALENDAR

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

May 4–5: National Library Legislative Day, ala.org/nlld.

June: National GLBT Book Month.

June 25–30: ALA Annual Conference and Exhibition, San Francisco, alaannual.org.

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

Sept. 27–Oct. 3: Banned Books Week, ala.org/bbooks.

Sept. 30: Banned Websites Awareness Day, ala.org/aasl/bwa.

Oct. 18–24: National Friends of Libraries Week, bit.ly/1DB8YbS.

Oct. 18–24: Teen Read Week, teenreadweek.ning.com.

Nov: Picture Book Month, picturebookmonth.com.

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

2016

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

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

“The Religious Freedom Restoration Act contradicts the fundamental values of ALA and libraries. We deplore and reject any law that violates the civil liberties of any person,” Young said.

“Our Association is built around the ALA Code of Ethics and the Library Bill of Rights that reflect this deeply held value,” she added. “Access to all applies to libraries as well as restaurants, businesses, and associations like ours.

“We reaffirm that it is the responsibility of library staff everywhere, regardless of the legal ability to refuse service, to offer equal and unfettered access to all users in keeping with the library Bill of Rights and principles of intellectual freedom.”

Young noted that ALA is monitoring the situation in Indiana, especially in regards to upcoming conferences and meetings scheduled to be held in the state.

“The Indiana RFRA has understandably triggered concern in the ALA community, which is currently scheduled for its 2021 Midwinter Meeting in Indianapolis,” she said. “Although the law has been denounced by the mayor of Indianapolis, the chamber of commerce, and many businesses, ALA and key Indiana members continue to monitor the legislative situation.

“ALA’s Task Force on Equity, Diversity, and Inclusion is calling for input from the membership—how can we best engage our host communities when ALA holds its conference in the midst of a local controversy that touches us all?”

Senator Cornyn Given James Madison Award

On March 13, ALA awarded Senator John Cornyn (R-Tex.) the 2015 James Madison Award during the 17th Annual Freedom of Informa-

tion Day in Washington, D.C. The award honors individuals who have championed, protected, and promoted public access to government information and the public’s right to know how it functions.

Since taking office in 2002, Cornyn has led congressional efforts to improve public access to government information. In 2007, he cosponsored the OPEN Government Act, which reformed the Freedom of Information Act and created the Office of Government Information Services (OGIS). Earlier this year, Cornyn introduced the FOIA Improvement Act of 2015, which would strengthen the OGIS and would require that records be released unless there is foreseeable harm or a legal requirement to withhold them.

“ALA has long been a supporter of increased transparency in government, and Senator Cornyn has stood with us in our advocacy efforts,” said ALA President Courtney L. Young. “Senator Cornyn has earned this prestigious award with his actions, and we thank him for his hard work and dedication to protecting the public’s right to know.”

YALSA Accepting 2016 ALA Annual Proposals

The Young Adult Library Services Association (YALSA) is accepting proposals for continuing education sessions to be presented at the 2016 ALA Annual Conference and Exhibition in Orlando, June 23–28, 2016. Proposals must fall within one of the following categories:

- teens/demographics
- collections
- spaces (physical and virtual)
- programming
- staffing
- youth participation
- outreach
- administration/policy

LAST CHANCE FOR DESIGN SHOWCASE SUBMISSIONS

The deadline to submit designs for *American Libraries'* 2015 Library Design Showcase, our annual feature celebrating new and newly renovated or expanded libraries of all types, is May 31. The showcase will be featured in *AL's* September/October 2015 issue.

We are looking for libraries that are shining examples of innovative architecture and that address patrons' needs in unique, interesting, and effective ways. Previous submissions have consisted of everything from outdoor facilities and LEED certifications to expanded high-tech teen areas and restorations of turn-of-the-century libraries. To be eligible, projects must have been completed between May 1, 2014, and April 30, 2015.

To have your library considered, send a completed submissions form, along with high-resolution digital images, to *American Libraries*, Attn: Library Design Showcase, 50 East Huron St., Chicago, IL 60611. Submissions can also be sent via



Madison (Wis.) Public Library, Central Library

Dropbox to pmorehart@ala.org. Unfortunately, not all submissions can be featured.

For more information, email *American Libraries* Associate Editor Phil Morehart at pmorehart@ala.org.

Multiple proposals may be submitted, but no one will be chosen to present more than one program. Presenters must cover their own travel and registration costs.

Submit proposals at conferenceabstracts.com/cfp3/home.asp. The deadline is June 1.

Apply for the Oakley Memorial Scholarship

Applications are being accepted for the Robert L. Oakley Memorial Scholarship. The annual \$1,000 award, developed by ALA and the Library Copyright Alliance, supports research and advanced study for early- to mid-career librarians.

Applicants should provide a statement that includes their interest and background in intellectual property, public policy, or copy-

right, the topic's impact on libraries and how libraries serve their communities, and how the scholarship will benefit the applicant and the library community. Statements should be no longer than 1,000 words. A résumé should be included with the application.

The deadline for applications is June 1. Applications must be submitted via email to Carrie Russell at crussell@alawash.org.

The award honors Robert L. Oakley, a professor and law librarian who was an expert on copyright law. He served on the Library Copyright Alliance representing the American Association of Law Librarians and played a leading role in advocating for US libraries and the public.

For more information and to apply, visit bit.ly/1EGoAqV.

NEH Awards Grant for Great Stories Club

ALA has been granted \$350,000 by the National Endowment for the Humanities (NEH) for ALA's Great Stories Club, a reading and discussion program for at-risk youth.

Since 2006, the Great Stories Club has reached 670 libraries in 49 states and more than 30,000 young adults ages 12–21. The funding will allow the club to introduce more than 8,000 young adults to literature selected by humanities scholars for reluctant readers struggling with issues like incarceration, violence, and poverty. Librarian advisors will consult on material selection, assist with development of programming guides and best practices for libraries, and provide training for grantees.

Great Stories Club grants will be

available to libraries of all types located within or working in partnership with organizations that serve at-risk young adults, including alternative high schools, juvenile justice organizations, homeless shelters and foster care agencies, teen parenting programs, residential treatment facilities, and other nonprofit and community agencies.

The grant will be administered by ALA's Public Programs Office in partnership with the Association for Specialized and Cooperative Library Agencies, including the Library Services for Youth in Custody and Library Services to the Incarcerated and Detained interest groups. Additional information and application guidelines will be released in July.

YALSA Releases Teen Programming Resource

YALSA has released Teen Programming Guidelines, a resource for library staffers who design, host, and evaluate library programs with and for teens.

The guidelines were created to assist library staff with providing relevant, outcomes-based programs to better the lives of all teens in their communities. They were developed in alignment with YALSA's report *The Future of Library Services for and with Teens: A Call to Action*. Accompanying the guidelines are a glossary and a list of selected resources to provide library staff with a path to further exploration of teen programming best practices.

Read and download the guidelines at ala.org/yalsa/guidelines.

Free Leadership Course Now Online

ALA invites professionals from libraries of all types to view a free online course designed to help libraries strengthen their role as core community leaders and work

with residents to bring about positive change.

Led by educators from the Harvard Institute for Public Innovation, the webinars explain how to use the "turning outward" approach inside and outside the library. The approach emphasizes taking steps to better understand communities; changing processes and thinking to make conversations more community-focused; becoming more proactive to community issues; and putting community aspirations first.

All six webinars are available at ala.org/LTC. The recordings are 40 to 90 minutes long and link to related worksheets, facilitators' guides, and sample materials.

Guide to Reference Discontinued

ALA Publishing, in collaboration with the Guide to Reference Editorial Review Board, is discontinuing *Guide to Reference*. The subscription website will continue to operate and be updated through January 31, 2016, but will immediately cease accepting new subscriptions; renewals will be accepted on a prorated basis. *The Guide* will be freely accessible beginning February 2016 but at some future date will cease to be available online.

Guide to Reference began in 1902 as *Guide to the Study and Use of Reference Books*, a pamphlet published by Alice Bertha Kroeger of Drexel University. Over subsequent decades it grew into a major reference work and a cornerstone of LIS training. The print version of *Guide* went through 10 editions, and in 2008 the *Guide* made its debut online.

ALA Publishing and the Editorial Review Board believe that *Guide* is a valuable reference work; however, its use has declined due to the changing nature of reference sources, the effect of the open web on in-

formation finding, and evolving practices of LIS instruction and staff training. The print editions remain valuable for in-depth reference work that requires older sources.

Questions or comments about the guide and subscription site can be directed to guidetoreference@ala.org.

Oboler Award Nominations Open

The ALA Intellectual Freedom Round Table (IFRT) is seeking nominations for its 2016 Eli M. Oboler Memorial Award. The award is presented for the best published work in the area of intellectual freedom and consists of \$500 and a citation. The award was named for Eli M. Oboler, the Idaho State University librarian known as a champion of intellectual freedom who demanded the dismantling of all barriers to freedom of expression.

Nominations may be single articles (including review pieces), a series of thematically connected articles, books, or manuals published on the local, state, or national level in English or English translation. The work must have been published within the two-year period ending the December prior to the ALA Annual Conference at which the award is granted. The 2016 award is for work published between 2014 and 2015. Nominations will be accepted through December 1. The nomination form and additional information are available at ala.org/ifrt/awardsfinal/oboler/oboler.

Diversity and Outreach Fair Proposals Sought

The ALA Office for Diversity, Literacy, and Outreach Services invites library professionals to submit proposals for the 2015 Diversity and Outreach Fair, to be held on Saturday, June 27, at the ALA Annual Conference and Exhibition in San Francisco.

THE 2015 VIRTUAL MEMBERSHIP MEETING

Sponsored by DEMCO, the ALA Diversity and Outreach Fair is an opportunity for libraries and member groups to share successful diversity and outreach initiatives with conference attendees.

The theme of this year's fair will be library services for poor and homeless people. Also considered are proposals that highlight library services to underserved or underrepresented communities, including people with disabilities; poor and homeless populations; people of color; English-language learners; gay, lesbian, bisexual, and transgender people; new Americans; new and nonreaders; older adults; people living in rural areas; incarcerated people and ex-offenders; and mobile library services and book-mobile users.

Selected presenters will develop and facilitate a poster session to be held during the 2015 ALA Annual Conference in the exhibits hall. In addition, the participants are encouraged to submit, in digital format, information and resources from their program.

Applications will be accepted through May 15. For more information, visit ala.org/divfair.

Get Results at PLA Boot Camp

The Public Library Association (PLA) is offering the popular PLA Results Boot Camp "Results Are What Matters: Management Tools and Techniques to Improve Library Services and Programs" with June Garcia and Sandra Nelson, August 24–28, at the Nashville (Tenn.) Public Library.

The camp is a four-and-a-half day program that emphasizes the roles of innovation, risk, and change in library management; the impact of trends on local service priorities; the value of data-based

decision making; and the skills to effectively allocate resources.

The application deadline is August 7. Applicants will be notified of their acceptance within two weeks of submitting an application. For more information, cost details, and to fill out an application, please visit ala.org/pla/education/bootcamp.

Texas Library Wins Loleta D. Fyan Award

ALA has awarded the 2015 Loleta D. Fyan Award to the Smithville (Tex.) Public Library's project "Enriching Education: Joining the Humanities with the Community of Learners."

The \$5,000 annual grant is named for Loleta D. Fyan, an ALA past president (1951–1952), who provided funds for ALA in her will. The grant supports a project that will develop and/or improve public library services, will effect changes that are innovative and responsive to the future, and have potential for broader impact and application beyond a specific local need.

The Smithville Public Library, lo-

cated in rural Texas, proposed a program based on partnerships with local nonprofit organizations and the local school district to ensure that students are exposed to the arts through personal experience. It will facilitate interviews of local artists by junior high and high school art classes using the StoryCorps model; instruct younger students how to develop "book trailers" for a shared experience in literature; and facilitate scholarly conversations between regional universities and students. It will also enhance the library's collection of books about the arts and various artists.

For more information, visit bit.ly/19MBnPV.

Five Libraries Named Literary Landmarks

United for Libraries will dedicate five Literary Landmarks celebrating children's book authors during Children's Book Week, May 4–10.

The following Literary Landmarks will be dedicated:

■ Carl Sandburg State Historic Site,

ALA members have an online forum where they can be heard: Virtual Membership Meetings (VMMs).

VMMs are part of ALA's ongoing efforts to reach out to members and get their input on strategic direction, budget priorities, and topics of interest. The 2015 Virtual Membership Meeting (VMM15) takes place Thursday, June 4, from 1:30 to 2:30 p.m. Central. It will be a fast-paced 60-minute session, extended from past VMMs to allow time for member interaction. All ALA personal members may register and participate. Live captioning will be provided.

To allow members to share what's happening at their libraries, VMM15 will incorporate images and video links submitted by members that show either a library's community involvement and outreach or unique and interesting things that make the library a 21st-century facility.

Many members gather together to view the VMM. It is a chance to share the experience with colleagues from your community and across the world. For complete details, including details on submitting your library's images, using ALA Connect, and accessing other important information, visit ala.org/membership/vmm.



SUPERHEROES RULE THE ALA GRAPHICS CATALOG

Galesburg, Illinois, in partnership with Illinois Center for the Book. The Pulitzer Prize–winning poet was born in a cottage adjacent to the site and grew up in Galesburg.

■ Westerly (R.I.) Public Library, in honor of Margaret Wise Brown, in partnership with Rhode Island Center for the Book. Brown was the author of many children's books, including *Goodnight Moon*, *The Color Kittens*, and *The Runaway Bunny*. After her death, her sister Roberta Rausch and her friend Jessica Gamble Dunham donated a near-complete set of her published works, personal papers, manuscripts, and books to Westerly Library.

■ Norman (Okla.) Public Library, in honor of Harold Keith, in partnership with Friends of Libraries in Oklahoma. Keith was born in Oklahoma's Cherokee Outlet. He pioneered the field of sports journalism as the first sports information director for the University of Oklahoma. His book *Rifles for Watie* won the 1958 Newbery Award.

■ George Bruce Branch of the New York Public Library in Harlem, in honor of Walter Dean Myers, in partnership with Empire State Center for the Book. The neighborhood is the setting for many of Myers's books, including *Harlem*, *Monster*, *145th Street*, and *Here in Harlem*.

■ Hamilton (Ohio) Lane Library, in honor of Robert McCloskey, in partnership with the Lane Library. Two-time Caldecott Award–winner McCloskey was born in Hamilton and his first book, *Lentil*, featured several Hamilton scenes, including the library.

The Literary Landmark program is administered by United for Libraries. More than 140 landmarks across the US have been dedicated since the program began in 1986. Any library or group may apply for a Literary Landmark through United

ALA Graphics' 2015 summer catalog is filled with new items to decorate your space and inspire readers of all ages.

DC Comics' legendary superheroes Batgirl, The Flash, Wonder Woman, Superman, and the stars of *Li'l Gotham* encourage reading on an assortment of new posters and bookmarks. All five superhero posters and matching bookmarks are also available in a DC Comics Superhero Set.

Promote Library Card Sign-Up Month in September with Snoopy and the Peanuts gang. Library Card posters, and

double-sided Peanuts bookmarks, featuring new images of Lucy, Linus, Sally, and Charlie Brown on one side and vintage Peanuts strips on the opposite side, will bring back fond memories for adults and introduce a new generation to this cast of comic characters.

Celebrate GLBT Book Month this June with a new poster and bookmark showcasing art from *This Day in June*, winner of the 2015 Stonewall Book Award for Children's and Young Adult Literature and a Top 10 Rainbow List Title.

Champion the freedom to read during Banned Books Week, September 27–October 3, with new T-shirts, buttons, bookmarks, posters, and a customizable mini poster that remind patrons that banning books restricts everyone's freedom to read.

Find all the new products at the ALA Store at bit.ly/1ykqd0w.



for Libraries. More information is available at bit.ly/1mfoEug.

New Online Workshop Explores Gamification

ALA Editions announces a new online workshop, "Transforming the Library through Gamification."

Bohyun Kim, associate director for library applications and knowledge systems at the University of Maryland, Baltimore, Health Sciences and Human Services Library, and an expert on library systems management, will demonstrate how gamification can be applied to library services.

Using both business and library real-world examples, Kim will explain how these basic principles can help transform your services and staff from the reference desk to the break room. She will help enrollees examine the application of gamification for education and libraries; improve existing gamification projects; or design new gamification projects—either as a marketing, engagement, or pedagogical tool in libraries.

This workshop will be hosted live at 2:30 p.m. Eastern on May 6. Register and find more information at bit.ly/19MH5RK. ■

Vermont Libraries Weather the Digital Literacy Storm

On August 28, 2011, Tropical Storm Irene dumped up to eight inches of rain within a six-hour period on the state of Vermont, causing massive flooding that affected all of the state's 251 municipalities. Although Vermont wasn't the only state affected, what Vermont emergency management personnel quickly discovered was that "the towns with the best virtual infrastructures were both better able to cope with the disaster and also recovered more quickly from it," Sharon Combes-Farr, director of the Vermont Digital Economy Project (VDEP), a nonprofit funded by a \$1.8 million disaster relief grant from the US Commerce Department's Economic Development Administration, noted in the project's final report (bit.ly/VDEPreport).

Formed after the flood, VDEP's goal was to make communities more resilient. To help speed recovery and spur job growth, its efforts included increasing digital literacy and internet skills within target communities; increasing online workforce training; adding community Wi-Fi and other public internet access; and providing customized training to small businesses and local nonprofit organizations, including libraries.

"[Lack of] access to high-speed broadband and free computers has long been a known barrier to digital literacy across the US," says Vermont State Librarian Martha Reid. Once public libraries throughout the state began offering access to all and VDEP improved connectivity for more areas of Vermont, the next most urgent need, Reid adds, was "effective training for digital literacy."

The state had only 18 months to leverage its grant, and a plan was developed to provide services to 50 of the 60 communities most damaged by the disaster.

Public libraries and their patrons were the most significant beneficiaries of VDEP's efforts. VDEP added

26 free downtown Wi-Fi zones and hotspots to expand access for residents and visitors. New equipment installed at public libraries helped them serve as free Wi-Fi locations.

Internet interns

While librarians received social media and other training from IBM consultants, the Community College of Vermont and Vermont Department of Libraries coordinated a pilot "internet interns" project in 2011–2012.

As part of that project, college students served as paid interns in 24 local libraries where they helped library patrons learn how to use the internet. Although none of them were MLIS students (Community College of Vermont doesn't have a library science program), they were still highly effective.

More than 1,000 Vermonters, including seniors and unemployed residents, received one-on-one digital skills training through the two-year intern program, which was extended an extra semester through grant funding. VDEP also provided iConnect training to the interns and library staffers to help them teach digital skills to others and developed a new website template for

libraries, which had already been adopted in at least 15 rural towns by the time the report was released.

Randall Smathers, assistant librarian at Rutland Free Library, praised the contributions of Lauren Duquette, the library's internet intern, who provided one-on-one time for users who needed intensive assistance.

"Often, it's to help with tasks that those of us who deal with computers daily wouldn't even think about," Smathers says. "However, for some people, having to use a computer to fill out a job application, to stay in touch, to contact a business, or to get services, technology can be a real barrier."

Unfortunately, as successful as the program was, it ended in 2014, when the grant ended. "We know it's im-

"For some people, having to use a computer to fill out a job application, to stay in touch, to contact a business, or to get services, technology can be a real barrier."

—Randall Smathers



Staff members of the Black River Historical Society in Ludlow, Vermont, use the social media skills they gained from the Vermont Digital Economy Project to promote their events.

portant,” says Reid, “and we’re going to have to look for more grant money,” which won’t come from the state, Reid notes, because Vermont is laboring under its own budget deficit.

Results

Almost half of respondents (48.6%) reported that they sought help with email, and only slightly fewer (47.1%) wanted help with learning software applications, according to a survey conducted between July 2013 and July 2014 of adults trained by the Vermont internet interns. The third most popular kind of help sought was regarding use of social media, particularly Facebook and Twitter. All of the respondents said their experiences with the internet interns “met or exceeded their expectations,” and 92% said that as far as continuing to improve their computer and internet skills was concerned, they would choose to work again with an intern rather than take an online class (4%) or look for local computer classes (25%). These results were supported by a similar poll of the interns themselves.

The interns were asked to log information about each session into a database, which had more than 1,000 en-

tries. Among the statistics revealed by these entries:

- More than one-third of users trained by the internet interns reported that this was their first session with an intern, whereas another third had already worked with an intern more than three times.
- Most users trained by the interns were female. Interns estimated that more than 90% of those trained were over 40 years of age and more than half were over age 60.
- Almost half of the users being trained (46.4%) wanted help in understanding computer basics (for example, how to use a new laptop or tablet, how to use a memory card, how to save content on a DVD), whereas 28% wanted help with using email and 27.6% needed help with internet browsing or searching.
- The most common way that users found out about the internet intern program was directly from local librarians, although users also cited friends, television announcements, FrontPorchForum.com, and newspapers as other sources.

—*Maria R. Traska is a Chicago-area independent journalist, policy analyst, editor of the CuriousTraveler66 and Spooky Things Online blogs, and coauthor of the upcoming book The Curious Traveler’s Guide to Route 66 in Metro Chicago.*

ACRL 2015 Draws Record Crowd to Portland for 75th Anniversary

The theme “Creating Sustainable Community” ran throughout the Association of College and Research Libraries (ACRL) 2015 four-day conference March 25–28 in Portland, Oregon. Sustainability bridged conference package items—including offering attendees free public-transit tickets and plastic-sleeve-free badges with recyclable lanyards—as well as the programs, such as promoting sustainable research practices and expanding open access to reduce college costs.

The record-breaking event drew nearly 3,400 full-conference attendees from all 50 states and 24 countries, more than 1,000 exhibitors, and more than 300 virtual conference registrations. The virtual conference will be available for full-conference attendees at acrl.learningtimesevents.org until March 2016 and includes slidecasts of all contributed papers, invited papers, panel sessions, and TechConnect presentations. Proceedings are at bit.ly/1FCujkA.

A few new fun features included free headshots by a professional photographer; an opportunity to donate formal wear to Abby’s Closet prom gown giveaway for girls in need; a bike-powered

vegan smoothie bar, and book club and kitchen-table discussions. During the lunch hour, several of Portland’s famed food trucks parked in the conference center lot, offering barbecue, fish, and ethnic specialties.

G. Willow Wilson, creator of the *Ms. Marvel* comic book series, starring a Muslim superhero named Kamala Khan, headlined the opening session. A prize-winning fantasy author and journalist, Wilson is an American convert to Islam who has lived in both the US and Egypt. She recalled reading *1491: New Revelations of the Americas before Columbus* (Knopf, 2005) by Charles C. Mann, and was confronted with European brutality against native populations.

“I was faced with these tremendous gaps in my knowledge,” she said. Academic librarians are especially crucial in helping people to understand and listen to these “new narratives,” she said, “because you facilitate inquiry and access to knowledge. By your calling, you are part of the solution. We are not required to agree with new narratives. We are, however, required to consider them.”

The second day keynote featured Jad Abumrad, the creator and host of public radio’s popular *Radiolab* show. Abumrad

“[Academic librarians] facilitate inquiry and access to knowledge. You are part of the solution.”

—G. Willow Wilson



G. Willow Wilson, creator of the *Ms. Marvel* comic book series, starring a Muslim superhero named Kamala Khan, headlined the opening session at ACRL 2015, held in Portland, Oregon, March 25–28.

shared clips and thoughts about his creative process.

"I'm the guy who tells stories for a living," he said. "It's great to be in a room with people who help people tell stories." But, he added, "This is a transitional period to be a librarian. An incredibly exciting moment and an incredibly scary moment. I'm here to tell you what it feels like to move through these spaces."

One of his stories involved talking to professional poker player Annie Duke, who described to him how she figured out pot odds while making bets, and it yielded surprising insight for him regarding change. What looks like only a 25% chance of winning may still be well worth sticking to the bet, and he uses that frame of mind as he pursues stories that may turn out to be workable only one time in four attempts.

"You're going to lose three out of four times," he said. "You're going to feel crummy and feel shame, but in this case, those feelings are just noise. In this



Lines for lunch quickly formed at the food trucks, including Maiale di Volo, which served wood-fired pizzas from a 1937 Dodge conversion.

case, you float above them, and you say, 'Hello, old friend. You don't matter.' There is a real psychic benefit to thinking about change this way."

Harvard Law School professor and founding member of Creative Commons Lawrence Lessig capped the conference. He spoke about the impact of a few big donors on political campaigns and how that cor-

rupts the political process, net neutrality, and open access. He called these themes an "equality fight" that librarians should embrace as part of their profession.

"It's the moral obligation of scholars—of your profession—to make knowledge available the way the Enlightenment promised: as openly, as broadly, as we can," Lessig concluded to a standing ovation.

In addition to the virtual conference, librarians may access a free archived ACRL tech wrap-up program that aired in early April at goo.gl/yikWwG.

—Laurie D. Borman

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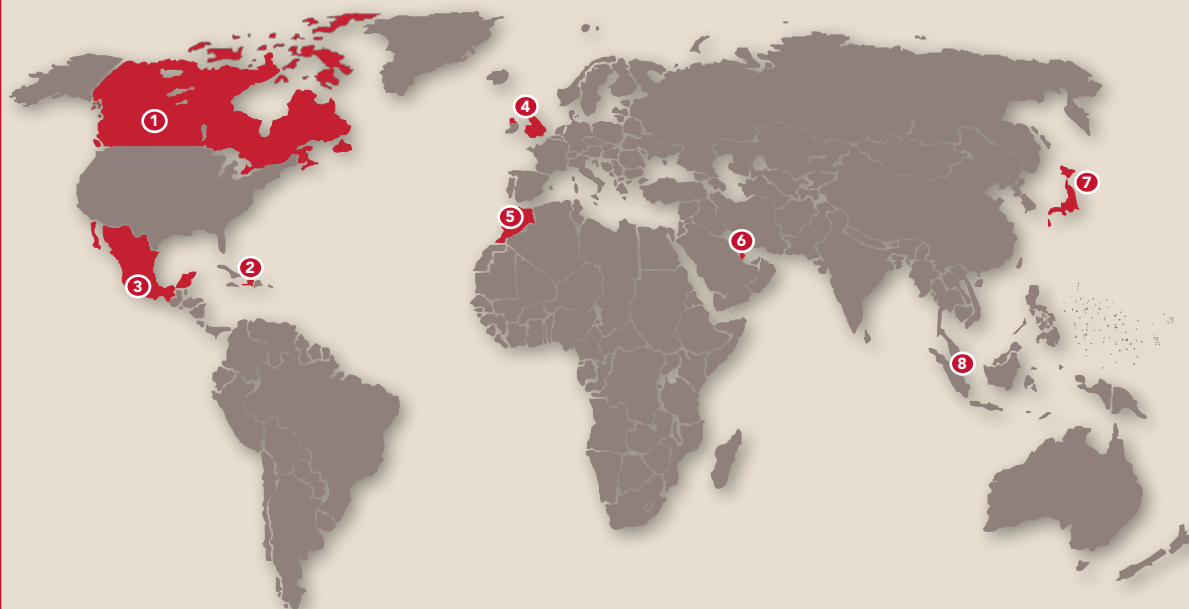
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CANADA ①

A bookstore in Winnipeg removed *Tintin in America*, a 1930s comic by the Belgian cartoonist Hergé, in March, after a complaint about its depiction of indigenous peoples. The controversy then spread to the Winnipeg Public Library, which also decided to remove the book pending a review. The library had in fact moved the book to an archival collection in 2006 after patrons complained it was offensive, but it found its way to the stacks again when that collection was disbanded.—*CBC News*, March 21.

HAITI ②

A 2013 project to create a digital “Library for All” for Android devices is putting books at the fingertips of up to 2,000 school-aged kids, many of whom are former child slaves living on less than \$2 per day. Sephora, 12, said the library allows her to look up words she is not familiar with in the dictionary. The nonprofit Library for All organization helps schools find affordable devices to access the digital books.—*Voice of America News*, March 13.

MEXICO ③

Researchers are working to digitize the 16th-century Codex Mendoza, which contains a history of the Aztec rulers and their conquests as well as depictions of Aztec daily life. On January 15, the National Anthropology and History Institute in Mexico City released an app (bit.ly/1FFZr58) that allows users to read the codex with a translation into English so they can learn about its physical features and access multimedia content directly related to the text.—*Agencia EFE*, March 5.

UNITED KINGDOM ④

A rare copy of William Smith’s 1815 *Geological Map of England and Wales*, previously thought lost, has been uncovered by archivists. The new map has been digitized and made available online in time for the start of celebrations of the map’s 200th anniversary. The first geological map of a nation ever produced, it shows the geological strata of England, Wales, and part of Scotland, and may be one of the first 10 produced by William Smith (1769–1839).—*Geological Society of London*, March 23.

MOROCCO ⑤

In Fez, libraries are nearly nonexistent, though youth desperately need them. To fill this void, the Fez Association of the Children of the Medina has created a children’s library in the medina quarter’s heart to encourage and create awareness about the importance of reading. Suzanna Clarke, author of *A House in Fez*, and hotel owner Cathy Bellafronto are the library’s cofounders.—*Morocco World News*, March 5.

QATAR ⑥

The Qatar Digital Library (qdl.qa/en) began as a brainchild of the former first lady, Sheikha Mozah bint Nasser Al Missned, and was put together with help from the British Library. In 2014, the library made public a digitized archive of Arab scholarship, maps, and artworks, particularly from Gulf countries. This year it launched a music archive featuring early disk recordings from the 1920s and 1930s. Curators say the archive is preserving music that would otherwise be lost.—*NPR: Weekend Edition*, March 22.

JAPAN ⑦

The city of Rikuzentakata in eastern Japan was devastated by the Tohoku earthquake and tsunami that ripped through the area on March 11, 2011, destroying or damaging some 80,000 books in the city library. The only public library in Japan to have a dedicated department for book restoration, the Tokyo Chuo Metropolitan Library (Minato Ward), has been working to repair materials from the local archive of the Rikuzentakata Public Library since September 2013.—*Huffington Post*, March 11.

SINGAPORE ⑧

The National Library Board is planning to renovate existing libraries and build new ones over the next few years. One new facility will be an Idea Lab in Jurong Regional Library. Slated to open later in 2015, the lab will let users tinker with such gadgets as 3D printers and microcontrollers. A dedicated teen space will be set up in November in Pasir Ris Public Library, while a new Tampines Regional Library will open in 2017 and feature a culinary studio.—*Channel NewsAsia*, March 10.

NEWSMAKER: KODY KEPLINGER

When Kody Keplinger's first book, *The DUFF: Designated Ugly Fat Friend*, was published in 2010, the author was 18 years old. Since then, she has gone on to write three more young adult titles as well as a middle-school-age book. On February 20, her first book reached audiences around the country when it premiered as a major motion picture, *The DUFF*. An avid reader, Keplinger was born with Leber's congenital amaurosis, a disorder that causes legal blindness. Keplinger shared her thoughts with *American Libraries* on the appeal of YA literature, encouragement for young writers, and how librarians can improve services for people with disabilities.



Zarr and Carrie Ryan. I discovered so many great books because of her.

What kind of services would you like to see libraries offer to people with visual impairment? When I was a kid, there was this strange, negative bias toward nonvisual reading. I think this still exists today. For some reason, people don't consider having something read aloud to you as "real reading." I've even been told that listening to an audiobook isn't "real reading." This is obviously problematic as it excludes those with visual and reading disabilities, and it also shames those who may be auditory learners over visual learners. I was lucky that my mother never had this attitude and read to me well into my teen years; even still, when I visit her, we'll read together. It was her reading to me that led me to audiobooks, which is how I do most of my reading today. If teachers and librarians did this regularly, for teens as well as kids, I think we'd begin to see that attitude about real reading change, and we might even see an increased interest in reading overall. I'd love to see libraries implement reading programs for older kids and teens, maybe doing weekly read-aloud sessions, inviting not just those with disabilities, but anyone who wants to listen. I think everyone enjoys being read to, and if we normalize that, then we can foster more readers, both with and without disability. ■

Read the full interview with YA author Kody Keplinger on americanlibrariesmagazine.org.

What is it about *The DUFF* that resonates with people?

KODY KEPLINGER: I think everyone—no matter what you look like—has felt unattractive or uninteresting or just "less than" at some point. And that's what being the DUFF is all about. I've gotten letters from girls and women (and a few guys!) of all shapes and sizes and backgrounds telling me they feel like the DUFF among their friends. It's not about being fat or ugly, in reality; it's just about feeling insecure. And we've all been there.

What advice do you have for aspiring young writers?

I hear so many teenagers say they want to be published by 18. I think these deadlines are more problematic than helpful. Young writers put so much pressure on themselves, and publishing is so unpredictable. I encourage them to set deadlines on the things they can control, like, "I want to finish a first draft by graduation." Don't worry so much about publication yet. Focus on being the best writer you can be.

What is it about YA lit that appeals to such a variety of readers?

We've all been teenagers, so there's something universally relatable about the genre. Also, right now, many people in their 20s are forced into a state of prolonged adolescence. They graduate from college and often have to move back home because there aren't enough jobs. This makes the stories of adolescents—and their struggles—still relevant.

What's your favorite story about a librarian?

When I was in high school, my academic team coach was also the school librarian; I was pretty close to her. She knew I loved certain authors. Anytime she got a new book in—sometimes even before she put it into the system—she'd let me take it out. One of those books was *Wintergirls* by Laurie Halse Anderson. She knew I loved Anderson's *Speak*—it was something we'd discussed many times—so when *Wintergirls* came in, she actually let me borrow her personal copy. She also introduced me to the work of Sara

Biometric Access

Enabling patrons to log in and check out with a swipe of the finger

by Ernest Dixon

As libraries embrace their modern identities as technology hubs, the methods of providing access to their services must constantly adapt. The evolving high-tech options we provide to patrons require that we also keep these options safe and secure. Although in widespread use in the private and public sector, biometric security options have been slow to reach libraries—whether because of a lack of understanding of the technology or because of misinformation about the system.

Paul Sawyer Public Library implemented a biometric identification system in October 2008.

Since then, patrons who sign up for a library card have the option to enroll in the finger identification system, which is required only when using the public computers and the media box located in the lobby. To check out materials or log on to computers using the system, a patron simply places his or her finger on the biometric scanner located at each station. Patrons checking out other materials can use their library cards as they always have.

The main misconception about biometric finger identification is that the system captures and stores a full image of your fingerprint. Not so. Instead, the fingerprint is enrolled in our system by taking a

variable amount of vector measurements. None of these measurements are stored but are converted into a number using an algorithm. This number is then tied to a patron's library card number. When a user places his or her finger on the scanner, the software enters the library card number into whatever text field is in use by the computer.

There are currently 21,096 different users enrolled in the system, and response has been positive.

Many patrons cite the convenience of using finger scans in place of a card as one of the main pros. Patrons have the option to speak to the director if they have concerns about using the system, but—to date—only four have done so.

The biometric system has greatly increased security on public computers, as users must be logged on either by using their finger scans or by directly asking an employee. While many patrons still use their library cards to check out books, they become curious when watching other patrons check out using their fingers and, in turn, often decide to enroll in the system.

Some drawbacks include the occasional patron whose fingers simply will not work with the system, usually because of wear to the fingerprint or poor circulation. Also, the fingerprint readers and the systems will occasionally disconnect

and need to be rebooted. Many patrons will also lose or misplace their library cards after using the biometric system. When a patron needs his or her card number to use online resources, a replacement will need to be reissued. There was also the drawback of figuring out how to log guests onto the computers without having to use a finger scan.

Advances in technology have helped with obtaining more accurate initial scans at enrollment. People who had trouble with their fingers not reading well on the scanners have found that it works better after reenrolling with the newer scanners. We began using Envisionware to create guest reservations and allow patrons to log on by typing in their information. Just software and hardware improvements have made the process more accurate and reliable.

Overall, the biometric system has been a great success and has brought many positive changes to our library. Patrons enjoy the system and, now that it has been in place for more than six years, many of the issues that cropped up initially have been solved over time. Biometric identification is a safe and secure way for patrons to access library services and should be considered by libraries looking for new technology to improve their ability to serve their users. ■



Biometric identification is a safe and secure way for patrons to access library services.

ERNEST DIXON is web/technologies librarian at Paul Sawyer Public Library in Frankfort, Kentucky. Email: Ernie.Dixon@pspl.org. Read the longer version of this column on americanlibrariesmagazine.org after May 1.

What They Said

"Burning books—and in the past, their authors as well—that espouse hated ideas is perhaps the oldest form of censorship. And it never seems to go out of fashion."

ROBERT CORN-REVERE, partner at Davis Wright Tremaine LLP in Washington, D.C., where he practices First Amendment law, on how ISIS is just one of the more recent groups in history to burn books as a form of controlling information, in "Bonfires of Insanity: A History of Book Burnings from Nazis to ISIS," *The Daily Beast*, Feb. 28.

"Everyone was new once, including the Old Guard. So cut them some slack. Remember that things you want to change may be things that they had to fight for against their own Old Guard. And someday you may be someone's Old Guard. We all hope we can retain an openness as time goes on, but the truth is that everyone gets tired, everyone gets a little set in their ways, and everyone grows attached to their projects. Consider how you'll want to be approached when that time comes. Hopefully any of us who reach these points will have fresh colleagues come in and shake things up—and hopefully they'll remember that we've been in their shoes."

AMY DIEGELMAN, young adult librarian at Vineyard Haven (Mass.) Public Library, on how new librarians can work with their more experienced colleagues to help them feel invested and a part of changes in the library, in "Don't Let the Old Guard Get Ya Down," *Letters to a Young Librarian*, Mar. 12.

"There's a movement toward a lot of innovation and experimentation in libraries. The issue is, how can we have more experiments and innovations that

are still true to the mission of libraries? And that's what you're seeing in Sacramento. It needs to be girded in a distinct community need and a very strong assessment in terms of the benefit of a return on investment for community tax dollars."

KEN HAYCOCK, research professor of management and organization at the University of Southern California's Marshall School of Business, about the Sacramento (Calif.) Public Library expanding the types of material it lends out—including sewing machines, seeds, prom dresses, and musical instruments—in "Libraries of Things an International Trend in Sharing," *Nonprofit Quarterly*, Mar. 16.

"Kids have not made the switch to reading books on phones, tablets, or even e-readers. It isn't useful for anyone to go on the internet and see 2 to 4 million titles. It is useful to have human beings to talk to and help guide you to exactly the kind of book you're looking for or hope to find."

JAMES PATTERSON, bestselling author, on the important role librarians play in encouraging children to read, after announcing his \$1.25 million grant partnership with Scholastic, Inc., in "James Patterson Pledges \$1.25 Million to School Libraries," *Washington Post*, Mar. 9.

"The idea that libraries and research are indulgences, status symbols, and a total waste of money, is ... well, it's breathtaking. It's pure hypocrisy that so many moneyed interests that benefit from publicly funded basic research keep saying this kind of nonsense. This is FUD—fear, uncertainty, and doubt—being spread to advance the dismantling of as many public goods as possible to benefit the few under the

"How do we talk about the politics of cultural records? If we cannot preserve everything, who defines what is worth saving?"

AMELIA ABREU, information science doctoral candidate at the University of Washington and user experience writer, on how any discussion about internet archiving has to confront this issue, especially when considering how women, people of color, the LGBT community, and people with disabilities have struggled to have their stories presented fairly, in "The Collection and the Cloud," *The New Inquiry*, Mar. 9.

guise of populism: School shouldn't cost so much. (It doesn't.) Everyone should have access to education. (They won't if it requires high-speed internet and the time and skills to educate yourself.) We could return to the early 20th-century ideals of public education, but that would require public investment in institutions owned by the people. We could appeal to the civic-mindedness that undergirded the development of public libraries and our great public research libraries. How ironic is it that public libraries were the University of Everywhere of their day, that the purpose of the great land grant universities was to bring the benefits of research to all? That requires taxation with representation. Unthinkable."

BARBARA FISTER, responding to Kevin Carey, director of the New America Foundation's educational policy program, who suggested in a *New York Times* profile that college is too expensive because of unnecessary features like libraries, in "No Libraries for You!," *Inside Higher Ed: Library Babel Fish*, Mar. 11. ■

Learning to Code

Some tips from librarians who have done it

by Andromeda Yelton

Interest among librarians in learning to code is huge and growing. Lately, numerous library conferences have featured programming tutorials or hackathons. Short workshops are wonderful for introducing fundamental concepts and creating positive experiences around code, but participants don't necessarily know what to do next.

For my *Library Technology Report*, I reached out to the LITA-L, Code4Lib, and LibTechWomen discussion lists, as well as my own net-



Even experienced programmers regularly look up syntax details.

work, to survey librarians on how they use code in their jobs. I looked for people who are not primarily developers and who could share examples of short scripts. I also asked for recommendations and resources on learning to code and found common themes. Here are their suggestions:

Find a project. This is the most important. Whether for work or fun, having a goal will help you persevere through the inevitable challenges. You will feel a sense of accomplishment when you make progress. You'll get natural answers to questions like "What programming language should I learn?" and "What do I need to learn next?"

Whatever you choose, make it as small as possible (or break it down into small parts) so it doesn't get too overwhelming, and feel free to

incorporate working code snippets you find online.

Rely on Google and existing code. Modifying existing code is not cheating. Someone else may have written code to do most of what you want; the ability to read and edit others' code can get you a long way, even if you never write your own programs from scratch. Even experienced program-

mers regularly look up syntax details and copy code snippets. Googling for something like "[programming language] [problem keyword] example" will often

turn up helpful code samples and StackOverflow advice. Browsing library coders' GitHub repositories can yield much useful code and inspiration, too. The Code4Lib wiki page Libraries Sharing Code (bit.ly/1C8M9M2) is a good starting place.

Write documentation. Google, StackOverflow, and (to a lesser extent) GitHub work as learning tools because people have invested time in documentation. Pay it forward! Writing up your learning process helps those who come after you—and yourself in six months. Writing requires organizing your thoughts and is a good self-teaching tool. Additionally, many open source projects want help with documentation as well as code, and this can be an easier route than code to begin contributing. Read the project guidelines, look for a bug tracker with

open documentation bugs, and make things better while your memory is fresh. Writing documentation increases the chances that others will build on your work, which will be motivating and rewarding.

Persevere. Learning to code is hard. You must devote a lot of time to it. Also, you'll make mistakes and some of them will be hard to debug. Beginners often think this means they don't have the aptitude, but they're wrong; coders at all levels constantly run into challenging bugs. As web developer Kate Ray writes in TechCrunch (tcrn.ch/1D9SiJo), "There is no mastery, there is no final level. The anxiety of feeling lost and stupid is not something you learn to conquer, but something you learn to live with."

People don't talk enough about emotion in learning to code—about the intense ways learning code can push us into impostor syndrome, can make us feel we don't belong (particularly if we're not a 19-year-old white male in a hoodie), can make us feel frustrated and anxious and overwhelmed.

Find a mentor. Mentors are great for answering technical questions and for telling you about tools and best practices that may not be written in books. But they're also great for holding your hand, cheering you up, and bolstering your self-confidence. ■

ANDROMEDA YELTON is an independent consultant. This column is adapted from her *Library Technology Report* "Coding for Librarians."

Making for STEM Success

Creating a community of tinkerers

by Meredith Farkas

It's a frustrating paradox: While the US is a technology-development powerhouse, its children perform well below their counterparts in many other developed nations in math and science. In addition, women and minorities are underrepresented in STEM (science, technology, engineering, and math) fields in the United States. The problem is not just about recruitment but education and exposure to STEM in ways that get children excited about the sciences.

National organizations like the Institute of Museum and Library Services have recognized the importance of catching up in math and science and are funding STEM initiatives that expose young people to science in creative and engaging ways. Schools, museums, nonprofits, and libraries have accepted the STEM challenge, developing programs and spaces that allow children to become makers. Makerspaces, hackerspaces, and projects like the Hour of Code and the National STEM Video Game Challenge give children the experience of creating something themselves, which can be a powerful motivator.

Libraries don't necessarily need to invest in expensive tools like 3D printers and laser cutters to promote STEM. Tools like Makey Makey, Squishy Circuits, Cubelets, and Raspberry Pi are affordable options to get kids creating and programming robots, game controllers,

and other cool technologies. They are also accessible to librarians with a small amount of tech-savvy and the ability to search the web.

The internet is chock-full of articles by youth services librarians and others involved in STEM work with children that share programming ideas and technology tips. Some of my favorite sites include Make It @ Your library (makeitatyourlibrary.org), Tinker (tinkergroup.wordpress.com), Robot Test Kitchen (robottestkitchen.com), Simply STEM (simplystem.wikispaces.com), Instructables (instructables.com), and the ALSC Blog (alsc.ala.org/blog).

You don't even need to use technology to offer STEM programs to kids. Many of the programs that Amy Koester, youth and family program coordinator at Skokie (Ill.) Public Library, shares on her All Things STEAM page (bit.ly/1y238cX) are craft-building projects that teach scientific concepts. The Skokie Public Library has been a leader in developing spaces, tools, and programs to support making, and their events are a great source of inspiration.

In addition to being the first library to create a makerspace, the Fayetteville (N.Y.) Free Library offered a weeklong Library Geek Girl Camp last summer in which girls participated in fun science activities and met women working in the sci-



The challenge is to develop a culture that sees this sort of tinkering and creation as a lifelong pursuit.

ences. In 2013, the Brooklyn (N.Y.) Public Library partnered with community technology organizations to host a program called Storymaker Maker Party, where kids could create narratives using computer programming, stop-motion animation, circuits, and robotics.

The beauty of offering STEM education in the library is that it's a neutral space where students are not being graded for their participation. Libraries are rarely hamstrung by rigid curricula and thus can focus on what most interests children. In less affluent communities whose schools may not have the funding to offer Lego robotics clubs and the like, the library may be filling a major void.

Children are naturally creative, so programs like this are rarely a tough sell. The challenge is to develop a culture that sees this sort of tinkering and creation as a lifelong pursuit. By providing tools and programming tied to STEM for children, teens, and adults, libraries can play a vital role in fostering creativity, curiosity, and a community of tinkerers. They will also be part of the solution to a major national problem. ■

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 InformationWantsToBeFree.org. Email: librarysuccess@gmail.com.



LIBRARY SYSTEMS REPORT 2015

Operationalizing innovation

By Marshall Breeding

▶ The library technology industry provides essential infrastructure upon which libraries depend to support their daily operations and deliver content and services to their communities.

Tied to the economy of libraries, the vendors that make up the library technology industry support a stable but highly constrained economic sector, with global opportunities. Library budgets may never recover to pre-

recession levels, fueling interest in technology to improve their efficiency and the impact of collection resources. Products able to deliver efficiency, innovation, and excellent user experience are especially well

positioned in this phase of the history of the industry.

Following a period of intensive development, a slate of new products that aims to align with current strategic priorities has entered a new

phase of broader implementation. Index-based discovery services, available since 2009, have become vital components of academic library infrastructure and continue to see strong sales, including both first-time implementations and churn from competitors.

Library services platforms, in production use since 2011, have passed into the realm of routine offerings, especially for academic libraries in desperate need of systems that can manage both electronic and print resources. Many public libraries facing intense demand to present more modern and dynamic services to their communities and deliver seamless access to ebook collections are ready to upgrade or replace incumbent products with ones better able to fulfill current realities and expectations. With broader acceptance of cloud technologies, more libraries are opting for software as a service (SaaS) deployments, especially when they have fewer technical resources to support local implementations.

While libraries are able to risk adopting technologies in earlier stages of development, a broader contingent now expects to implement proven and reliable products. Products considered innovative or pioneering two years ago must now be ready for routine operational implementation in order for these products to succeed in this phase of concerted sales.

This new phase of sales and implementation is well under way. Products are being built anew, including Ex Libris Group's Alma and OCLC's WorldShare Management Services, which have both been available in production release since 2012, each completing three full years of sales and several hundred installations. Innovative Interfaces, Inc.'s Sierra, positioned as a technological uplift from Millennium—the integrated library system (ILS) that incorporates many characteristics of a library services platform—has seen chart-

topping sales. EBSCO Discovery Service, Ex Libris' Primo Central, ProQuest's Summon, and OCLC's WorldCat Discovery Service compete vigorously among academic libraries.

SirsiDynix offers a new suite of BLUEcloud applications that provides modern functionality and can interface in tandem with ILS products Symphony and Horizon. ProQuest continues to make progress in developing Intota, with an early release available now and the full product anticipated for next year. Integrated library systems (ILS), such as those produced by The Library Corporation and Auto-Graphics, have seen considerable development, especially on patron-facing, web, and mobile-friendly staff interfaces.

In an industry composed primarily of private companies having no public reporting requirements, the level of transparency exhibited far exceeds what would be expected in other business sectors. Interestingly, the for-profit organizations often divulge more information than nonprofits. Many innovative products and services fall outside the scope of what surveyed organizations and this report cover, including content products oriented to libraries, reference services, general productivity tools, or other technology products addressing more specialized aspects of library operations. Even within its defined scope of products and companies, the report is high-level and selective. Look to *Smart Libraries Newsletter*, published by ALA TechSource, for more in-depth coverage of the industry.

State of the industry

Libraries expect technology products that can help them meet their opera-

tional needs and strategic priorities. Not all library budgets have entirely recovered from the recession, but more are now able to make investments in technology products better aligned with their priorities and migrate from incumbent systems purchased to serve needs that have since shifted. Vendors, more than ever



library technology vendors support a stable but constrained economic sector, with global opportunities.

before, face formidable competition to deliver products that deliver true innovation and financial value.

The trend toward hosted services continues. This shift relieves libraries from a cluster of expenses associated with maintaining local equipment and provides opportunities for technology providers to enhance revenue. Operating on a large scale, vendors incur lower costs per library in providing hosted services, yet pricing must offer value to libraries relative to locally hosted installations. Libraries increasingly expect web-based interfaces that eliminate the overhead of installable desktop clients and support efficient and ergonomic workflow.

Large companies dominate the library technology industry. Some of the organizations involved in producing technology systems do so in the context of providing a broader set of products or services. EBSCO Information Services (2,982 employees worldwide), Follett (1,359), and OCLC (1,315) loom largest, but library technology products represent only a portion of their overall business activities. Among the companies entirely focused on library technology

products, Ex Libris ranks largest, with a total workforce of 565. ProQuest Workflow Solutions, a business unit that consolidates the former Serials Solutions (products include Summon, 360 Suite, and Intota), Bowker, and ProQuest Research Solutions (includes RefWorks), employs 480. Civica reported a total workforce of 454, though many of its employees are involved with its outsourcing services for school libraries in Singapore. SirsiDynix reported 422 personnel. Innovative, following the consolidation of Polaris Library Systems and VTLS, Inc., reported a total workforce of 416.

Multiple rounds of mergers and acquisitions have produced these industry giants. Further consolidation in the future should be considered likely. Tiers of midsized and smaller companies continue to prosper by filling specialized market niches and geographic regions.

We estimate the 2014 library technology economy, including the total domestic and international revenues of all companies with a significant presence in the US or Canada, at around \$805 million. This is an increase of nearly 2% relative to last

year. These figures include RFID and other self-service products in addition to the technologies related to library management and resource discovery. Within these broad industry figures, individual companies experienced varied increases or losses in revenue.

Factors stimulating industry revenues include scheduled increases in annual fees (especially for maintenance and hosting), shifts from local installed systems to SaaS subscriptions, increased investments in discovery services, and an increased number of system replacements. Annualized fees represent the majority of revenues generated, with a much smaller portion coming from new system sales.

Sales performance and trends

Consideration of the relative performance of each company's new and ongoing business requires attention to multiple factors. The number of contracts signed in a calendar year provides a general measure of success, though attention must be given to the number of library organizations and individual facilities represented. Size

and complexity of libraries provide additional color to the picture of sales performance, and may add to the difficulty of tabulating results.

Ex Libris signed 43 contracts for library services platform Alma, representing 77 individual libraries, achieving a cumulative

406 installations and an increase over the 31 contracts signed last year. Contracts were primarily to larger academic institutions, so estimated

aggregated contract values for Alma exceed that of competing systems. On the market for four years, Alma has become well established in a niche of large and complex academic libraries and consortia. The Orbis Cascade Alliance recently completed installation and a move toward shared infrastructure for its 37 academic library members in a closely watched project. The Wales Higher Education Libraries Forum (WHELF) Consortium has selected Alma. Each Alma sale included discovery service Primo, which saw additional sales.

Ex Libris also reported 25 new sales for its Aleph ILS, mostly due to large libraries in Asia, Latin America, and other international regions. Rosetta, providing digital preservation and management, saw nine sales, mostly to larger institutions. With its arsenal of well-established products designed for academic and research libraries, Ex Libris has strong prospects for increasing revenues for years to come, barring unexpected disruptions.

Innovative signed an impressive 123 contracts for library services platform Sierra, representing 249 library organizations and 1,032 individual branches or facilities. Those upgrading from Millennium account for most Sierra sales, though 29 were to new libraries. Sierra sales improved over the 113 contracts signed in the previous year, though a bit below the coverage of 1,051 facilities in 2013. The Republic of Ireland selected Sierra for its national network of 30 library authorities representing more than 300 branches and service points. An example of the winner-take-all projects becoming more common, this implementation will displace multiple incumbent systems, including Dynix Classic, Horizon, and Symphony from SirsiDynix, as well as the OpenGalaxy ILS from Axiell Group used in Dublin city libraries.

Innovative has made substantial progress in migrating Millennium

We estimate the 2014 library technology economy, including the total domestic and international revenues of all companies with a significant presence in the United States or Canada, at around \$805 million.

year's estimate of \$790 million. US revenues of these companies total around \$495 million, while aggregate global revenues total in the \$1.85 bil-

sites to Sierra, with 495 installations to date. Millennium installations peaked in 2011 at 1,425, and have since decreased 18% to 1,172 in 2014. However, the company has seen a net growth by attracting non-Millennium sites to Sierra. The 1,667 combined Sierra and Millennium installations represent a growth in overall installations by 242, or 17%, compared to 2011.

Sierra includes characteristics of both a library services platform and an ILS. Its evolutionary approach has proven to be successful in retaining existing customers and attracting new ones. For the purpose of this report, the new technology platform, product name, and fees assessed for migration qualify Sierra as a new-name product, rather than an upgrade from Millennium.

Putting forth a new-name product comes with some risk. For many Millennium sites, consideration of Sierra may trigger an open procurement process that may or may not favor the incumbent system. Though winning most contracts, Innovative has seen some leakage of libraries running from Millennium to competitors, including several selecting Sirsi-Dynix's Symphony. Innovative continues development on Sierra to fulfill its position as a new generation product.

In 2014, Sierra was extended with its first set of RESTful APIs in support of improved interoperability, with third-party discovery and resource sharing components requiring programmatic access to data and functionality. Despite—or possibly because of—its mixed technical characteristics, Sierra has seen success in terms of library selections and retentions. The company's 25-year strategy for incremental product transitions rather than wholesale redevelopment continues to resonate with a large portion of the library technology market.

Through business acquisitions completed last year, Innovative has

VENDOR Profiles

AUTO-GRAPHICS, INC.

430 Vineyard Ave., Suite 100

Ontario, CA 91764

800-776-6939

auto-graphics.com

Types of Libraries Served: Public, consortia comprised primarily of public libraries

Geographic Area: United States, Canada

Ownership: Publicly traded

Products: SHAREit (ILS), VERSO (ILS)

AXIELL GROUP

Box 24014

224 21 Lund, Sweden

+46-46-270-04-00

axiell.com

Types of Libraries Served: Public, museums, archives

Geographic Area: Sweden, Denmark, Finland, United Kingdom for ILS products; global presence for archives and museums

Ownership: Private

Products: Aurora (ILS), Adlib (archive/museum management), Arena (discovery/portal), BOOK-IT (ILS), Calm (archive/museum management), DDElibra (ILS), EMu (museum management), OpenGalaxy (ILS), Vitalware (records management)

BARATZ

Raimundo Fernández Villaverde, 28

28003 Madrid, Spain

+34-91-456-03-60

baratz.es

Types of Libraries Served: Public, special, government

Geographic Area: Spain, France, Portugal, Latin America

Ownership: Private

Products: Absys (ILS), Absys.Edu (ILS), Absys Express (ILS), AbsysNET (ILS), BKM (document management), Media Search (discovery)

BIBLIOCOMMONS

119 Spadina Ave., Suite 1000

Toronto, ON M5V 2L1, Canada

647-436-6381

bibliocommons.com

Types of Libraries Served: Public, consortia

Geographic Area: United States, Canada, New Zealand, Australia

Ownership: Private

Products: BiblioCMS (content management), BiblioCore (discovery), BiblioDigital (ebook platform)

BIBLIONIX

401 Congress Ave., Suite 1540

Austin, TX 78701

877-800-5625

biblionix.com

Types of Libraries Served: Public

Geographic Area: United States

Ownership: Private

Products: Apollo (ILS)

BOOK SYSTEMS, INC.

4901 University Sq., Suite 3

Huntsville, AL 35816

800-219-6571

booksys.com

Types of Libraries Served: Schools, public, special

Geographic Area: United States

Ownership: Private

Products: Atrium (ILS), Concourse (ILS), Booktracks (asset management)

BYWATER SOLUTIONS

106 Topstone Rd.

Redding, CT 06896

888-900-8944

bywatersolutions.com

Types of Libraries Served: Public, academic, school, special

Geographic Area: United States, some international clients

Ownership: Private

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added products to its arsenal, including the Polaris and Virtua integrated library systems and a variety of specialized and niche products developed by VTLS. Innovative and Polaris have both seen demand for web-native interfaces in their products, to relieve libraries from the burden of maintaining Java or Windows-based applications for staff computers. The Leap clients developed by Polaris prior to its acquisition have been further developed to operate with Sierra.

Sales of the ILS products Polaris

2013). All sales made for Virtua this year were outside of the US.

OCLC completed 2014 with 79 new contracts for WorldShare Management Services, representing 90 individual libraries. Though the number of contracts has declined each year since 2011 (with 184 in 2011, 163 in 2012, and 92 in 2013), the size of the libraries signing has grown considerably. OCLC did not provide a list of the specific institutions signed in 2014, but the majority of those known to have signed for WorldShare Management Services this year were mid-sized academics,

with an increasing number of larger institutions represented. Contracts include the LIBROS Consortium of academic libraries in New Mexico, the University of Louisville, Kentucky State University, Eastern Kentucky University, and

Northern Kentucky University. OCLC also reported that subscriptions to WorldCat Discovery Services (as announced in March 2014) now total 2,085, with 1,796 subscriptions for WorldCat Local, though it did not report new sales made in 2014. These numbers are represented at least partially by the conversion of First-Search service users.

SirsiDynix reported 118 total contracts for Symphony, 64 of which were new-name clients. Another 13 contracts were signed for Horizon, mostly in international regions where Horizon has been well established. SirsiDynix won business from a variety of competitors, including 120 libraries representing 176 branches that will migrate to Symphony from Millennium as a result of contracts signed in 2014.

On the development front, SirsiDynix focuses efforts on its BLUE-

cloud Suite of applications. The company emphasizes this strategy to ensure that all forward development benefits both Symphony and Horizon, which can be fully integrated with the BLUEcloud platform. This new web-native, multi-tenant platform provides the foundation for the company's growing suite of BLUEcloud applications, including Resource Central for e-resource management and access, BLUEcloud Analytics, and web-based modules that complement or replace those provided through SirsiDynix's legacy ILS products. BLUEcloud Cataloging has been completed, with BLUEcloud Circulation expected in 2015. SirsiDynix outlines its development road map as progressively shifting functionality from Symphony and Horizon to the BLUEcloud platform, though no specific date has been set where dependency on the existing ILS products will be eliminated entirely. The company reported expanding its software development capacity to 142, an increase of 40 employees relative to last year, and up 80 employees from the 60 personnel reported in 2010.

SirsiDynix's product performance has been complicated in recent years. The company both attracted new customers to Symphony and saw substantial defections from Symphony and Horizon during the reign of owners Vista Equity Partners. The combined installed base of its two strategic ILS products has grown, though Horizon installations have declined from a peak of 1,612 in 2007 to 1,019 this year (a drop of 593, or 36%). SirsiDynix no longer urges Horizon sites to migrate to Symphony but rather emphasizes that its new BLUEcloud Suite benefits both ILS products equally.

Only two libraries migrated from Horizon to Symphony in 2014, compared with six in 2013, 91 libraries including more than 220 branches in 2012, and 94 libraries representing 186 branches in 2011. Defections from Horizon to competing products have

Products considered innovative or pioneering two years ago must now be ready for routine operational implementation to succeed.

and Virtua fell in recent years and saw a sharp decline in this first year under Innovative. Contracts for Polaris peaked, with 56 signed in 2008. The 15 contracts signed for Polaris this year represent half of those seen in 2013, and an all-time low since 2002. The numbers alone don't fully represent Polaris' performance, since they don't account for the large municipal libraries that may generate more revenue than smaller libraries. Innovative voices support for the ongoing development and sales of Polaris, but it remains to be seen if libraries will have confidence in Polaris under Innovative as they make selection decisions for a product likely to be in place for a decade or longer.

Virtua saw five new contracts in 2014. New sales of Virtua have been declining since its peak in 2008 (with 67 in 2008, 18 in 2009, 22 in 2010, 13 in 2011, 14 in 2012, and seven in

likewise slowed. These figures reflect at least some confidence among sites remaining with Horizon, and perhaps reliance on the company's BLUEcloud strategy for new technological and functional improvements. Symphony emerged on top in a variety of competitive procurements against companies that in previous years were able to draw away libraries from its customer base.

Wins at the expense of Innovative in 2014, for example, include the 15 members of Luzerne County (Pa.) Libraries, the 80 members of the System Wide Automated Network (SWAN) in Illinois, Greater Victoria (British Columbia) Public Library, and the 10 members of the Organization of Watauga Libraries (OWL) in Northeast Tennessee. The East Mississippi Regional Library in Quitman elected to move from Polaris to Symphony.

ProQuest reported that 39 libraries licensed the initial release of Intota, a package that includes Intota Analytics, the Summon discovery service, and new versions of 360 Link and 360 Resource Manager. This package provides management tools for a library's electronic resources and discovery for all types of resources, while relying on an existing ILS for the management of print materials. ProQuest anticipates the release of Intota v2 to manage all types of resources, available for production use in 2016, enabling libraries to transition from legacy ILS implementations.

In the small public library sector, Biblionix signed 49 additional clients, down from the 87 reported for 2013. The installed base for its Apollo ILS now totals 435 libraries. Given the small size of the libraries involved, a single contract to one of the larger system providers could equal the revenues associated with the entire Apollo customer base. With its focus on small libraries with limited budgets, Biblionix provides a web-based ILS with a targeted

Products: Support services for Koha (ILS) and related open source software

CAPITA

*Knights Court, Solihull Parkway,
Birmingham Business Park
Birmingham, West Midlands B37
7YB, United Kingdom
+44-(0)870-400-5000
capita-libraries.co.uk*

Types of Libraries Served: Public, academic

Geographic Area: United Kingdom

Ownership: Private

Products: Alto (ILS), Soprano (ILS), Strato (ILS)

CIVICA PTY LIMITED

*Level 5, 565 Bourke St.
Melbourne, VIC 3000, Australia
+61-3-8676-4400
civicalld.com*

Types of Libraries Served: Public, school

Geographic Area: Global

Ownership: OMERS Private Equity

Products: Spydus 8 (ILS), Spydus 9 (ILS), Spydus 10 (ILS)

COMPANION CORP./ALEXANDRIA

*1831 Fort Union Blvd.
Salt Lake City, UT 84121
801-943-7277
goalexandria.com*

Types of Libraries Served: School, small public, academic, special

Geographic Area: United States

Ownership: Private

Products: Alexandria (ILS)

EBSCO INFORMATION SERVICES

*10 Estes St.
Ipswich, MA 01938
800-653-2726
ebSCO.com*

Types of Libraries Served: Academic, public, school, special

Geographic Area: Global

Ownership: Private

Products: EBSCO Discovery Service,

EBSCONET (subscription management), EBSCONET Analytics, Link-Source (e-resource knowledge base)

EQUINOX SOFTWARE, INC.

*3351 N. Berkeley Lake Rd. NW,
Suite 200
Duluth, GA 30096
877-673-6457
esilibrary.com*

Types of Libraries Served: Public

Geographic Area: United States, Canada

Ownership: Private

Products: Support services for Evergreen (ILS), Fulfillment (interlibrary loan), Koha (ILS), and related open source software

EX LIBRIS GROUP

*Malcha Technological Park,
Building 8-9
Jerusalem 91481, Israel
+972-2-649-9100
exlibrisgroup.com*

Types of Libraries Served: Academic, national, consortia

Geographic Area: Global

Ownership: Golden Gate Capital

Products: Aleph (ILS), Alma (library services platform), bX (recommendation service), MetaLib (federated search), Primo/Primo Central (discovery), Rosetta (digital preservation), SFX (OpenURL resolver), Verde (e-resource management), Voyager (ILS)

FOLLETT

*1391 Corporate Dr.
McHenry, IL 60050
815-344-8700
follettsoftware.com*

Types of Libraries Served: School

Geographic Area: United States, global (such as international schools)

Ownership: Private

Products: Aspen (student management system), Destiny Library Manager (ILS), Destiny Resource Manager, Destiny Textbook Manager, Follett Shelf (ebook digital platform),

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feature set, offered at an affordable annual subscription fee.

The vendors of the larger systems do not offer pricing tiers within smaller libraries' financial means, and the complexity of their products can overwhelm small libraries with modest functional requirements. The success of Biblionix demonstrates the ability of a small company to deploy a multi-tenant platform that supports a growing customer base with low operational costs and

organizations. LibLime also supports public library consortia, including the AspenCat Union Catalog in the Colorado Library Consortium and the Pioneer Consortium in Nebraska.

The Library Corporation stated in a press release that it signed 67 ILS contracts in 2014 but did not provide detailed sales statistics in its response to this year's vendor survey. Known contracts for CARL.X signed in 2014 include the Metropolitan Library System of Oklahoma. The Los Angeles

Public Library, a CARL site since 1993, recently elected to renew its contract for CARL.X, further reaffirming its position among large public libraries.

The company stated that its 65 contracts for

Library.Solution include new sites, multiyear contracts, and sale of LS2, considered a major upgrade package. Library.Solution has also seen considerable success in the K–12 school library sector, especially in large districts needing a centralized library system. The statewide network of school libraries in Hawaii recently selected Library.Solution, migrating from Follett's Destiny line.

More than 100 small and mid-sized academic libraries currently use Library.Solution. TLC has completed an academic reserves module for Library.Solution to further strengthen its academic offerings.

Selection by members of the Association of Research Libraries (ARL) benchmarks success in the high end of the academic market. Ex Libris leads with 66 members (Alma with 19, Aleph with 18, Voyager with 29), followed by Innovative in 33 institutions (Millennium with 20, Sierra with 13), SirsiDynix serving 19 members (Symphony with 17, Horizon

with two), and now three ARL members have chosen OCLC WorldShare Management Services.

Business transitions

SirsiDynix gained new ownership in December 2014 with its acquisition by ICV Partners from Vista Equity Partners, which had owned the company since 2006. The eight-year period of ownership by Vista Equity began with an initial phase of aggressive business integration and threatened product consolidation. In the more recent years of Vista Equity's ownership, the company had reinstated commitment to its ILS products and entered an ambitious development campaign, fueling a positive outlook that may have contributed to attracting new investors.

Compared to Vista Equity, with \$5.775 billion in its most recent fund, ICV Partners ranks as a much smaller private equity firm, with a total of \$440 million. As a minority-owned and -managed firm with no previous involvement in the technology sector, ICV Partners brings a fresh investment perspective to the industry. SirsiDynix executives have made investments in the equity of the company as part of the ownership transition.

SirsiDynix acquired EOS International in 2013, which has since become increasingly integrated into the company, with its EOS.Web product line remaining fully intact. Prospects for SirsiDynix have strengthened. It stands as one of the largest companies in terms of capital and personnel resources and has regained strength as one of the most formidable competitors in the industry.

Since its 2012 transition to private equity ownership by JMI Equity and HGGC, Innovative has seen significant expansion. In March of last year it acquired Polaris Library Systems, a key competitor in the US public library sector. Innovative states it will continue to develop and support the Po-

Index-based discovery services have become vital to academic library infrastructure and continue to see strong sales.

affordable subscription fees.

ByWater Solutions reported 53 new support contracts for the open source Koha ILS. The company provides a slate of services including migration from incumbent ILS products, hosting of its Koha instance, and ongoing support. ByWater is also involved with a variety of projects to enhance the functionality and extend the architecture of Koha, and works closely with many firms and individuals supporting and developing Koha around the world.

LibLime reported eight new libraries moving to LibLime Academic Koha and another 29 for LibLime Koha. A division of PTFS, LibLime develops and supports commercial products based on Koha, forked from the code base in 2009 and since separately developed. PTFS relies on its Koha-based technology as a component, along with its ArchivalWare and Digital Library System (DLS) to manage both print and digital resources for large government

laris ILS and operate its Syracuse office as one of its global service and support centers.

In June 2014, Innovative acquired VTLS, Inc. from its founder Vinod Chachra. The Virtua ILS has a strong presence in many international regions, especially Malaysia, India, and parts of Europe. The Hong Kong Public Libraries and the Queens (New York City) Library have also implemented Virtua, but VTLS did not further capitalize on these major projects to make inroads into the large municipal library sector.

OCLC acquired the small consulting firm Sustainable Collection Services, expanding its capacity in the area of print collection management. The company provides expertise to assist libraries with identifying materials for transfer to remote storage and in the development of multi-institution shared print collections.

EBSCO Information Services purchased YBP Library Services from Baker & Taylor, which it states will maintain its identity as a separate business. Many libraries make use of YBP's GOBI3 platform in their acquisitions of monographs. The combination of EBSCO's existing subscription services for print and electronic serial materials and GOBI products for monographs strengthens EBSCO's services for resource acquisition and management. While YBP expands this capacity, EBSCO's broadest strategy remains centered on content products and discovery services.

In the RFID, self-service, and automated materials handling arenas, Bibliotheca acquired Aturis Group in January 2015, expanding its geographic scope to include the Netherlands, Belgium, and Germany. In October 2014, Bibliotheca launched a new subsidiary in South Korea led by executives associated with ECO Co. Ltd.

Held by One Equity Partners, Bibliotheca was formed in 2011 through the consolidation of UK-based Intel-

Titlewave (e-commerce for library materials)

INFOR LIBRARY AND INFORMATION SOLUTIONS

492 Old Connecticut Path, Suite 600

Framingham, MA 01701

800-825-2574

go.infor.com/libraries

Types of Libraries Served: Public, academic, special

Geographic Area: Benelux, United Kingdom, France, Canada, United States

Ownership: Golden Gate Capital

Products: Iguana (discovery/portal), V-eyeQ (collection analysis tool), V-link (OpenURL resolver), V-smart (ILS)

INFOVISION SOFTWARE, INC.

945 Fourth Ave., Suite 409

San Diego, CA 92101

800-849-1655

infovisionsoftware.com

Types of Libraries Served: Public

Geographic Area: United States

Ownership: Private

Products: Evolve (ILS)

INNOVATIVE INTERFACES, INC.

5850 Shellmound St.

Emeryville, CA 94608

510-655-6200

iii.com

Types of Libraries Served: Academic, public, special, school

Geographic Area: Global

Ownership: HGGC, JMI Equity

Products: Chamo Discovery (discovery), Content Pro (digital collections management), Encore (discovery), Millennium (ILS), MozGo (mobile interface), Polaris (ILS), Polaris Leap (ILS), Sierra (library services platform), Virtua (ILS), VITAL (digital asset management)

KEYSTONE SYSTEMS

8016 Glenwood Ave., Suite 200

Raleigh, NC 27612

919-782-1143

klas.com

Types of Libraries Served: Special, especially those serving persons with visual disabilities

Geographic Area: United States

Ownership: Private

Products: KLAS (ILS)

LIBLIME, A DIVISION OF PTFS, INC.

11501 Huff Ct.

North Bethesda, MD 20895

301-654-8088

liblime.com

Types of Libraries Served: Public, academic, school, special (including government agencies)

Geographic Area: United States

Ownership: Private

Products: ArchivalWare (content management system), GetIt (acquisitions application), LibLime Academic Koha (ILS), LibLime Koha (ILS)

THE LIBRARY CORPORATION

1 Research Park

Inwood, WV 25428

304-229-0100

www.TLCdelivers.com

Types of Libraries Served: Public, School

Geographic Area: United States, Canada, Singapore

Ownership: Private

Products: CARL.X (ILS), eBiblioFile (MARC records for ebook collections), Library.Solution (ILS), LS2 PAC (enhanced online catalog), LS2 Staff (Web-based staff clients), RDA Express (bibliographic conversion service)

LIBRARYWORLD, INC.

560 S. Winchester Blvd., Suite 500

San Jose, CA 95128

800-852-2777

libraryworld.com

Types of Libraries Served: School, small public, special

Geographic Area: United States

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lident, North America-based Integrated Technology Group (ITG), and Switzerland-based Bibliotheca. Subsequent acquisitions included Trion AG in 2012, known for its manufacturing of automated materials handling equipment for libraries.

Also on the international front, major Scandinavian IT services firm The Systematic Group acquired Dantek, a much smaller company that had recently won a contract to develop a new integrated library system to serve the majority of public and school

272 employees in 2014, an increase over the 219 reported last year.

Academic libraries

Academic libraries, with collections heavily weighted toward scholarly electronic content, seek solutions to optimally assist the staff members managing them and provide ideal discovery and delivery for students and faculty. Migration patterns include moving away from incumbent print-oriented ILS products, such as Voyager, Aleph, Symphony, and Ho-

rizon, in favor of library services platforms capable of managing electronic and print resources.

Ex Libris focuses its efforts almost exclusively on academic and research libraries. Of the 77 individual libraries (representing 43 contracts) signing for Alma in 2014, 73 were academic. Larger and more complex academic libraries favor Ex Libris' Alma in new selections, with OCLC WorldShare Management Services now beginning to move beyond mid-sized academics to serving larger libraries. Although OCLC attracts many types of libraries, it sees the most traction for its WorldShare Management Services among academic institutions; in 2014, academic libraries represented 69 of the 90 libraries selecting WorldShare Management Services.

ProQuest Workflow Solutions, the division of the company focused on developing resource management and discovery tools for academic libraries, continues development of Intota. An interim release of the Intota product brings together Intota Analytics, Summon, and the functionality of 360 Link and 360 Resource Manager, deployed on a new platform that enables

libraries to manage and provide access to its electronic resources. This package aims to help academic libraries develop their collections based on data and analytics—metrics such as cost per use—to avoid duplication. Intota v2, which will be designed to extend this workflow to print materials, may prompt libraries to migrate from their incumbent ILS when the product becomes available in 2016.

Symphony continues to see interest among academic libraries. New sales to academics in 2014 include larger ones internationally and those serving smaller institutions in the US. The June 2014 announcement of BLUEcloud Campus reflects SirsiDynix's interest in strengthening its product for this sector. With academic libraries representing around 17% of its global customer base, the company has much at stake in strengthening its offering for these libraries. Seventeen ARL members currently use Symphony, and two others use Horizon. SirsiDynix faces formidable competition in the academic sector, especially from the specialized products Ex Libris and ProQuest maintain.

Interest in open source products continues to represent a thread of activity among academic libraries. ByWater Solutions reported that 42 of the 94 new service agreements it signed for Koha were to academic libraries. Kuali OLE, an open source environment for academic and research libraries, saw its first two production implementations in August 2014.

Interest in discovery services continues to build among academic libraries as they strive to optimize the impact of their investments in scholarly electronic resources, in balance with their print collections.

EBSCO reported 2,634 new subscriptions to EBSCO Discovery Service (EDS) and 8,246 total installations. EDS finds use in academic libraries as well as public, school, and special libraries.

Public libraries continue to select integrated library systems as their preferred resource management platform.

libraries in Denmark. The company made significant progress on the completion of its new ILS product, with an early release installed in Horsens Municipal Libraries.

Axiell, seeing its prospects somewhat diminished in the Scandinavian library sector through the awarding of the Danish ILS project to Dantek, has expanded globally into museums and archives. The company has been involved with museums and archives since the launch of Calm, a product initially created by UK-based company DS Ltd., acquired in 2008. Last year's acquisitions of Adlib Information Systems and Salego Design extended its position in the museums and archives sector.

In April 2014, Axiell acquired KE Software, gaining the EMu museum management platform and Vitalware records management system. At the time of the acquisition, KE Software employed around 50. Axiell reported

Unlike other providers of index-based discovery services, EBSCO has not developed its own resource management product but instead focuses on integrating EDS with any ILS the library currently has in place. Integration partnerships are in place with more than 30 ILS providers globally. Examples include Encore Duet, an integration of EDS into Innovative's discovery product compatible with Sierra or Millennium, and integration of EDS with SirsiDynix Enterprise. Work has recently been completed to enable libraries using OCLC's WorldShare Management Services to apply EDS as the patron interface. Ex Libris and EBSCO remain at loggerheads with regard to populating Primo Central with EBSCO content and integrating EDS and Alma.

Ex Libris made 88 new contracts for Primo in 2014, increasing its total installations to 1,529. This count includes those packaged with Alma as well as those sold to libraries using it with other ILS products. Ex Libris recently entered a partnership with ProQuest to index its content products in Primo Central.

ProQuest reported 195 new subscriptions to Summon, increasing its total to 697 installations. In 2014, ProQuest announced the company had increased the Summon index by 350 million records, or 16%, and added new features to Summon 2.0, launched in 2013. ProQuest has also moved Summon from its own data centers to the cloud using Amazon Web Services (AWS).

Interest in reading list tools expanded in 2014. Products that manage and provide access to course reading materials have been of interest in the UK for the last few years, with Talis Aspire and the open source rebus: list from PTFS Europe leading the way. Talis, having exited the ILS and semantic web arena, now focuses on its reading list product and digitization services, and reports 77 universities in the UK and Europe

Ownership: Private

Products: LibraryWorld (ad-based free and premium ILS models)

LUCIDEA

13560 Maycrest Way, Suite 5138
Richmond, BC V6V 2W9, Canada
604-278-6717

lucidea.com

Types of Libraries Served: Special
Geographic Area: United States, Canada

Ownership: Private

Products: SydneyPLUS (ILS) and brands Argus.net, CuadraSTAR, Inmagic, ISS, LawPort, LookUp Precision

MANDARIN LIBRARY AUTOMATION, INC.

P.O. Box 272308
Boca Raton, FL 33427
800-426-7477

mlasolutions.com

Types of Libraries Served: School, small academic, public, special
Geographic Area: United States, Canada

Ownership: Private

Products: M3 (library automation), Oasis (collection management)

MEDIA FLEX INC.

P.O. Box 1107
Champlain, NY 12919
877-331-1022

mediaflex.net

Types of Libraries Served: School, small academic, public, special
Geographic Area: United States, Canada

Ownership: Private

Products: OPALS (ILS)

OCLC

6565 Kilgour Place
Dublin, OH 43017
614-764-6000

oclc.org

Types of Libraries Served: Academic, public, special, school
Geographic Area: Global

Ownership: Membership owned and governed

Products: CONTENTdm (digital asset management), EZproxy (proxy and authentication service), WorldCat Discovery Service, WorldCat Local (discovery), WorldShare Interlibrary Loan, WorldShare License Manager, WorldShare Management Services (library services platform)

PROQUEST

789 E. Eisenhower Pkwy.
Ann Arbor, MI 48108
800-521-0600

proquest.com

Types of Libraries Served: Academic, public, school, special
Geographic Area: Global

Ownership: Cambridge Information Group, Goldman Sachs

Products: 360 Link (OpenURL resolver), 360 Resource Manager (e-resource management), Flow (citation management), Intota (library services platform), Summon (discovery)

SIRSIDYNIX

3300 N. Ashton Blvd., Suite 500
Lehi, UT 84043
800-288-8020

sirsidynix.com

Types of Libraries Served: Public, academic, school, special

Geographic Area: Global

Ownership: ICV Partners

Products: BLUEcloud Suite (cloud-based ILS and management tools), Enterprise (discovery), eResource Central (e-resource management), Horizon (ILS), Portfolio (digital asset management), Symphony (ILS)

SOUTRON GLOBAL

1042 N. El Camino Real, Suite B-215
Encinitas, CA 92024
760-870-4243

soutronglobal.com

Types of Libraries Served: Special
Geographic Area: United States, Canada, United Kingdom

Ownership: Private

Products: Soutron (ILS/knowledge management)

have implemented Aspire. PTFS Europe made nine new contracts for rebus:list, bringing the total library installations to 21.

EBSCO developed Curriculum Builder, which leverages the EDS infrastructure and offers a plugin to the institutional learning management system, allowing instructors to select reading materials for their

courses based on the library's materials or other sources. Ex Libris is working with development partners to design and develop its new Leganto reading list product, expected for early release in August 2015. SirsiDynix, consistent with its efforts to strengthen offerings for academic libraries, announced in March 2015 that BLUEcloud Lists will be released later in the year.

chool tech vendors are looking beyond library automation to provide products for school administration.

mented by large numbers of public libraries but also used by other sectors. Polaris, primarily oriented to public libraries and now under the ownership of Innovative, saw only 15 newsales in 2014. SirsiDynix has more public libraries using Symphony—1,121 out of 2,546 installations, or 44%—than any other library type.

On the international front, the Spydus line from Civica finds most of its use in public libraries. Civica released Spydus 9 in 2013, a major overhaul of the product. The company announced in February 2015 its plans to release

Spydus 10 as a cloud-based service, with responsive web-based interfaces and functionality that allows for management of print resources, digital assets, and archival materials. Civica expects to release Spydus 10 in May 2015.

Axiell provides a number of integrated library systems for public libraries in Denmark, Finland, Sweden, and the United Kingdom.

Baratz, based in Madrid, supports many large networks of public libraries in Spain via its AbsysNET ILS, as well as libraries in surrounding countries and Latin America. Baratz reported 25 new contracts for AbsysNET in 2014, representing 44 libraries and 85 total facilities. Libraries using AbsysNET now total 2,937, with another 448 using its earlier Absys ILS.

The Library Corporation (TLC) marked 2014 as its 40th anniversary in business. With a workforce of almost 200, the company ranks as the largest of the mid-sized companies, though considerably below the industry giants. Throughout its history, the company has remained under the ownership and management of its

founder and has not become involved with private equity investment. TLC has grown organically by attracting libraries to its Library.Solution and through business acquisitions. It acquired the CARL system in 2000 and has redeveloped it into the current CARL.X ILS that continues to see occasional new implementations. TLC also acquired Tech Logic in 2005, a Minnesota-based company specializing in RFID, self-service equipment, and automated materials handling systems.

TLC offers a diversified set of products and services. While best known for its products for public libraries, Library.Solution has a strong presence in the K–12 school library sector and finds use in small-to-mid-sized academic libraries. Geographically, most of its business comes from US libraries, though it also operates an office in Singapore active in both library automation and professional services for cataloging and collection management.

BiblioCommons continues to expand its presence in the public library sector for patron-facing interfaces. Its BiblioCore discovery platform has been adopted by more than 200 libraries, including some of the largest and most prestigious. Recent clients include the Chicago Public Library and Pima County (Arizona) Public Library. BiblioCore stands as one of the few commercial discovery products able to entice public libraries away from the offerings of their ILS provider. Its compelling features include social engagement functionality for patrons, elegant user design, and seamless interoperability with third-party services. This interoperability extends to ebook lending platforms and a comprehensive integration with the library's ILS that entirely replaces the native catalog, including patron account and request features. BiblioCommons, in partnership with Chicago Public Library, this year developed and launched Bib-

Public library technology

Public libraries depend on technology able to support the services they offer to their communities, which continue to include vigorous circulation of print materials and physical media and sharply rising interest in ebook lending. These libraries continue to select integrated library systems as their preferred resource management platform, as opposed to the library services platforms implemented by academic libraries.

Public libraries are typically served by products created to serve multiple library types. SirsiDynix's Horizon and Symphony, and Innovative's Sierra and Millennium, are imple-

lioCMS as a managed platform that replaces not only the library's catalog but also its website.

Auto-Graphics provides both the VERSO ILS and the SHAREit resource sharing environment, both primarily oriented to public libraries. Of the 21 contracts representing 127 libraries made for VERSO in 2014, the majority (17 contracts, 91 libraries) were to public libraries. The company reported four new sales of SHAREit: three to public libraries and one to a consortium.

School library automation

Priorities in the K–12 sector differ considerably from those in academic and public libraries. Libraries serving schools build collections according to reading level and carefully select materials according to curriculum support and appropriateness for age groups. While individual school libraries tend to be small, many belong to large or consolidated school districts where a centralized automation system may be shared by several hundred libraries. Compared with public and academic libraries, vendors serving the K–12 sector report much larger numbers of libraries served, with much smaller revenues earned per school. The number of districts served may be a more comparable figure. Centralized, district-wide IT departments generally take responsibility for the library automation systems in each school and expect to see interoperability with other infrastructure components, especially for student records. Some technology vendors oriented to schools, especially Follett, look beyond library automation to provide products that serve other areas of school district administration.

Follett dominates the K–12 school library sector in the United States, reporting a market share of more than 70% of US public schools. The company completed the consolida-

PRODUCT INSTALLATIONS IN 2014

In Mid-Sized and Larger Libraries

PRODUCT	COMPANY	#
Aleph	Ex Libris	2,392
Alma	Ex Libris	406
Apollo	Biblionix	435
Atrium	Book Systems	3,302
CARL.X	The Library Corporation	13
EOS.Web	SirsiDynix	1,137
Evergreen - Equinox	Equinox Software	820
Evolve	Infovision Software, Inc.	123
GetIt	LibLime - PTFS	63
Horizon	SirsiDynix	1,019
Intota	ProQuest	61
Koha - Equinox	Equinox Software	31
Koha - ByWater	ByWater Solutions	879
Koha - PTFS Europe	PTFS Europe	64
LibLime Academic Koha	LibLime - PTFS	130
LibLime Koha	LibLime - PTFS	630
Millennium	Innovative Interfaces, Inc.	1,172
Polaris	Innovative Interfaces, Inc.	483
Sierra	Innovative Interfaces, Inc.	495
Soutron	Soutron Global	42
Spydus 9	Civica	12
Symphony	SirsiDynix	2,546
V-smart	Infor Library and Information Solutions	304
VERSO	Auto-Graphics, Inc.	501
Virtua	Innovative Interfaces, Inc.	370
Voyager	Ex Libris	1,261
Vubis Smart	Infor Library and Information Solutions	143
WorldShare Management Services	OCLC	303

In School and Smaller Libraries

PRODUCT	COMPANY	#
Alexandria	COMPanion	13,771
Atrium	Book Systems	3,302
Concourse	Book Systems	9,838
Destiny Library Manager	Follett	63,186
M3	Mandarin Library Automation	3,008
Oasis	Mandarin Library Automation	388
Oasis Hosted Cloud Service	Mandarin Library Automation	572

tion of its PreK–12 businesses into Follett School Solutions in 2014. In addition to Destiny Library Manager (ILS), its portfolio of products includes Destiny Resource Manager, Destiny Textbook Manager, the Follett Shelf ebook management platform, and the Aspen student management system. Destiny Library Manager gained 5,730 new libraries and sits at 63,186 total installations—impressive numbers that reflect



open source
automation and
discovery products
continue as an integral
portion of the industry.

Follett's success in this sector. Other companies participate in the K–12 library sector on a smaller scale. COMPanion signed 178 new contracts for its Alexandria automation system in 2014, representing 539 individual libraries.

Book Systems signed 164 contracts for its web-based Atrium ILS, representing 364 libraries. Of those 364 libraries, 261 were schools and 65 were small public libraries. Atrium is now installed in 3,302 libraries. Its Concourse ILS saw 53 new sales that increased its total installations to 9,838. Book Systems also offers the Booktracks asset management system.

Library.Solution from The Library Corporation (TLC) has been adopted by a number of large school districts.

SirsiDynix sees most of its new sales among public, special, and academic libraries but has some large implementations in the school sector. INFOhio, which includes almost all public school libraries in Ohio, is structured on regional clusters each running the Symphony ILS.

Special libraries

The sector of special libraries is distinct in that it's not a homogeneous group. Medical, law, corporate, and others generally considered as special libraries each have different requirements for supporting technology infrastructure and are served by different vendors. Since these libraries tend to be part of private corporations, less data is available regarding individual installations.

A number of the brands serving special libraries have consolidated into Lucidea. These include SydneyPLUS, Cuadra Associates, and Inmagic. Lucidea did not respond to

this year's vendor survey.

Soutron Global, in partnership with Soutron Limited in the UK, launched in North America in 2012 and has gained an increasing number of clients. The company made 42 new installations of its Soutron ILS in 2014. New products recently developed include the Soutron Digital Server for the distribution of ebooks and resources based on Adobe Content Server's digital rights management technology. A new archives module is under development, with a release projected for 2015.

Open source library software

Open source automation and discovery products continue as an integral portion of the industry. In the United States, open source ILS has its largest presence in small-to-mid-sized public libraries. Out of the approximately 17,000 public library facilities in the United States, 741 use Koha and 1,218 use Evergreen, for a total of 1,959, or almost 12% of the market.

Use of the open source Koha ILS

continues to grow, with widespread adoptions taking place in international regions. In the United States, libraries implement Koha primarily through service arrangements with commercial providers. Fifty-three organizations, representing 94 individual library facilities, signed service agreements with ByWater Solutions in 2014, down somewhat from the 68 contracts reported in the previous year. These libraries migrated from a variety of ILS products including Millennium (17), Library.Solution (7), and Symphony (5). Some libraries already using Koha shifted to ByWater's support services, including those previously using it independently (6) or through LibLime, Equinox Software, or Amigos Library Services. Of these libraries, 47% can be classified as small academic, 28% are public, 20% are special, and 2% are school.

Equinox Software signed 23 new service agreements for Evergreen, representing 68 individual libraries and increasing the total number of installations to 820. The company has developed a new hosting platform called Sequoia to support its growing base of customer libraries with greater performance and reliability. Ten consortia signed agreements for Sequoia hosting in 2014. Equinox has also launched Active Integrated Maintenance, a subscription service enabling libraries to select specific development priorities. The company additionally provides support services for Koha and signed Koha service agreements with two additional libraries in 2014.

Unlike proprietary products produced by a single company, open source library-oriented projects are designed and programmed by globally distributed and loosely coordinated communities of developers. Initiatives that are under way to strengthen Koha include a major grant from EBSCO to facilitate the implementation of ElasticSearch as a search

engine option, improved facets, and additional APIs to support discovery integration. Another project progressing is the creation of a RESTful API to support other data reporting and interoperability scenarios.

A significant transition happened in the arena of higher education-oriented open source software with the launch of KualiCo, a commercial company that will develop and offer services for the suite of products associated with the Kuali Foundation. The larger-scale projects, including Kuali Financial System, Kuali Student, and Kuali Coeus, have engaged with KualiCo. The organization has also acquired rSmart, a company previously involved in hosting services for Kuali products. The Kuali OLE project remains independent from KualiCo, and uncertainty remains regarding the status of Kuali Rice, the underlying services layer upon which Kuali OLE depends.

In August 2014, the first two libraries placed Kuali OLE version 1.5 into production. The University of Chicago Library migrated from Horizon and Lehigh University Library Services from Symphony. Both implemented Kuali OLE for management of print resources and have not yet implemented the electronic resource management features or the Global Open Knowledgebase (GOKb).

Open source discovery interfaces also continue to gain momentum. VuFind, originally developed at Villanova University, has been adopted as the front-end discovery environment for many individual libraries and large-scale projects. The Marmot (Colorado) Library Network, for ex-

PERSONNEL in 2014

COMPANY	DEV	SUPRT	SALES	ADMN	OTHER	TOTAL
EBSCO Information Services	547	1,076	594	75	1,237	3,529
Follett	134	135	347	81	662	1,359
OCLC	0	0	0	0	0	1,315
Ex Libris	208	234	65	47	11	565
ProQuest	224	107	75	63	11	480
Civica	18	386	15	31	4	454
SirsiDynix	142	172	50	19	39	422
EOS International	0	0	0	0	0	0
Innovative Interfaces, Inc.	130	193	42	39	12	416
VTLS, Inc.	0	0	0	0	0	0
Polaris Library Systems	0	0	0	0	0	0
Axiell	76	68	40	49	30	263
The Library Corporation	40	94	25	13	27	199
LibLime - PTFS	5	16	3	8	8	155
Infor Library and Information Solutions	20	16	10	5	25	87
Baratz	17	16	15	6	26	80
Book Systems	16	24	20	4	2	66
BiblioCommons	46	4	2	3	0	55
Mandarin Library Automation	10	13	8	5	2	38
Auto-Graphics, Inc.	5	7	8	5	3	28
Soutron Global	9	9	4	1	1	24
ByWater Solutions	2	14	3	4	1	19
Equinox Software	3	5	2	2	4	16
InfoVision Software, Inc.	5	3	2	0	0	10

► For additional statistics on sales trends, installations, and service platforms and discovery systems in 2014, visit americanlibrariesmagazine.org.

ample, employs VuFind as the basis for a discovery environment for its members. VuFind is noted for its seamless integration of ebook lending platforms, including commercial services from OverDrive and locally managed repositories. As an academic example, the University of Chicago Library implemented VuFind

as its discovery layer to integrate with Kuali OLE and EBSCO Discovery Service. ■



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Note: This *Library Systems Report 2015* documents ongoing investments of libraries in strategic technology products made in the 2014 calendar year. It covers organizations, both for-profit and nonprofit, offering strategic resource management products—especially integrated library systems and library services platforms—and comprehensive discovery products. The vendors included have responded to an extensive survey requesting many details about their organization, sales performance, and narrative explanations of accomplishments. Additional sources consulted include press releases, news articles, and other publicly available information. Most of the organizations provided lists of libraries represented in the statistics reported, allowing for more detailed analysis and validation.

Stuck

in
the

Tween advisory boards help improve
library engagement



The tweens were busy writing on colored Post-it notes and placing ideas on the mock Pinterest board at the front of the room. At a recent meeting of the Richland Library tween advisory board in Columbia, South Carolina, the children were asked to brainstorm about the new tween space being built. Even the impractical ideas, such as implementing a food court and a Ferris wheel, gave librarians insight into what the kids wanted from their space.

“Their ideas told us that they wanted this to be a fun and happy place,” says Sarah Shuster, children’s librarian at Richland Library. “We learned a lot about the vibe that we needed to create for the tweens.”

Although the library obviously cannot create a miniature theme park inside the branch, the kids’ suggestions

will most likely influence the purchases the library will make for the room.

“We had originally picked out furniture that looked nice and was practical,” says Shuster. “But the kids told us that they wanted furniture that was comfortable and that they could spread out on to study. They said that

Middle

By Jennifer Goforth Gregory



WHILE MANY LIBRARIES HAVE A TEEN ADVISORY BOARD, FEW HAVE AN ADVISORY BOARD FOR TWEENS—AN AGE GROUP THAT CAN HAVE VASTLY DIFFERING INTERESTS FROM TEENAGERS.



they didn't like tables and even wanted floor pillows. Without their input, we would most likely have bought furniture that didn't fit with how they wanted to use the room."

While many libraries may have a *teen* advisory board, most libraries do not have an advisory board for kids in upper elementary and lower middle school grades: tweens. The basic concept of a tween advisory group is to have kids, typically around ages 8–12, help provide input on library programming, implement programming ideas, recruit other tweens, and provide feedback on events.

"Before we started the tween advisory board, we really didn't have any tween programming," says Jodi Krahnke, head of youth services at Ypsilanti (Mich.) District Library. "But they felt the children's programming was too young for them, and it wasn't really appropriate for them to be with older teens."

At Richland Library in Columbia, South Carolina, tweens actively recruit members of its advisory group with BYOF (bring your own friend). Founding members like Micah Washington (far left) introduce themselves at monthly meetings and become tween advisory group mentors when they age out of the program.

So Krahnke says the library decided it was important to look at tweens as their own population, with separate needs, and then provide programming to meet those needs.

Likewise, the Bridgewater Township branch of the Somerset County (N.J.) Library System (SCLS) came to the same conclusion. The library originally included middle school students in its teen advisory group. However, it quickly became clear that the idea wasn't working; the two age groups had differing interests.

In July 2014, Lynn Mazur, head of youth services reference at Bridgewater Library, started an advisory group for grades 4–6.

Glitter happens! Richland Library's TAG (tween advisory group) Team creates a collaborative art piece in honor of visiting author Grace Lin. Creativity and connecting with authors have been key interests for this group.

"We wanted to give the tweens a place where they can have a voice without being overruled by older kids," says Rebecca Crawford, youth services coordinator for SCLS and department head of Bridgewater Library.

As with all programming, participating librarians will say it is important to customize the tween advisory boards around your community's specific needs. For instance, because Bridgewater Township schools are structured with an intermediate school for grades 4–6 instead of a traditional middle school, the library used that grade range for its tween advisory board.

EVERYONE BENEFITS

One of the challenges with reaching tweens is that the adults who create the programming do not have the same interests as the kids. And because fads and trends change quickly with this population, it is almost impossible for even the most passionate librarian to keep up. Without tween input, library staff members risk investing time and resources into programs that do not meet the kids' wants or needs.

Involving tweens in programming has a dual benefit, according to Heather McCue, Richland Library's children's librarian. First, the programs are more likely to appeal to their target audience. Second, the tweens on the board will most likely make a concerted effort to attend events because they feel a sense of ownership and are invested in each event's success.

Because tweens are very social and friendships are becoming increasingly important at this age, McCue found that kids will often bring friends to the programs that they helped create. She also found that encouraging tweens to bring friends results in higher participation in the programs across the board.

Two years ago, Ypsilanti's Krahnke says she helped the kids plan a well-attended *Hunger Games* Minecraft party after learning through her interaction with the



library's tween advisory board that they were interested in Minecraft. Each spring she notifies the tween board of the theme for the summer programs and asks for specific suggestions.

"They came up with some fantastic ideas for our Hands-On Engineering theme last year, including having potato car races and other STEM experiments," Krahnke says. The library also recently hosted a tween *Chopped* contest after Krahnke heard kids talking about how much they liked to watch cooking shows.

"We spent an entire meeting planning for our *Chopped* Junior event," she says.

Tweens are also at the age where they are craving more responsibilities and the desire to be independent, but there are not many opportunities for them to learn or practice leadership skills. Libraries are well positioned to use a tween advisory board to help teach tweens the skills needed for project management, working in teams, planning events, and speaking in public.

Tween advisory boards are also a great way to boost involvement from parents of this age group. In order to participate on a tween advisory board, a young person's parents will usually drive him or her to the library and stay during the meeting. Library organizers should consider creating an informal social setting with snacks for parents.

"Our parents really enjoy hanging out with each other at the library during the meetings and talking with people who have kids the same age," says Richland Library's McCue. Another idea is to create programming geared toward parents of tweens, such as inviting speakers or offering a book club.

CREATING THE BOARD

While some teen advisory boards meet a few times a year, tween groups may benefit from more frequent meetings to sustain engagement with the library.

Richland Library had a tween Battle of the Books program when staff members decided to start the advisory board. To help maximize attendance, they scheduled advisory meetings before the book club, when kids were

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WHILE SOME LIBRARIES HAVE A FORMAL APPLICATION PROCESS FOR TWEEN ADVISORY BOARDS, OTHERS FIND THAT A MORE CASUAL APPROACH WORKS BEST FOR THIS AGE GROUP.

already at the library. “Since the advisory board is a new concept, piggybacking on an existing program is an easy way to get kids to come,” says McCue.

Consider your community and library culture when determining how formal the sign-up and attendance process should be. While some libraries have a formal application process for tween advisory boards, others find that a more casual approach works best for this age group. At Ypsilanti District Library, for example, tweens don’t have to sign up for the board; the program runs as a drop-in event only. “However, if you come for at least three meetings and participate actively, then I will put your picture on the wall of the library as member of the advisory board,” says Krahnke.

Participating librarians suggest not only posting information about the board on the library’s website and newsletter, but they also encourage making announcements about the group during other programming, such as school-age events or family nights. Still, one of the most successful recruiting strategies is to personally invite regular tween patrons to join the advisory board. They suggest encouraging all library staff members to personally spread the word when they see tweens in the library or checking out books.

After the tween advisory board has kicked off and is in motion, it is important to continue evaluating and tweaking the group to meet the kids’ evolving needs. Ask them what they like about the meetings and ask for input about what to do at the library, generally. Since kids will eventually age out of advisory boards, the need to recruit new members is critical. “When a tween stops by the desk with a suggestion, I personally invite him or her to come to the meeting to share ideas,” says Krahnke.

But for all the reasons to start a tween advisory board, one of the most valuable is to provide tweens with the sense that they belong in the library, many of the librarians say. With nurturing and encouragement, members of this group are more likely to become lifelong patrons.

“When we started the tween advisory board, we didn’t really have any tween programming,” says Bridgewater’s

SOME TIPS

While your tween advisory board should be unique to your community, some of these strategies have worked well at other libraries:

■ **Provide snacks at each meeting.** Richland Library’s Heather McCue says that snacks are a great way to encourage kids to attend. “We learned very quickly to serve snacks at the end of the meeting,” McCue says. “If we feed them first, then the kids are too hyper to concentrate during the meeting.”

■ **Use technology for group communication and projects.** Tweens love technology, and any way you can use technology will heighten their interest. Older tweens likely have email addresses and can help the library set up an online calendar or even a blog about meetings. Ypsilanti’s Krahnke says that her tweens also love to create video advertisements for the library website about the programs they helped plan.

■ **Encourage tweens to bring friends.** Tweens love their friends and love to spend time with them. McCue says that last year, board membership started to dip, so she told the kids that their service project for November and December was to bring a friend to a meeting. It worked. Several of them are now regular members.

■ **When planning meetings, try to have a blend of games, activities, free time, and actual work.** Start meetings off with an icebreaker since some of the kids may not know one another. Blend hands-on and movement-oriented activities with any planning sessions on the agenda. Tweens are not going to sit and plan events for an hour straight.

■ **Listen to their thoughts and don’t just look for validation of your ideas.** It is human to want the tweens to tell you your ideas are great. Instead of bringing formed ideas, ask open-ended questions and really listen to their responses. If their ideas are not possible—such as paintball in the library—think about how you can incorporate the general idea they are communicating into the library setting, instead of nixing the idea altogether.

Crawford. “Now we have several tween programs, and library usage for these ages is up. But most importantly, our tweens have realized that there is a place for them at the library.” ■



JENNIFER GOFORTH GREGORY is a freelance writer based in Raleigh, North Carolina. As the mom of two tweens, she knows firsthand the struggles of helping tweens find their place.



MARKETING IN THE REAL WORLD

USING TRADITIONAL METHODS IN A SOCIAL MEDIA AGE

By Ben Bizzle with Maria Flora

An excerpt from *Start a Revolution:*

Stop Acting Like a Library (ALA Editions, 2015)

Libraries are often willing to pay upwards of 95% of their annual budgets for staffing and materials, while allocating no funds for marketing. A library with a \$4 million budget shouldn't allocate only \$5,000 to making patrons aware of all the events and services that the \$4 million provides. Some of that money should be shifted to help the community become more aware of the library's value.

Social media is a cost-effective marketing tool, but libraries should still market in traditional media. Social media is not intended to replace real-world marketing altogether.

AN OVERARCHING THEME

One key to successful marketing is to make your promotional materials memorable so they don't get lost in the clutter that inundates people daily. Libraries can accomplish this without having to come up with completely original material.

At Craighead County Jonesboro (Ark.) Public Library (CCJPL), we select an annual overarching theme for all the marketing we'll do in a given year. Examples include:

- typography, in which the words are also the art
- vintage, reminiscent of 1950s and 1960s artwork
- retro, reflective of advertising styles from the 1970s, 1980s, or 1990s
- street art, which is quite powerful in catching people's attention
- internet memes, which are popular ideas, images, or trends that circulate on the internet and become pop cultural phenomena

Our 2012 marketing campaign took advantage of the popularity of internet cards—simple compositions with sketches accompanied by brief, usually humorous, text. Part of e-cards' effectiveness in print is achieved from people's expectation of seeing them only in a digital format. e-cards capture an audience's attention when viewed outside their expected medium.

Capturing an audience's attention is one of the biggest challenges in a world where people are constantly bombarded with advertising and information. Selecting an overarching theme every year has two advantages over developing unique marketing material to promote a service or event each time.

It simplifies the process of marketing individual events



Cover of *Start a Revolution: Stop Acting Like a Library*, by Ben Bizzle with Maria Flora (ALA Editions, 2015), from which this article is excerpted.

or services by providing a predetermined conceptual foundation from which to work. For example, when we promoted our concert series in 2012, we knew at the outset that our posters should look like e-cards in order to adhere to the year's theme. This allowed us to focus on what artwork and phrases would best promote the concerts.

An overarching theme benefits the library by keeping the message consistent and recognizable throughout the year.

The theme builds branding. As you produce more thematic materials, your audience is more likely to pay attention because they liked what you did before.

Changing the theme annually is probably useful. Things don't necessarily retain their popularity long term, and we don't want new content to become dated.

It also allows the library to come up with

new and creative ways to increase community awareness while appearing fresh and innovative.

BILLBOARDS

Many libraries consider billboards to be too expensive to use as a marketing tool. However, they can be cost-effective given the level of exposure they provide. Traffic volume and location determine the cost of leasing billboards. Price also fluctuates with the market. Vendors are likely to negotiate price if they have a number of billboards not currently in use, because a billboard with advertising on it at any price is preferable to a blank one. It's worth finding out what billboards are available in your community and asking what kinds of deals can be negotiated.

The contrarian argument against billboards is that the same people will see it every day. This is actually a good thing. A billboard is a yearlong reinforcement to people that they should visit the library. Compared with the cost of direct mailing at about 30 cents per address, billboards might be considered an excellent marketing investment. The level of exposure is worth it, whether a library can buy one billboard or a dozen.

“ It isn't as much about doing something radically different. It's about being better at doing the things we're already doing. ”



Because of the cost of each billboard, don't promote specific library events or services. Instead, try to instill curiosity and sell the library as a place to check out. Regardless of a library's overarching theme, it's important to ensure the billboards look nothing like the others along the roadside. Simple text and images, a design that maximizes minimalism, tend to cut through the clutter and have a greater emotional impact.

POSTERS

Library posters are common. Many libraries buy pre-printed posters from vendors. These posters look nice inside the library, but they do little to brand or market a specific library and their reach extends only to regular patrons.

For successful community marketing, posters should be distributed outside the library and be just as engaging as billboards. The library should have a strategy for getting posters into the community and in front of potential patrons. A number of businesses and organizations in every community will welcome posters in their windows. An eye-catching poster placed in the window of a popular restaurant has the potential to reach thousands of people a week.

Even if some people aren't interested in a particular event, a poster that catches their eye is still a great promotion. It's branding that keeps the library in the front of people's minds.

POSTCARDS

Postcards are simply miniature posters. One of the advantages of printing and distributing them is they can have the creative work on the front and the event information on the back. This allows for the artwork and marketing to be showcased while still delivering all of the pertinent facts.

As with other marketing materials, appealing artwork and a good tagline will motivate people to read the card and remember what the library is promoting. Like posters hung in store windows, thorough postcard distribution outside the library is sure to increase program attendance and bring new patrons to the library.

Postcards should be placed at every customer service point in the library and given to every patron at checkout. Staffers need to be aware of what event is currently being promoted and actively engage patrons about attending, using the postcard as a take-home reminder.

I've been questioned about sending postcards via direct mail. I disagree with this approach. First, it's relatively costly to do direct mailings to a significant number of people. Second, bulk mailings might get mixed in with junk mail and could to be tossed into the trash with it as well.



BOOKMARKS

Bookmarks are the oldest and most common promotional items given to patrons.

At CCJPL, we design our bookmarks to reflect the year's overarching theme. We don't necessarily use bookmarks to promote specific events but rather the library as a whole, with general library information on the back, such as the address,



A selection of marketing and branding materials used by Craighead County Jonesboro (Ark.) Public Library.

phone number, hours of operation, website, and Facebook page. The goal is to provide information that will expose patrons to the wide range of offerings the library provides. The bookmark serves as a handy reminder to patrons that we're a lot more than just the book they're currently reading.

Custom bookmarks may be more expensive than bulk-ordered, unbranded bookmarks, but the opportunity to

provide information specific to your library outweighs any cost difference between the two.

YARD SIGNS

Yard signs are effective for broad promotion and can generate a lot of talk around town. They should be viewed as mini-billboards, adhering to the concept of promoting the library in a general way, rather than promoting specific services or events. They are a relatively expensive marketing tool on a per-item basis, so distribution should be handled carefully to avoid waste.

CCJPL's first experience with yard signs came during the 2012 presidential election. Seeing all of the candidate yard signs cluttering the corners of busy intersections, I decided it would be funny to come up with a library sign with a catchy phrase to place among them. In a guerrilla marketing-like move, we had signs printed with the phrase, "Public Library: We don't need to run for office," and placed them among the political signs. Our signs were a huge hit, and a number of patrons wanted them for their yards.

MEASURING RESULTS

Most of these traditional media aren't new to libraries. We've been using them for years. In many ways, these strategies and techniques aren't so much revolutionary as they are evolutionary. However, an evolution in practices can lead to a revolution in results.

CCJPL hosts four concerts every summer. We've always promoted them through traditional means but without much strategy.

In 2011, we averaged 300 attendees per concert. In 2012, we created posters to promote the events. Our average that year was 300 attendees. In 2013, we again hung posters around town, but we also distributed more than a thousand postcards, posted about the concerts on Facebook, and made sure to mention the events on radio and TV multiple times in advance. Our average attendance per concert that year was just over 500. That's a 67% increase. The only difference was our approach to increasing community awareness. We created engaging marketing material that presented the concerts as something people wouldn't want to miss.


These sorts of results are attainable by any library willing to reach out in an effective way. It isn't as much about doing something radically different. It's about being better at doing the things we're already doing. The goal is to keep the community continuously aware of the library and do so in a way that will entice them to engage, attend, and participate. ■



BEN BIZZLE is director of technology at Craighead County Jonesboro (Ark.) Public Library. MARIA FLORA is an award-winning journalist and writer who resides in Brookland, Arkansas.



YALSA's Futures report challenges librarians and educators to meet its recommendations



THE FUTURE OF LIBRARY SERVICES TO TEENS

By Linda W. Braun

Speaking to a class of library school students about work with youth and families offers librarians an opportunity to see what is going on in the real world of libraries. A presentation can cover anything from the need for community partnerships to the ideas of connected learning and providing services that support young people's passions and interests to the importance of library staff writing curricula that help young people and their families develop digital literacy skills.

Not only can students learn from these presentations but so can professors who develop LIS courses and help students gain the necessary skills to succeed in 21st-century libraries.

This need to bring the real and the academic worlds together underscores the importance of the work that the Young Adult Library Services Association (YALSA) has done related to the future of library services for and with teens. In January 2014, YALSA released a report titled *The Future of Library Services for and with Teens: A Call to Action*

(frequently referred to as the Futures report and available at bit.ly/yalsa_futures). The report is the culmination of a project funded by the Institute of Museum and Library Services (IMLS) and spearheaded by YALSA's National Forum on Libraries and Teens, which focused on the needs of teens and how libraries can support those needs.

National Forum on Libraries and Teens

The IMLS funding supported a two-day summit held prior to the 2013 ALA Midwinter Meeting in Seattle. The



event brought together library staff, educators, out-of-school-time providers, and researchers to talk about the lives of teens in the 21st century and how best to meet those needs. The summit was followed by a series of virtual town hall meetings that zeroed in on libraries as informal learning spaces, community engagement, and the future of library service to teens.

The information gathered from the summit and town hall meetings was analyzed and synthesized and led to the findings and recommendations that are discussed in the Futures report. A key section of the report looks at the paradigm shift taking place in libraries, particularly within the context of service to teens.

Teens are living in an environment filled with mobile technology. They can find and download music, movies, and personal or academic reading materials from anywhere, not just at the library. Yet many teens do not have the skills or access to use the technol-

ogy available to them. And in some cases, library staff working with teens don't have the knowledge, skills, background, or support to help adolescents in the way needed in the 21st century.

Some library staff, educators, and others have difficulty focusing on the ideas and recommendations presented in the report and seeing them as part of their everyday lives working with teens. While many strive regularly to put the recommendations to good use, some find it difficult to connect the day-to-day with a futures focus. For them, answering the question "What did you do recently that was futures-focused?" can be difficult to answer. That may be because there is a sense that being futures-focused means making big changes. But that's not the case. Here are some answers that members of the YALSA board of directors gave to this question in a recent conversation. They:

- hired new staff to support digital



The Future of Library Services for and with Teens: A Call to Action report by the Young Adult Library Services Association and the Institute of Museum and Library Services.

media and learning initiatives and provide support to other staff and youth and families around the ideas of connected learning

- talked with a state youth-services consultant about the report and its impact on the work that libraries in the state do with and for teens

- worked with college and career readiness providers in the community in order to develop programs and services for teens that will help them succeed in life

- provided training to colleagues on the ideas embedded in the Futures report

The board members' answers to the question did not center on huge new projects that libraries are taking on. Many of the responses focused on tweaks and refinements to what is already happening. This is important because implementing the report's concepts doesn't have to start on a grand scale; it can grow over time as capacity, mind-sets, and infrastructure are expanded and revised.

What is the impact?

American Libraries asked a group of library staff and educators how they are moving the ideas of the Futures report forward. Interviewees described the impact the report is having on the work that they do and what they see as the biggest challenges in implementing its recommendations.



CRYSTLE MARTIN

postdoctoral scholar, University of California, Irvine

As a researcher who studies the impact of interest-driven learning in libraries, the Futures report has given me an entry to talk to librarians about their support of learning in their service, as well as their implementation of learning frameworks like connected learning.



KATIE DAVIS

assistant professor, University of Washington iSchool

The report provided the inspiration for submitting a grant proposal to the IMLS Laura Bush 21st-Century Librarian Program to develop a suite of professional development resources aimed at building public librarians' capacity to leverage digital media and connected learning principles to promote 21st-century skills among the youth they serve. In my university teaching, I have assigned the

report to the LIS students enrolled in my spring 2015 course "Young Development and Information Behavior in a Digital Age."



SANDRA HUGHES-HASSELL

professor, School of Information and Library Science, University of North Carolina at Chapel Hill

The release of the report coincided with our decision to redesign our course on technol-

ogy, youth, and libraries. The course explores issues surrounding access to and use of technology and examines the role of adults—in particular librarians, classroom teachers, and parents or guardians—in shaping how youth interact with technology. As a result of the report, connected learning and media literacy are now key components of the course. Students are also asked to use the LilyPad Arduino controller board and the Arduino coding software to create an "e-textile" (also called

"soft circuit") product of their own choosing. Our goal with this project is to get them to experience what it feels like not to be the expert, but to be a learner—a key point highlighted in the Futures report.

In my courses I have always emphasized the need for librarians to be culturally competent and to create inclusive libraries that are welcoming to all youth. The report, because it was released by YALSA, emphasizes this as a priority—one the field must embrace as we strive to meet the needs of our increasingly diverse nation. But it will be a challenge to make sure it reaches folks who are already in the field.



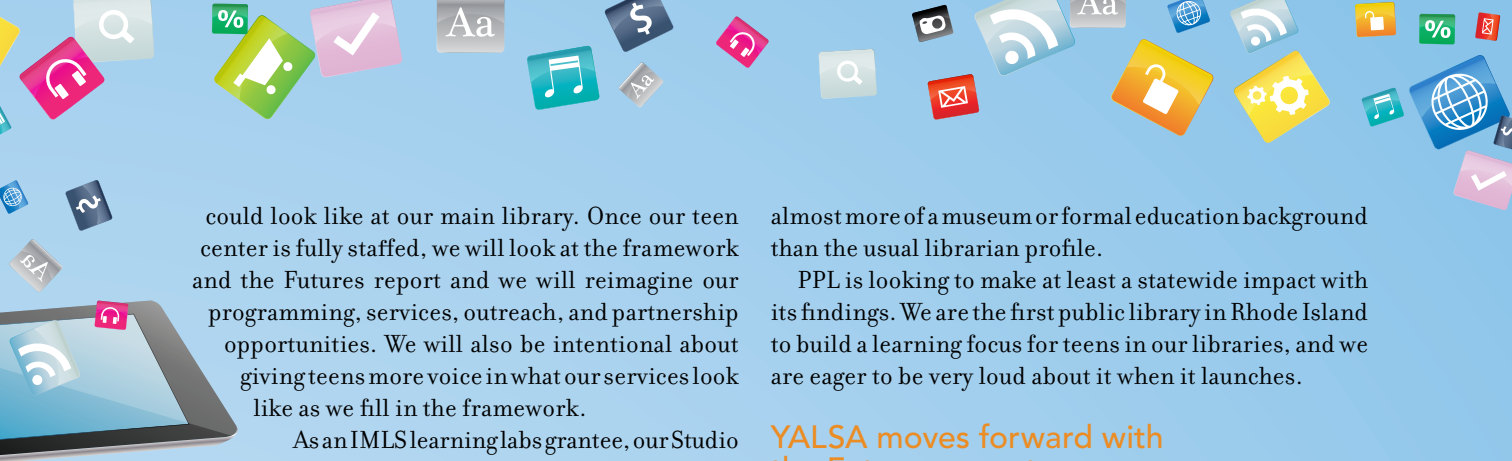
ADRIENNE STROCK

teen library manager, Nashville Public Library

I began my role as teen library manager at Nashville Public Library (NPL) in July 2014 in a unique situation. Prior to my arrival, teen staff at the main library had moved on to other job pursuits and promotional opportunities within the library. Shortly after I was hired, a separate teen services department was created that I manage, and I've slowly been able to hire dedicated staff to work in our teen center. During the time that I was the lone teen wolf, I was able to use the Futures report as well as my conversations with teens to develop a framework for what teen services



Librarians need to be culturally competent in order to create inclusive libraries that are welcoming to all youth.



could look like at our main library. Once our teen center is fully staffed, we will look at the framework and the Futures report and we will reimagine our programming, services, outreach, and partnership opportunities. We will also be intentional about giving teens more voice in what our services look like as we fill in the framework.

As an IMLS learning labs grantee, our Studio NPL maker labs and digital media learning spaces are gearing up to fully launch. Now that our Studio NPL Coordinator Niq Tognoni has started in January 2015, we will soon hire mentors, continue our strong partnerships, expand into new ones, and further solidify connected learning in our informal learning spaces for teens.

I also lead monthly teen services staff meetings at the library. As a professional development activity, we've been slowly going through the report each month and discussing its implications, both at the branch level and systemwide.

Lastly, I look to bring up the report at committee meetings and manager meetings, as well as through monthly reports and email conversations. Right now, I keep my mentions brief but look to build on these introductory opportunities as our teen services evolve.

The paradigm shift will take time to make happen, and I don't think the problems we face are unique. Both at our main library and as a system, we will struggle with being able to make the time to do all that the report calls for. Many staff members spend the majority of their time at a customer service desk, which makes it challenging to meet the call for reimagined assessments, outreach, partnership development, professional development, programs that fit into the connected learning realm, and interface time with teens with whom we need to develop working relationships so that our programming content can be more focused on their interests and needs.



JACK MARTIN
executive director, Providence
(R.I.) Public Library

Providence Public Library (PPL) basically framed its entire strategic planning initiative around many of the principles outlined in the Futures report: creating learning spaces for youth and library users of all ages; helping youth and other library users understand how technology is a conduit for finding, harnessing, and creating information; and creating youth-driven connected learning experiences.

Identifying staffers who can lead this is a challenge. It's hard to find the right person or librarian with the necessary skill sets to take this kind of work on. It requires

almost more of a museum or formal education background than the usual librarian profile.

PPL is looking to make at least a statewide impact with its findings. We are the first public library in Rhode Island to build a learning focus for teens in our libraries, and we are eager to be very loud about it when it launches.

YALSA moves forward with the Futures report

When the Futures report was released, the YALSA board knew that library staff and educators would need support in advocating for and making changes based on the ideas in the document. That's why the Futures Task Force was organized. The work of this group includes creating a series of tip sheets, talking points, and presentations that others can use to get started implementing the report's recommendations in their own community. The resources are available at ala.org/yaforum/resources.

But that's not all. The board realized from the start of its current strategic planning process that in order to support library staff working with teens, the association had to internalize the ideas of the Futures report more deeply. At its 2015 Midwinter meetings, Chris Shoemaker reported that "The board voted unanimously that the focus of their work and

strategic planning needs to be grounded in the findings of *The Future of Library Services for and with Teens: A Call to Action Report*. This document will drive all of the work that YALSA will do over the next few years and will be the foundation on which the new strategic plan is built" (yalsa.ala.org/blog/2015/02/09/yalsa-board-post-midwinter-update).

YALSA is committed to helping library staff gain the skills and support they need to successfully support teens in 2015 and beyond. If you haven't yet read the Futures report, take time to do that now. Start thinking about the work you do every day. Are you embodying the ideas of the report on a regular basis? Remember, it's okay to start small. Talk about the report at a staff meeting. Rethink a current program and give it a futures focus. As you do these things, consider the bigger picture of where libraries need to head in order to help teens succeed in life in 2015 and beyond. ■



LINDA W. BRAUN is youth services manager at Seattle Public Library, an adjunct faculty member of the Simmons College Graduate School of Library and Information Science in Boston, and a past president of ALA's Young Adult Library Services Association.



2015 ALA ANNUAL Must-Dos

San Francisco, June 25–30

By Mariam Pera

Focus on the future

As community centers and technology hubs, libraries are always forward-focused. ALA's Center for the Future of Libraries presents various sessions concentrated on the **Library of the Future**. Hear experts from Google, Steelcase, and the Long Now Foundation discuss trends in libraries and the latest on innovative learning, online search, and literacy.

Catch the speakers

The conference starts on a high note at the **Opening General Session** (June 26) when litigator Roberta Kaplan offers insights into how the 1996 Defense of Marriage Act (DOMA) was defeated, how the law got overturned 17 years later, and how change can be made through the legal system. Hear from best-selling authors and experts from film, journalism, and pop culture, including Haifaa al-Mansour, Edwidge Danticat, Joshua Davis, Sonia Manzano, Nick Offerman, Gloria Steinem, and Sarah Vowell. Don't miss Sarah Lewis at the **ALA President's Program**, as well as thought leaders like danah boyd, Eli Neiburger, and Maryanne Wolf at the division presidents' programs.

Professional development

Continue the conversation on the transformation of libraries and your profession at:

- Preconferences and more than 500 programs, discussions, and sessions covering digital content and ebooks, technology in libraries, innovation, books and authors, transformation, leadership, library advocacy, community engagement, and library marketing.
- Look for the many informal peer-to-peer opportunities such as the **Unconference** (June 26) and **Library Camp** (June 29) where you can explore ideas, share inspirations, and reflect with your colleagues.

Photo: S. Borisov / Shutterstock.com



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

Book pride

Awards and honors

The Pride Parade won't be the only pomp and circumstance in San Francisco this June. Award celebrations include the fourth year of the Andrew Carnegie Medals for Excellence in Fiction and Nonfiction, as well as the Newbery-Caldecott-Wilder Awards Banquet, Coretta Scott King Book Awards Breakfast, Stonewall Book Awards Event, Margaret A. Edwards Luncheon, and Michael L. Printz Program and Reception.

Sign up now

Enhance your experience

Be present for the installation of Sari Feldman as the new ALA president and the new 2015–2016 division presidents at the **Inaugural Brunch** (June 30).

Need a break from stimulating conversations and networking opportunities? Stretch out and relax in the **Think Fit Meditation Room** (June 27–29).

Exhibit hall

Visit the publishers, **Book Buzz Theater**, and **PopTop Stage** to meet and hear from authors, get books signed, and pick up ARCs; chat about the latest products and services with more than 900 exhibitors; glean useful tips and info from the poster sessions; indulge at the **What's Cooking @ ALA Demo Stage**; enjoy the **Graphic Novel/Gaming Stage**; stop by the **Gaming Lounge** to explore resources

for your library programs; check out the **DVD/Video Pavilion** for a showcase of recorded materials for libraries of all types; see work by and meet the artists and illustrators behind your favorite comics, games, and graphic novels and see their work in **Artist Alley**; and close out your conference by celebrating at the **Wrap Up/Rev Up** (June 29).

Stay connected and informed

Check out the ALA Annual Conference Scheduler at alaannual.org to receive updates, plan and organize your conference time, get tailored recommendations, and create a shareable calendar. Look for the mobile app of the Conference Scheduler on May 14. ■

SHOW YOUR Pride

With LGBT Pride Month in June, ALA's Annual Conference and Exhibition coincides with the 45th Annual San Francisco Pride Celebration and Parade, on June 27–28. The tagline this year is "Equality without exception," a belief that ALA shares.

The events are sure to add an extra layer of excitement for attendees, but here is some logistical information to keep in mind.

All the available slots for ALA Annual Conference attendees to participate with the San Francisco Public Library in the **Pride Parade** on Sunday, June 28, 10 a.m.–2 p.m. were rapidly filled.

Many streets will be closed at times during the day. Anticipating that the city will be very busy, ALA has reduced the number of properties needed to hold meetings. In addition to the three buildings of the Moscone Convention Center, only six other hotel properties will be used for meetings. ALA has also reduced the number of shuttle bus routes and will increase the number of buses on each route. Be sure to plan extra travel time in your schedule on Sunday whether riding a bus or walking.

Special activities will also be scheduled in the exhibit hall throughout the day on Sunday. Kicking off **Show Your Pride in the Exhibits** will be a free continental breakfast in the exhibits from 9:30–10:30 a.m. Exhibitors will provide special giveaways and bring in authors and promotions as part of the celebration. Additionally, the exhibits will close at 4 p.m. on Sunday to help relieve outbound shuttle traffic from the convention center. Visit alaannual.org/pride-week for up-to-date information. For more on the San Francisco Pride celebration, visit sfpride.org.



Revelry at the San Francisco Pride Celebration and Parade.

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Follow the Pinterest board at pinterest.com/alaannual



Keep up on Tumblr at americanlibraryassoc.tumblr.com



Follow the fun on Instagram at bit.ly/ALAinstagram

Currents

■ January 5 **Ryer Banta** became undergraduate experience librarian at Montana State University Library in Bozeman.

■ **Sandra Barnhart** has been promoted to manager of Sno-Isle Libraries' Brier (Wash.) Library.

■ January 2 **Thomas Birch** retired as director of Bay County (Mich.) Library System.

■ December 19 **Miriam Boots** retired as children's librarian at St. Tammany Parish (La.) Library's Slidell branch.

■ December 20 **Carol Borzyskowski** retired as reference library associate at Winona (Minn.) Public Library.

■ In February **Chris Bourg** started as director of MIT Libraries in Cambridge, Massachusetts.

■ **Vickery Bowles** became city librarian for Toronto Public Library in January.

■ December 31 **Mary Mlynar Conroy** retired as electronic resources coordinator at Ohionet in Columbus.

■ **Candace Cross** retired as children's librarian at Wheeler Memorial Library in Orange, Massachusetts, January 9.

■ **David DeShong** became youth services librarian at Chickasha (Okla.) Public Library January 5.

■ **Phebe Dickson** became industrial relations librar-

ian at Princeton (N.J.) University January 26.

■ **Terry Dixon**, head of the Twisp (Wash.) branch of the North Central Regional Library, retired December 31.

■ **Heidi Dolamore** became assistant director of San José (Calif.) Public Library January 26.

■ **Melody Sky Eisler** left as manager of Kitsap (Wash.) Regional Library's Silverdale branch in January to become director of Port Townsend (Wash.) Public Library February 19.

■ **Amy Enquist** became program librarian at Beacon Falls (Conn.) Public Library January 2.

■ Crown Point (Ind.) Community Library appointed **Selina Gomez-Beloz** as director in December.

■ January 5 **John Grayshaw** became director of Middletown (Pa.) Public Library.

■ **Cindy L. Grove** became director of Rockport (Mass.) Public Library January 12.

■ **Greg Hardin** recently became associate librarian and information literacy coordinator at the University of North Texas Libraries in Denton.

■ **Jennifer Herron** recently joined Indiana University School of Medicine in Indianapolis as emerging technologies librarian.



Sandra Barnhart



Melody Sky Eisler



Beverly Goldberg



Kristin Piepho

■ **Rebecca Higgerson** became director of Brandon Township (Mich.) Public Library January 5.

■ February 27 **Ryan Hildebrand** started as authorities and special collections cataloging librarian at the University of Oregon Libraries in Eugene.

■ January 31 **Annelle R. Huggins** retired as associate dean of university libraries at the University of Memphis, Tennessee.

■ **Veronica Juarez-Carrillo** recently became librarian at the Exeter (Calif.) branch of Tulare County Library.

■ **Jason Kucsma** became deputy director at Toledo—Lucas County (Ohio) Public Library February 16.

■ **Metta T. Lansdale Jr.** retired as director of Traverse Area District Library in Traverse City, Michigan, December 31.

■ **Mark Lee** recently became library services manager for the Library for the Blind and Physically Handicapped at Carnegie Library of Pittsburgh.

■ Maine State Librarian **Linda Lord** retired December 31.

■ **Karen Mand** retired as cataloging management

specialist at St. Norbert College in De Pere, Wisconsin, January 9.

■ **Cori May** became director of H. A. Peine Memorial Library in Minier, Illinois, in January.

■ January 15 **Steve McCartney** retired as director of Meridian—Lauderdale County (Miss.) Public Library.

■ February 2 **Sarah McCusker** started as director of Canton (Conn.) Public Library.

■ Provo (Utah) City Library Children's Services Manager **Carla Morris** retired in December.

■ **James G. Neal**, university librarian and vice president for information services at Columbia University in New York City, and former ALA treasurer, retired in December.

■ Chippewa Falls (Wis.) Public Library promoted **Joe Niese** to director December 31.

■ February 3 **James J. O'Donnell** became university librarian at Arizona State University in Tempe.

■ **Glenn E. Patton** retired December 31 as director of WorldCat Quality Management at OCLC in Dublin, Ohio.

■ **Kristin Piepho** has been named managing librarian for Sno-Isle Libraries' Mountlake Terrace (Wash.) Library.

■ **Ann Reeves** was promoted to director of Eureka (Ill.) Public Library December 18.

■ **Frances Roehm**, community engagement librarian at Skokie (Ill.) Public Library, retired in December.

■ Sno-Isle Libraries has named **Chy Ross** managing librarian for its Edmonds (Wash.) Library.

■ Lisle (Ill.) Library District promoted **Katharine Seelig** to director December 11.

■ **Zak Sherman** became manager of Kitsap Regional Library's Silverdale (Wash.) branch in January.

■ In December **Karen Sherrard** retired as director of Petoskey (Mich.) District Library.

■ January 12 **Claire Stewart** became associate university librarian for research and learning at the University of Minnesota Libraries.

■ In January **Heidi Suter** became director of Norwalk (Ohio) Public Library.

■ Suffolk (Va.) Public Library promoted **Sarah Townsend** to assistant director in January.



Chy Ross



Claire Stewart

OBITUARIES

■ **Marlene Allison**, 77, a librarian for Loudoun County (Va.) Public Schools from 1979 until 2002, died December 29. Prior to becoming a school librarian, she worked as a librarian for the US State Department.

■ **Brian H. Aveney**, 74, a librarian for several academic institutions and private companies, died January 22. Aveney had worked at the Library of Congress, University of Pennsylvania, University of California at Berkeley, and Blackwell North America.

■ **Claire M. Finnigan**, 91, a teacher and librarian for 45 years in the Peekskill (N.Y.) City School District, died January 3.

■ **Louise Catherine Jeffers**, 86, a librarian in Guernsey, Wyoming, for more than 20 years, died December 20.

■ **Nancy Johnson**, 65, who served as head law librarian, associate dean for library and information services, and professor of law at Georgia State University in Atlanta between 1980 and 2012, died December 13.

■ **Sharon Layne**, 46, library technician in the Preservation Services department of the Smithsonian Libraries in Washington, D.C., for 26 years, died December 18.

■ **Christine Wigfall Morris**, 92, the first African-American librarian

at Clearwater (Fla.) Public Library, died December 7. Morris joined the library in 1949 and directed the designated "Negro Library" in 1950 until it was replaced with a standalone building in 1962.

■ **Cathy Norton**, 73, director of the Marine Biological Laboratory Library in Woods Hole, Massachusetts, until her 2011 retirement, died of cancer December 22. She also served as president of the Boston Library Consortium and worked with the Internet Archive to digitize open access books and journal.

■ **Richard "Dick" Ostrander**, 82, director of Yakima (Wash.) Valley Libraries from 1973 until his 1997 retirement, died December 19.

■ **Mike Roe**, 61, learning resources specialist at Bainbridge High School Library in Bainbridge Island, Washington, died December 18. He had worked in the district for 37 years as librarian, teacher, and football and soccer coach.

■ **Edna Travis Turner**, 89, a librarian at Tuscaloosa (Ala.) Public Library for 20 years until her 2007 retirement, died December 26. Before her library career, she taught at high schools in Tuscaloosa and Birmingham.

■ **Veronica Walker** retired as children's librarian at Washington District (Ill.) Library January 23.

■ **Lisa D. Zilinski** became data services librarian at Carnegie Mellon University Libraries in January.

■ **Nancy Zimmerman** retired as a professor in the School of Library and Information Science

and associate dean for Academic Affairs for the Graduate School at the University of South Carolina in December.

At ALA

■ **Katie Bane**, *American Libraries* advertising manager, left ALA February 17.

■ **Nichole Dotson** joined ALA as accounting manager, accounts receivable,

and in December.

■ February 19 **Beverly Goldberg** retired as senior editor of *American Libraries* after 33 years of service.

■ January 5 **Felicia Kristanto** became accounting manager, accounts payable and payroll.

■ **Marie Pospichal** joined ALA as development associate January 12. ■

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

Listen First

Taking time to understand patron needs

by Linda W. Braun

I recently attended a meeting of community-based organizations that provide college preparedness support to youth and families. It wasn't a new group, but it was the first time I went to one of their meetings. During the two or so hours, I hardly spoke. That didn't mean I wasn't engaged or informed about the topics discussed; that wasn't the case at all. But I went into the meeting room thinking, "I really need to hear what people are saying in order to figure out what the library's role should be

in this area."



Listening is the way to make sure

that the library is responsive to community needs, not just hunches about those needs.

Listening and not speaking up are often hard for me. I think they're hard for many library staffers. Those working in libraries are often so focused on tell-

ing others about all the great stuff we have to offer youth and families—databases, homework help, free books, downloadable music, etc.—that we don't always make sure we understand what a particular group's specific needs are.

Listening is really the essential first step in creating great programs and services for youth and families. It's the way to make sure that the library is responsive to community

needs and not working solely from personal, professional, or generalized hunches about those needs.

At that college preparedness meeting, I had some prior perceptions validated; but I also realized there were needs I hadn't previously been aware of. By listening, instead of speaking up, here's what I learned:

- Many community-based organizations are focused on working with middle school youth and families. That means that while college application, scholarship, and SAT prep workshops may be helpful, libraries need to play a new role in supporting tweens and younger teens and their families to understand the value of learning about and taking advantage of college pathways.

- I found out how data is being collected and used by college readiness programs. These programs, for example, are not just looking at whether or not teens and their families complete the Free Application for Federal Student Aid (FAFSA), but they also look at whether families take the final step of submitting it. (Data has to be entered by families at two different times—once in the winter and once in the early spring. It's not until that final spring data submission that the FAFSA form is actually complete.) By hearing about this I realized that library staffers may need training on how to provide FAFSA support over an expanded timeframe.

- There are a lot of community partners that have the same goal—

improving access to college and career pathways for youth and families—as the library. The library needs to be a key player in this work, but we should be careful not to replicate what others are doing. Instead we must focus on filling in as many gaps as we can.

After this lesson in listening, I was able to connect with the convenor of the meeting and speak up about the unique ways the library can support the work of the group. As a result, we are collaborating in new ways. For example, the convenor asked if he could visit several library branches to learn more about what services are available to youth and families, and to talk with staff members about trends he sees in his work in the college and career readiness arena.

This is only one example of the listening I've done recently, and the partnership generated by that listening. Yes, it made me squirm feeling that people might think I wasn't really interested or informed about the topic discussed. And I know it's not easy to *not* let others know how generally awesome the library is. But, go ahead and try listening first. If you do, I think you'll find that your opportunities for impact and success are stronger and more sustainable than ever before. ■

LINDA W. BRAUN is youth services manager at Seattle Public Library, an adjunct faculty member of the Simmons College Graduate School of Library and Information Science in Boston, and a past president of ALA's Young Adult Library Services Association.



Get ready for *THE* global event for librarians and libraries!



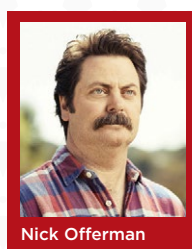
Haifaa al-Mansour



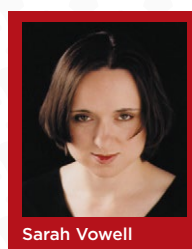
Edwidge Danticat



Roberta Kaplan



Nick Offerman



Sarah Vowell

- + 500+ programs, discussions, and sessions, including dozens of thought leaders on ebooks, digital content, innovation, community engagement, transformation, emerging trends, leadership, policy updates, and more
- + Unlimited networking, conversations, social opportunities—facilitated and informal, planned and impromptu
- + 900+ exhibitors highlighting new and favorite titles, products, technology and services
- + World-class speakers, including Haifaa al-Mansour, danah boyd, Edwidge Danticat, Joshua Davis, Roberta Kaplan, Nick Offerman, Sarah Vowell, Maryanne Wolf
- + 800+ authors and illustrators on live exhibit hall stages and in pavilions
- + 150+ poster sessions on the latest hot topics and trends
- + 30+ preconferences
- + ALA JobLIST Placement Center
- + Leading library and publishing awards and celebrations
- + And a whole lot more!
- + #ALAAC15

Nick Offerman photo by Emily Shur; Sarah Vowell photo by Bennett Miller

**"MAKING YOUR CASE TO ATTEND" RESOURCES AND
REGISTRATION AND HOUSING AT ALAANNUAL.ORG**

Librarian's Library

A celebration of reading

by Karen Muller

We should ... encourage reading and the love of the self-improvement and pleasure that reading can bring.”
—Michael Gorman, *Our Enduring Values Revisited* (ALA Editions, 2015)

The Mother of All Booklists: The 500 Most Recommended Nonfiction Reads for Ages 3 to 103, by William Patrick Martin, is basically a crowdsourced book list. The author gathered 155 authoritative and influential lists of award-winning books and recommended reading lists from a spectrum of organizations, including parenting groups, state commissions on libraries, libraries, library publishers, library reviewing journals, school districts, and museums. The resulting 20,000 titles, categorized by age range, were ranked by frequency of recommendation. And that is the order in which the titles appear in this list. To make the volume useful for readers' advisory, there are categorized listings and a bibliography. This is the companion volume to *A Lifetime of Fiction: The 500 Most Recommended Reads for Ages 2 to 102*.

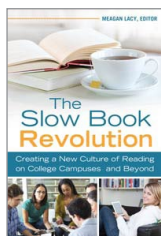
ROWMAN AND LITTLEFIELD, 2014. 368 P. \$38.
978-1-4422-3861-9 (ALSO AVAILABLE AS AN EBOOK.)

In 2012 Maura Kelly wrote “A Slow-Books Manifesto” in *The Atlantic*, with the subtitle, “Read

books. As often as you can. Mostly classics.” In *The Slow Book Revolution: Creating a New Culture of Reading on College Campuses and Beyond*, editor Meagan Lacy picks up the theme and offers ways for academic libraries to support it. “Slow books” is reading a book slowly, so as to savor the language, the plot development, and the messages. Classics and works of literature hold up to the scrutiny and engagement—and on college campuses, they afford students with reasons to think and discuss in ways that assigned coursework reading may not.

Lacy assembles a set of essays on the slow books movement and why it should be supported in an academic library, with examples from book clubs and theme-reading promotion programs on college campuses, and how to inculcate the practice into a lifetime of reading. Includes readers' advisory tools.
INDEXED. LIBRARIES UNLIMITED, 2014. 160 P. \$50.
978-1-61069-715-6 (ALSO AVAILABLE AS AN EBOOK.)

In his foreword to *Booklist's 1000 Best Young Adult Books Since 2000*, Michael Cart outlines the trends and influences that have worked to create the burgeoning YA market. Genres developed that appealed to

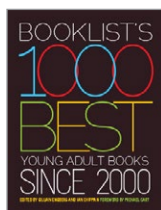
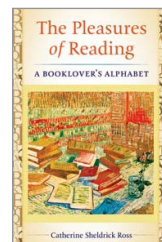


The importance of reading is valued when the opportunity to read may be most limited.

older youth. Kids hooked on Harry Potter when Harry first went to Hogwarts sought more engaging fiction, “adult” authors began writing for youth, and adults began reading YA literature. Winnowing the output to the 1,000 titles, both fiction and nonfiction, was the work of *Booklist* editors, led by Gillian Engberg and Ian Chipman. The fiction list is segmented into contemporary fiction, graphic novels, historical fiction, mystery and suspense, and speculative fiction; the nonfiction list—some 200 titles—is grouped into art, history, poetry, science, and social science. In all cases, the annotation is the signed *Booklist* review.

INDEXED. ALA EDITIONS, 2014. 360 P. \$62.
978-0-8389-1150-1 (ALSO AVAILABLE AS AN EBOOK.)

Thirty essays covering everything from e-reading to marginalia to vampires make up *The Pleasures of Reading: A Booklover's Alphabet*, by Catherine Sheldrick Ross. Some essays draw on interviews conducted by graduate students that Ross, now a professor emerita of library science, taught in genre fiction and reading classes.



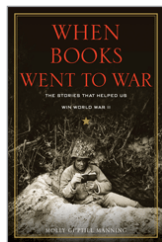
Other essays draw on Ross's own extensive research and interviews of avid readers to answer a range of questions. The result is a celebration of readers and the pleasures of reading, with musings on why we love to read, how books are marketed, how people choose their reading, and even a charming essay about unreadable books. As appropriate, some essays have bibliographies for further reading.

INDEXED. LIBRARIES UNLIMITED, 2014. 270 P. \$45. 978-1-59158-695-1 (ALSO AVAILABLE AS AN EBOOK.)

The importance of reading and how the ability to read is valued when the opportunity to read may be most limited are documented by Molly Guptill Manning in her new book, *When Books Went to War*. Manning tells the story of how books supplied to American troops in World War II affected both morale and the face of publishing and education after the war. The effort was jump-started by ALA's National Defense Book Campaign (later named the Victory Book Campaign) in 1941, an effort that yielded a "landslide"—some 10 million books collected in its first months. Lightweight magazines and paperbacks followed in the form of Armed Services Editions, giving American troops ample reading material in the form of the donated books or inexpensive paperbacks spanning the range of popular writing. The list of titles in the Armed Services Editions contrasts sharply with the list of authors banned in Nazi Germany, also included.

INDEXED. HOUGHTON MIFFLIN HARCOURT, 2014. 288 P. \$25. 978-0-544-53502-2 (ALSO AVAILABLE IN PAPERBACK AND 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 MARCH 1, 2015)

TOP 3 IN PRINT



1. *The Library Innovation Toolkit: Ideas, Strategies, and Programs*

Anthony Molaro and Leah L. White, editors;
foreword by R. David Lankes

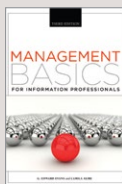
This stimulating collection offers snapshots of innovation in action at a range of libraries, showcasing ideas and initiatives that will inspire librarians at their own institutions.



2. *Reference and Information Services: An Introduction, 3rd edition*

Kay Ann Cassell and Uma Hiremath

As librarians experience a changing climate for all information services professionals, Cassell and Hiremath provide the tools needed to manage the ebb and flow of changing reference services in the 21st century.



3. *Management Basics for Information Professionals, 3rd edition*

G. Edward Evans and Camila A. Alire

Reflecting the rapidly changing information services environment, the third edition of this bestselling title offers updates and a broader scope to make it an even more comprehensive introduction to library management.

TOP 3 IN EBOOKS



1. *Tablet Computers in the Academic Library*

Rebecca K. Miller, Heather Moorefield-Lang, and Carolyn Meier, editors
This roundup of the latest discussions of tablets is a relevant prism through which readers can discover ways to improve reference and instructional services at all academic libraries.



2. *Start a Revolution: Stop Acting Like a Library*

Ben Bizzle with Maria Flora
Focusing on creative ways to pull patrons in rather than just push the library out, the authors share techniques for success alongside a provocative marketing philosophy that will spur libraries to move beyond their comfort zone. (See excerpt, p. 46.)



3. *Rightsizing the Academic Library Collection*

Suzanne M. Ward
Ward identifies the challenges and proposes solutions to shaping physical collections for today's academic library. Filled with sage advice and ready-to-implement guidance, this book will ensure that your institution's collection meets the needs of your library's users.

RFID to the Rescue

Radio-frequency identification (RFID) is streamlining library processes. Among RFID's advantages, the wireless technology allows libraries to automate and expedite checkout and returns.

Smart returns

The new Smart Bin from FE Technologies uses RFID technology to speed up the returns process for patrons and staffers. The bin uses a reading algorithm that can simultaneously receive multiple items, allowing patrons to drop several items into the bin at the same time. The Smart Bin has a capacity of approximately 600 items.

The returns process includes both returning materials to the integrated library system via standard interchange protocol, as well as switching off each item's security on RFID tags. When installed in conjunction with FE Technologies' sort assistant, the company guarantees 100% accuracy on returns. The sort assistant uses customized color coding to determine the destination of each item in the bin. Library staffers can use the sort assistant to manually sort multiple items at once by placing them on an RFID pad, allowing re-

turns to go back to the stack quickly and efficiently.

Placed behind a wall for security purposes, the bin can be accessed by patrons returning materials via a simple opening in the wall or by an FE Technologies secure external return chute.

The Smart Bin has an automated platform that moves up and down as required, an ergonomic design that prevents staffers from having to reach and bend to retrieve items. The bin floor rises and falls depending on whether it is being filled or emptied. The floor is controlled by an infrared sensor and an electric lift mechanism. When items are injected in the bin, a short drop distance minimizes damage.

Find more information, visit fetechgroup.com.au/smart-bin.

Tiny reader, big scope

RFID systems help move materials through the library faster. A central component of an RFID system is the reader/writer that enables communication between the transponder and your software. The devices differ from each other in frequencies as well as their communication protocols. Scemtec offers a number of



RFID readers/writers. Its 13.56 MHz SIR-2010 for proximity applications is a simple yet effective model, packaged in a lightweight, ergonomic casing.

The SIR-2010 has the strong functionality needed to maintain an RFID system. It comes with an integrated antenna and provides output power of up to 400 megawatts, and LED-light operating mode indicators. Depending on transponder size, reading distances can reach up to 17 centimeters.

The SIR-2010 can be directly integrated into a library's IT network and function as a standalone device that can take over the management of user identification numbers in library or access applications. Its power over ethernet (PoE) functionality allows it to be placed in strategic locations to optimize its effectiveness, bypassing the need for AC power. More information on the SIR-2010 can be found at www.stt-rfid.com/SIR-2010_EN.



FE TECHNOLOGIES

D-TECH RFID SPEEDS SERVICE

Product: RFID services from D-Tech International, d-techinternational.com/technologies/rfid.

Details: RFID-enabled self-service and staff stations and security and inventory capabilities

User (pictured): Shawn D. Walsh, emerging services and technologies librarian, Madison (Ohio) Public Library



How do you use D-Tech's RFID? D-Tech International's RFID system is an integral part of our library automation.

We use the D-Tech system to charge and discharge materials internally, as well as put items into transfer for other consortia systems. We also use the self-check system to charge out a majority of our materials. Prior to upgrading to RFID, we had implemented self-checks with another vendor. At that time, we provided the hardware to the vendor specifications and used the vendor-supplied software. When we upgraded to RFID, D-Tech followed the same pattern, allowing us to use our existing hardware and simply add their software and an RFID antenna.

One of the biggest time savings with RFID is that we no longer need to open every container of media we circulate. Most often this was to verify that the appropriate number of discs were returned and in the correct case. With RFID we know if the discs are in the correct cases and if all parts are accounted for.

We are beginning to use D-Tech's RFID wand system, and we are pleased that the D-Tech hardware integrates with

our collection management software that we purchased from CollectionHQ.

How does D-Tech serve Madison Public Library's needs? D-Tech serves our needs well, and the company has been willing to customize the software. We have had excellent communications with support personnel and management.

What are the main benefits? Our hope for the D-Tech system for our library is to speed up routine tasks, allowing staff members to spend more time interacting with patrons. Another benefit we hope to achieve is increased detection of items that were not checked out properly, which would lead to improved circulation accuracy. We have already begun to see the benefit of less physical handling of materials, and fewer repetitive strain motions.

In the future, we plan to add a materials-handling system powered by RFID to help further free up staff to perform more meaningful and patron-oriented tasks.

What would you like to see improved or added? While we are quite happy with our D-Tech system, a real-time

connection to the circulation software from the D-Tech wands would be helpful. Also, we'd like to see directional RFID detection on the door gates to prevent false detection from incoming items as well as integrated door counters on D-Tech P-Series gates. Finally, while the RFID software integrates well with our automation system, we do still have some instances involving routing holds internally and externally that requires us to manually tell the RFID software if we are charging or discharging an item.



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

THE TRUTH-O-METER

FACT CHECKING THE PUNDITS

Angie Drobnic Holan wants to set the record straight ... on everything. As the Washington-based editor of PolitiFact, a project of the *Tampa Bay Times* newspaper in Florida, Holan and her team of reporters take a close look at claims and statements by President Obama, members of Congress, governors, mayors, lobbyists, and media pundits to evaluate their accuracy. To uncover the facts, they consult original sources, government documents, and impartial experts whenever possible. Each statement is then rated using a sliding scale on PolitiFact's truth-o-meter, from "true" to "pants on fire," accompanied by an extensive analysis and a bibliography. It's a job that comes naturally to Holan, who has both a master's degree in journalism from Columbia University and an MLS from the University of South Florida (USF). USF School of Information Professor Kathleen de la Peña McCook said of her former student, "Angie demonstrated a fierce honesty and a passion to speak truth to power." Holan and the PolitiFact-checkers won a Pulitzer Prize for their coverage of the 2008 presidential election, and they continue to draw the line between fact and fiction on a daily basis. Check the facts for yourself at politifact.com. ■



Photo: (Holan) Jacob Roberts; (Capitol) Orhan Cam / Shutterstock

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



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