

american libraries

May 2019

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

Marshall Breeding's **LIBRARY SYSTEMS REPORT**

p. 22

NEWSMAKER:
Sandra Cisneros p. 20

**2019 Emerging
Leaders** p. 36

PLUS: Laundromat Storytimes,
Marketing to Teens, Podcast
for New Parents





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CONTENTS

May 2019

American Libraries | Volume 50 #5 | ISSN 0002-9769

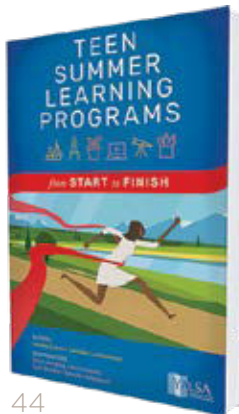


COVER STORY

22 **Library Systems Report**

Cycles of innovation

By Marshall Breeding



44



20

FEATURES

36 **Emerging Leaders**

Meet the class of 2019

44 **Get the Word Out**

Marketing your teen summer learning program

By Sarah Amazing

ON THE COVER: Illustration by ©vladgrin/Adobe Stock and Rebecca Lomax/*American Libraries*

36



CONTENTS



UP FRONT

- 3 **From the Editor**
Sewing
Community Ties
BY Sanhita SinhaRoy
- 4 **From the President**
Supporting
Our Agenda
BY Loida Garcia-Febo
- 6 **Update**
What's happening
at ALA

ALA

TRENDS

- 12 **Food for Thought**
Academic libraries are fighting campus
food insecurity with onsite pantries
BY Emily Udell
- 14 **Wi-Fi in the "White Space"**
Unused TV spectrum offers libraries
potential for rural broadband
BY Greg Landgraf
- 16 **Front-Loading Literacy**
Laundromat reading initiatives
bring together books, bubbles
BY Anne Ford

SPOTLIGHT

- 18 **A Podcast That Delivers**
Stork Storytime Talks shares early-
literacy tips with expecting caregivers
BY Jennifer Jordebrek

NEWSMAKER

- 20 **Sandra Cisneros**
The groundbreaking author on
#MeToo, undocumented voices,
and artistic collaborations

PLUS

- 13 By the Numbers
19 Global Reach

PERSPECTIVES

IN PRACTICE

- 48 **Barriers to Diversity**
BY Meredith Farkas

DISPATCHES

- 49 **Digital Badges**
BY Emily Rimland and Victoria Raish

YOUTH MATTERS

- 50 **Connect to Connected Learning**
BY Linda W. Braun

ON MY MIND

- 51 **Exercise Your Resources**
BY Noah Lenstra

LIBRARIAN'S LIBRARY

- 52 **Beyond Readers' Advisory**
BY Karen Muller

PEOPLE

- 54 **Announcements**

THE BOOKEND

- 56 **Tailor-Made Fundraising**



ADVERTISER INDEX

Aleph Objects 5 | Connectrac Cover 2 | GEICO 43 | OCLC Cover 4 | READsquared 35 | San José State University 9 | Scannx 17 | University of Nebraska 10
American Library Association Conference Services 21 | Office for Diversity, Literacy, and Outreach Services Cover 3

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Sewing Community Ties



Sanhita SinhaRoy

In our cover story on library systems (p. 22), Marshall Breeding looks at the ever-changing technology cycles within the profession, comparing the “creative booms” in some sectors to the incremental changes in others. Breeding’s popular, always insightful report gives a valuable glimpse into the library technology industry’s future directions.

From cycles of innovation, we move to cycles of laundry, specifically laundromat literacy initiatives. On page 16, Anne Ford reports on the growing trend of public libraries holding storytimes at local laundromats. Funding cuts may have forced many libraries to limit hours and curtail services, but the need for children’s literacy programming hasn’t disappeared. As the article notes, recent studies on the benefits of these initiatives appear promising.

Early literacy is also the focus of our Spotlight (p. 18). In this case, we profile a public library in Iowa that has created a monthly podcast geared toward busy expecting families on such topics as how to read aloud to children and the role of play in learning and development.

Audio has become a popular medium these days, and bestselling author Sandra Cisneros has taken an interest too. Most noted for *The House on Mango Street*, Cisneros spoke with *American Libraries* not long after she received the 2019 PEN/Nabokov Award for Achievement in International Literature (Newsmaker, p. 20). She has several new projects in the works, including an oral history of more than 50 undocumented people. As she says, “Everybody’s a walking library.”

Also sharing fresh perspectives are the newest members of ALA’s Emerging Leaders. Find their profiles and project descriptions on page 36.

And we have a couple of stories on rural libraries, including one about those in rural areas and tribal lands that are providing high-speed internet and Wi-Fi service through unused parts of the TV broadcast spectrum (p. 14). The other is our Bookend (p. 56), which looks at a small library in Wisconsin that is supplying patrons with a much-needed service: garment care. It has turned into a fundraiser for the library, helping it build its collection—and sewing ties to the community along the way.

Sanhita

Funding cuts may have forced libraries to limit hours and curtail services, but the need for children’s literacy programming hasn’t disappeared.

Supporting Our Agenda

Promoting greater community participation through collaboration



Loida Garcia-Febo

Let's harness opportunities to collaborate with library advocates to amplify concerns to Congress, at state houses, in city councils, and in front of school boards.

In my visits to libraries across our country, I am often asked, “How can we support a national agenda for libraries in current times?”

Threats to libraries include budget cuts and legislation that would directly impact people from our communities, including women, children, first-generation college students, job seekers, new US residents, LGBTQ people, people with disabilities, and all the other people who visit our libraries every day.

Our strategy needs to be twofold: library advocacy and community engagement. We can accomplish this through our activities, like National Library Legislative Day (bit.ly/ALA_NLLD); social media advocacy tools (bit.ly/ALAsocial); digital tools (bit.ly/ALAadvocacy); videos (bit.ly/ALAvideos); and crosscutting and comprehensive resources (bit.ly/advocacylib), which I have made a presidential priority. And we can achieve our strategy by harnessing opportunities to speak up for libraries, which gives us the chance to collaborate with library advocates to amplify concerns to Congress, at state houses, in city councils, and in front of school boards.

As a librarian of action, I am thrilled to know that our great team of more than 56,000 American Library Association (ALA) members rallies for services for all in our communities. Together, along with millions of library Friends and supporters across this country, we strive to advocate for equity, diversity, inclusion, information policies, and funding, and to raise awareness about the value of libraries.

Along with these efforts, I agree with former ALA President Nancy Kranich, a lecturer at Rutgers University School of Communication and Information, who wrote in the October 2017 issue of *Library Quarterly* that “as the nation’s great experiment in democracy comes under increasing threat, librarians must shift from a mission that not only informs but also engages constituents.”

ALA’s Center for Civic Life (bit.ly/ALAciviclfe) provides links to resources, training, and examples of libraries engaging communities. As the site says, public engagement in libraries is a process that can take many collaborative forms, including outreach, forums, research, and policy that is made with patrons and partners to improve our communities.

As Kranich wrote, a process of engagement and collaboration can help “promote greater citizen participation” and “increase community problem solving and decision making,” which she noted are key to transformation.

As trusted institutions, libraries are strengthening the communities they serve in academic, public, and school settings. A central part of our strategy must be to continue building coalitions with national and global organizations from academia, human rights, and diverse groups that share library values. Such action will engage our communities and strengthen our efforts against draconian proposals and budget cuts.

For instance, ALA has been intentional in communicating how the public can depend on libraries as key partners for a successful, inclusive count by the 2020 Census. We are providing resources to libraries to engage their patrons, community members, organizations, and partners. With one year to go until the launch of the 2020 Census, it was important to me to highlight ALA’s actions at the April 1 live press briefing with the US Census Bureau (bit.ly/ALAcensus).

Although the panorama might look daunting at times, I encourage libraries and library workers to work together with us using multiple online and in-person platforms from ALA’s advocacy and community engagement resources toward supporting a national agenda for libraries.

Together we can! **ALA**

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#FundLibraries for Fiscal Year 2020

On March 11 the White House released its fiscal year 2020 federal budget proposal, and for the third year in a row, the president has recommended eliminating the Institute of Museum and Library Services (IMLS), which provides the main source of federal support for US libraries and museums through the Library Services and Technology Act (LSTA). The proposal also cuts the Innovative Approaches to Literacy (IAL) program administered by the Department of Education.

In a statement issued shortly after the budget was released, American Library Association (ALA) President Loida Garcia-Febo said, "As discouraging as it is that the administration has again proposed eliminating IMLS, the bipartisan support in Congress over the past two years gives us reason to hope."

Advocacy by ALA members has led to victories. In 2018, IMLS funding was increased and the Museum and Library Services Act was reauthorized through 2025. ALA members across the nation and ALA staff sent emails, made phone calls, posted on social media platforms, and visited congressional offices as part of these efforts.

Each year ALA's Public Policy and Advocacy Office works closely with congressional staff to produce and circulate Dear Appropriator letters. The FY2020 letters call on Congress to provide at least \$206 million for LSTA and at least \$27 million for IAL. Find the Dear Appropriator letter signing histories of your representative and senators at ala.org/fundlibraries.

To build on the advocacy successes of the past two years, ALA's Public Policy and Advocacy Office rolled out a website (bit.ly/ALAadvocacyrelationships) with new resources, including tips and a sample for writing a letter to the editor of your local news outlet and guidance for arranging a congressional tour of your library.

In February, the ALA Committee on Legislation created an LSTA task force to develop collaborative approaches and focused tactics in advocating for future increases in IMLS funding. The group will deliver its first report at the ALA Annual Conference and Exhibition in Washington, D.C.

Visit ALA's action center at bit.ly/ALAactioncenter to contact your members of Congress and sign up to receive action alerts. ●

ALA Opens New Executive Director Search

On March 13, ALA announced that it has reopened its search for a new executive director. The Association will again partner with corporate executive search firm Isaacson, Miller, and the search will be led by a new ALA Executive Director Search Committee made up of member leaders and senior Association staff.

The job description and additional information are available at bit.ly/ALAexecsearch.

The ALA Executive Board plans to name a new executive director after its fall board meeting in October. The new executive director will officially assume leadership after the 2020 ALA Midwinter Meeting & Exhibits in Philadelphia. Current ALA Executive Director Mary Ghikas will support the orientation and

transition process as deputy executive director through the 2020 Annual Conference and Exhibition in Chicago.

New Resource on Hateful Conduct in Libraries

In January, the Office for Diversity, Literacy, and Outreach Services (ODLOS) and the Office for Intellectual Freedom (OIF) launched a new resource, "Hateful Conduct in Libraries: Supporting Library Workers and Patrons" (ala.org/advocacy/hatefulconduct). Created collaboratively by the two offices, the document responds to requests and inquiries by ALA members seeking to address a spike in reported hate crimes in libraries across the US.

"Hateful Conduct in Libraries" aims to address complicated issues in a format designed to evolve in response to new controversies and changing conditions,

according to the two offices. The document outlines best practices on how to create environments that discourage hate speech and hateful conduct in the library, what library workers should do after an incident, and how libraries can better meet community needs.

ODLOS Launches EDI Speakers Bureau

ODLOS has launched the EDI Speakers Bureau (edispeakers.ala.org), which highlights experts from the library profession who are available to speak on equity, diversity, and inclusion (EDI). The EDI Speakers Bureau includes speakers' locations, biographies, and areas of expertise. Users may nominate an individual to be added to the EDI Speakers Bureau, and content experts may submit their names to be listed on

Privacy Article Added to Library Bill of Rights

The *Library Bill of Rights* has been amended for the first time since 1980. It now includes an article focused on ensuring privacy and confidentiality for library users.

The new article, Article VII, states: "All people, regardless of origin, age, background, or views, possess a right to privacy and confidentiality in their library use. Libraries should advocate for, educate about, and protect people's privacy, safeguarding all library use data, including personally identifiable information."

The revision process began with a joint working group of the Intellectual Freedom Committee (IFC) and Privacy Subcommittee. The working group envisioned the article as an opportunity for libraries to reaffirm their commitment to patron privacy for library users of all ages. ALA Council adopted the article at the 2019 Midwinter Meeting & Exhibits in Seattle.

During the revision process, the working group received valuable feedback from the library community. The working group plans to incorporate these comments into its revisions of "Privacy: An Interpretation of the *Library Bill of Rights*." All updated intellectual freedom documents will be included in the 10th edition of the *Intellectual Freedom Manual*, scheduled to be published by ALA Editions in 2020. ●

the website. While the database is managed by ODLOS, speakers are not vetted by ALA, nor do they speak on behalf of the Association.

In 2014, then-ALA President Barbara Stripling formed the ALA Task Force on Equity, Diversity, and Inclusion. One of the 58 recommendations of the task force was to create a clearinghouse of people with EDI expertise to aid program planners in identifying speakers.

Team G of the 2017 class of Emerging Leaders established this database and laid the groundwork for its maintenance and sustainability by ODLOS.

ALSC Rewards Excellence in Early Learning

The Association for Library Service to Children (ALSC) awarded its first Excellence in Early Learning Digital Media Award for Play and Learn Science to PBS Kids. The award is given to the producer

of the most distinguished digital media for an early learning audience produced in the US during the preceding year.

Coral Reef, produced by Tinybop, and Lexi's World, produced by Pop Pop Pop LLC, were named Excellence in Early Learning Digital Media honor titles.

AASL Opens Call for Research into Practice Proposals

The American Association of School Librarians (AASL) is seeking proposals for sessions presenting original research for a new "Research into Practice" programming strand at its 2019 national conference, which will take place November 14–16 in Louisville, Kentucky. The AASL Educators of School Librarians Section will offer these concurrent sessions to bring new research from the field into the practice setting.

Seven session proposals will be selected for presentation. Proposals are

CALENDAR

MAY 1–7

Choose Privacy Week

chooseprivacyeveryday.org

JUNE

GLBT Book Month

ala.org/glbttbookmonth

JUNE 20–25

ALA Annual Conference and Exhibition | Washington, D.C.

2019.alaannual.org

AUG. 24–30

IFLA World Library and Information Congress

Athens, Greece

2019.ifla.org

SEPT.

Library Card Sign-Up Month

ala.org/librarycardsignup

SEPT. 22–28

Banned Books Week

ala.org/bbooks

SEPT. 25

Banned Websites Awareness Day

ala.org/aasl/advocacy/bwad

OCT. 20–26

National Friends of Libraries Week

bit.ly/alafolweek

OCT. 21–27

Open Access Week

openaccessweek.org

NOV. 1–3

YALSA Young Adult Services Symposium | Memphis, Tennessee

ala.org/yalsa/yasymposium

NOV. 3–9

International Games Week

games.ala.org

NOV. 14–16

AASL National Conference and Exhibition | Louisville, Kentucky

national.aasl.org

JAN. 24–28

ALA Midwinter Meeting & Exhibits | Philadelphia

bit.ly/ALAUptcomingConfs

UPDATE

due by noon Central time on May 6. More information on content and criteria can be found at bit.ly/AASLrpf.

Inaugural Herb Biblo Travel Grants Announced

In February, the ALA Social Responsibilities Round Table awarded its first annual conference travel grants to Tracy Drake and Kate Adler.

Drake is an archivist in the Vivian G. Harsh Research Collection located at Chicago Public Library. Her latest exhibit, “All Power to the People,” celebrates the impact and radicalism of the Illinois Chapter of the Black Panther Party.

Adler is director of library services at Metropolitan College of New York, where she oversees the information literacy and reference programs and has developed special collections that focus on a critical history of poverty and on community organizing.

The Herb Biblo Conference Travel Grants provide \$1,000 to help individuals attend the ALA Annual Conference and Exhibition.

Revised *Library Bill of Rights* Interpretations Adopted

On January 29, ALA Council adopted revisions to three *Library Bill of Rights* interpretations proposed by the IFC at the Midwinter Meeting & Exhibits in Seattle.

“Challenged Resources” now incorporates a distinction between legal and extralegal actions and includes a statement on library services for students and minors.

“Prisoners’ Right to Read” has an expanded citation section and a statement on library services provided to people who are incarcerated or detained, regardless of citizenship status or conviction status. The word *prisoners* throughout the text was changed to *people who are incarcerated or detained*, *people who are incarcerated*, and *incarcerated people*.

“Meeting Rooms” was revised to address concerns from the library



Route 9 Library and Innovation Center in New Castle, Delaware

Last Chance for 2019 Library Design Showcase Submissions

The deadline to submit designs for *American Libraries*’ 2019 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 *American Libraries*’ September/October 2019 issue.

We are looking for shining examples of innovative library architecture that address patrons’ needs in unique, interesting, and effective ways. Previous submissions have ranged from stunning restorations of historic Carnegie buildings to vacant structures that have been repurposed into libraries to high-tech facilities with audio and video production studios.

If your library is on the cutting edge, we want our readers to know about it. To be eligible, projects must have been completed between May 1, 2018, and April 30, 2019.

To have your library considered, send a completed submission form (bit.ly/DesignShowcase19Form), along with at least five high-resolution digital images with photographer credits, to *American Libraries*, Attn: Library Design Showcase, 50 E. Huron St., Chicago, IL 60611. Submissions can also be sent via Dropbox to pmorehart@ala.org. Unfortunately, not all submissions can be featured.

View last year’s showcase at bit.ly/DesignShowcase18. For more information, email pmorehart@ala.org. •

community. The IFC is also creating a meeting rooms FAQ to address questions ranging from policy to commercial sales and fees.

Organizational Effectiveness Audit Webinar Recording

The Steering Committee on Organizational Effectiveness (SCOPE) has provided a recording of its February 15 webinar, “Designing 21st-Century Leadership and Organizational Effectiveness Remodeling

Input,” through ALA Connect (bit.ly/ALASCOPEwebinar1).

Presenting information originally provided in sessions at the ALA Midwinter Meeting & Exhibits in Seattle, SCOPE Chair Lessa Kanani’opua Pelayo-Lozada and Tecker International consultant Jim Meffert provide an update on the work of the committee and some potential ideas for the future organization of ALA and its governance groups, including the Executive Board and Council, as well as

relationships with divisions, round tables, and committees.

YALSA Announces Great Books Giveaway Recipients

The Young Adult Library Services Association (YALSA) named Tilden Campus Library and Joeten-Kiyu Public Library as recipients of its annual Great Books Giveaway. Each library will receive a share of more than \$30,000 in books, audiobooks, and other materials submitted to YALSA from publishers and producers in 2018.

Tilden Campus Library in Brooklyn, New York, serves three public high schools with a high rate of poverty. Joeten-Kiyu Public Library serves the village of Susupe in Saipan, the largest of the Northern Mariana Islands, which was affected by Super Typhoon Yutu in October 2018.

More information on the Great Books Giveaway is available at bit.ly/YALSAgreatbook.

2019 Virtual Membership Meeting

Join ALA and your colleagues for the 2019 Virtual Membership Meeting (VMM) on May 9. This livestream and forum allow personal members to hear firsthand updates from ALA leaders, with the opportunity to engage in real time with ALA leadership. It is a chance to share the experience with colleagues from your community and across the world.

VMMs are part of ALA's ongoing focus to connect members and provide an avenue for input on strategic direction, budget priorities, and topics of interest. The 2019 Virtual Membership Meeting (#VMM19) will take place 1:30–2:30 p.m. Central time on May 9.

All ALA personal members may register and participate. Live captioning will be provided. For complete details, visit ala.org/membership/vmm. •

ALSC Awards New York School with Summer Reading Grant

ALSC has awarded the 2019 ALSC/Baker & Taylor Summer Reading Program Grant to the Lewiston (N.Y.) Public Library.

The grant provides \$3,000 for summer reading programs open to children up to age 14 and recognizes ALSC members for outstanding program development.

The Lewiston Public Library serves the town of Lewiston, a segment of the

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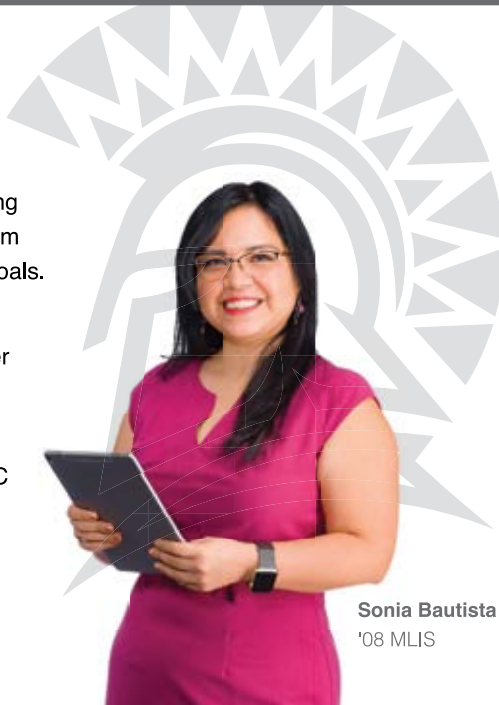
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UPDATE

Tuscarora Nation, and a portion of the town of Niagara. Within this service area, just over 20% of users are age 14 and under. The library also serves many patrons outside its assigned service area, particularly those with special needs.

The funds will support the addition of sensory storytimes and help create more inclusive programming through adaptive activities in the summer and throughout the year.

Gaiman to Deliver 2020 Arbuthnot Lecture

Author Neil Gaiman will deliver the 2020 Arbuthnot Honor Lecture next spring. The lecture celebrates educator May Hill Arbuthnot, a strong voice in children's literature. Gaiman, a Newbery Medal winner, has been prolific throughout his decades-long career, creating poetry, short fiction, novels, and comic books, among other works. He has been



Neil Gaiman

a vocal defender of the freedom to read.

Applications to host the 2020 lecture close on May 15.


The Arbuthnot lecturer can be an author, illustrator, editor, critic, librarian, historian, or teacher of children's literature who shall prepare a paper considered to be a significant contribution to the field of children's literature. This paper, delivered as a lecture each April or May, is subsequently published in the ALSC journal *Children and Libraries*.

More information is available at bit.ly/ALSCArbuthnot.

New Award for Innovation through Adversity

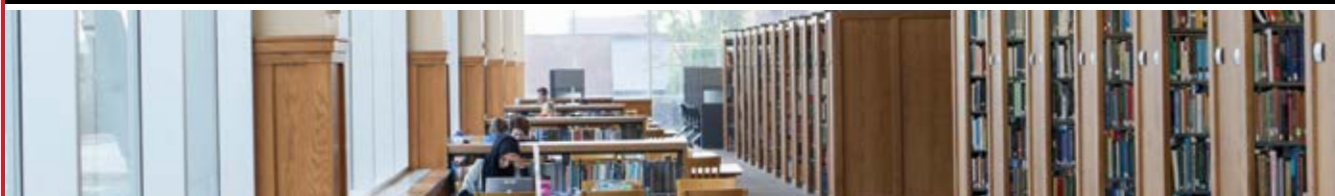
On January 27, at the Midwinter Meeting & Exhibits in Seattle, ALA Council approved the new Penguin Random

House Library Award for Innovation through Adversity. This annual award will recognize US libraries and staff members who overcome adversity to create lasting innovative community service programs that inspire and connect with readers.

The \$10,000 award is open to all types of libraries. In addition, four runner-up prizes consisting of \$1,000 in Penguin Random House books will be awarded to eligible libraries. Nominees must show evidence of hardship, including economic difficulties or natural disasters, and demonstrate successful partnerships that work to overcome the hardship. Nominations should focus on innovative and unique programming that may include new technology, reading methods or formats, or outreach. Further information is available at bit.ly/ALAadversityinnov. 

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A Resolution in Support of Civil Rights Protections for People of Diverse Gender Identities

On January 29 ALA Council passed the following resolution in support of people of diverse gender identities:

Whereas diversity and equitable access to information and library services are identified as key action areas of the American Library Association's strategic directions;

Whereas ALA recognizes that equity, diversity, and inclusion (EDI) impacts all aspects of work among members of the Association, within the field of librarianship, and within the communities served by libraries;

Whereas ALA with its affiliate organizations and allies are major voices for the values of equity, diversity, and inclusion in libraries;

Whereas ALA, through its actions and those of its members, is instrumental in creating a more equitable, diverse, and all-inclusive society;

Whereas ALA is committed to diminishing social exclusion, stigmatization, and underrepresentation within the communities served by libraries through an increased understanding of gender;

Whereas libraries strive to provide safe, respectful spaces for diverse voices and perspectives;

Whereas the US Department of Health and Human Services and the Justice Department have undertaken initiatives that would abolish federal recognition of approximately 1.4 million Americans who identify as transgender under Title IX of the Education Amendments of 1972;

Whereas the Department of Justice under the current administration asserts that the protections of Title VII do not apply to transgender people;

Whereas the proposed policy changes would define a person's sex as "male or female based on immutable biological traits identifiable by or before birth";

Whereas we oppose eradicating federal civil rights protections of US citizens on the basis of gender identity or expression as well as oppose government measures that socially exclude populations and deny individuals' civil rights and the full protection of the law;

Whereas the proposed regulatory and policy changes are in direct conflict with ALA's fundamental values, principles, and commitment to equity, diversity, and inclusion;

Whereas our goals are to encourage and enable our members to serve all communities regardless of gender identity, sexual orientation, race, housing status, abilities,

legal record, or class, with tools that foster education and lifelong learning;

Whereas ALA, its divisions, units, and the Gay, Lesbian, Bisexual, and Transgender Round Table work to support library professionals as they diligently promote mutual respect and understanding;

Whereas ALA and libraries strive to serve all facets of our society, bringing solidarity with our LGBTQI members, colleagues, families, friends, community members, and students, and we fully support efforts to fight for acceptance and understanding of all members of society;

Whereas for more than 140 years, ALA has been the trusted voice of libraries, advocating for the profession and the library's role in enhancing learning and ensuring access to information for all; and

Whereas governmental policies that would eliminate key protections and civil liberties for some of the most socially excluded populations is counter to the core values of the library profession and our Association:

Therefore be it resolved that the American Library Association affirms support of civil rights protections for people of diverse gender identities, and:

1. Encourages libraries to defend those civil rights protections, in their policies, procedures, and their actions, in accordance with the first principle of the ALA Code of Ethics: "We provide the highest level of service to all library users through appropriate and usefully organized resources; equitable service policies; equitable access; and accurate, unbiased, and courteous responses to all requests."
2. Encourages libraries to create welcoming and inclusive spaces to meet the information needs of people of diverse gender identities, as well as create inclusive programs, projects, and events to support and demonstrate equality, inclusion, and respect.
3. Reviews ALA policy documents and internal procedures to ensure EDI principles are reflected throughout and communicated to the membership broadly; and be it further resolved that this resolution be printed in full in *American Libraries* and publicized widely via all media channels.
4. Creates avenues within existing ALA structures to highlight model policies as well as identify model training and educational opportunities for library staff and administrations that encourage the creation of all-inclusive spaces and provide an understanding of bias. •

TRENDS



Fort Hays State University students harvest potatoes from the school's Victor E. Garden, which supplies produce for the Tiger Food Exchange.

Food for Thought

Academic libraries are fighting campus food insecurity with onsite pantries

BY Emily Udell

Choosing a major, securing financial aid, getting good grades—these are the common concerns of most college students. But increasingly many also worry where their next meal might come from. Some academic libraries around the country are stepping in to help by housing pantries or offering food onsite.

A US Government Accountability Office (GAO) report released in December 2018 (bit.ly/AL-GAO) reviewed 22 studies estimating that more than 30% of college students face food insecurity amid the rising costs of higher education. The report estimates that there are nearly 2 million at-risk students—most often they are first-generation college students, low income, or single parents. A 2018 survey of college pantries by the Hope Center for

College, Community, and Justice, a research group at Temple University in Philadelphia, says the problem is even bigger; it estimates that nearly 50% of undergraduates face food insecurity (bit.ly/AL-HOPE). Food-insecure students tend to perform at lower levels academically and complete their degrees at lower rates, the survey found.

Fort Hays State University (FHSU) in Hays, Kansas, stocks free provisions at its pantry, Tiger Food Exchange, located on the first floor of Forsyth Library. The pantry offers produce from a university garden, along with donations from faculty, students, and local businesses. Library staffers help guide students to the pantry and ensure the area stays stocked and organized.

“We started with the garden because that was logical to grow

some food first,” says Bob Duffy, cochair of food and hunger initiatives at FHSU. “Then it was like: Where do we make this food available? The library was the logical place.”

“I think it’s nice to address the mind, but it’s great to address the body as well,” says Library Dean Deborah Ludwig. “It fits in beautifully with what we do. It doesn’t seem odd to us that it’s here. It’s such a part of our landscape.”

The Tiger Food Exchange serves some 1,700 people each year, including students, faculty, and staff. Each person can select up to 10 items per visit to the Forsyth Library pantry, which also contains a freezer and refrigerator. Students are not required to provide an ID to access pantry resources. Last Thanksgiving, the exchange gave out about 35 bags designed to feed four people each.

Jaden Mount, an FHSU senior who works two jobs in addition to pursuing his studies, says he typically grabs a few items from the pantry every couple of weeks. He says he doesn’t depend on the service, but he uses it when he feels crunched by bills or wants to supplement his diet with healthier choices.

He says the library seems like an unusual place to have a pantry, but it makes sense at FHSU because of the library’s proximity to the quad and residence halls, along with the fact that students spend a lot of time there anyway. “It’s really putting one great resource inside of another,” Mount says.

Photo: Fort Hays State University

Tips for getting started

To address food insecurity on campus, these library staffers recommend:

- partnering with campus organizations already working to address the issue
- reading up on and reaching out to other libraries with existing programs
- researching the need on your campus via a survey
- getting buy-in, if possible, from administrators, students, faculty, Greek

organizations, and other interested parties

- starting a committee of stakeholders
- determining whether any local codes affect proposed efforts, such as those governing charities or food handling
- starting small if developing a program from scratch ●

The Tiger Food Exchange at Fort Hays State University is located on the first floor of Forsyth Library.



'Sharing resources'

Mason Library at Keene (N.H.) State College partners with the campus pantry to offer bags of food that students can claim at the circulation desk. That partnership stemmed from the limited hours of the Hungry Owl, a pantry launched by the school's premed students.

"This [library] was the first [solution] they thought of because we have such extended hours," says Library Dean Celia Rabinowitz. "We're open a lot, particularly during the academic year. We're open seven days a week, we're open late at night."

Students can claim bags of food stored at the circulation desk in two plastic tubs by showing their student ID, which they use to check out materials ranging from books to bikes. Rabinowitz says the system offers students privacy because it verifies that they attend the school without recording their names.

"You could be checking out books, you could be checking out markers, you could be doing anything," she says. "As libraries, we're

BY THE NUMBERS



Library School

1887

Year that the first library school in the world was established. It was founded at Columbia College—now Columbia University—in New York City by Melvil Dewey.

61

Number of American Library Association (ALA)-accredited MLIS programs in the United States, Canada, and Puerto Rico.

1

Rank of University of Illinois at Urbana-Champaign on *US News and World Report's* 2017 list of "Best Library and Information Studies Programs." Ranks two and three are held by University of Washington in Seattle and University of North Carolina at Chapel Hill, respectively.

64%

Percentage of ALA-accredited MLIS programs that offer completely online degree programs.

80%

Percentage of 2014–2015 MLIS graduates who were women.

\$37,500

Median annual tuition cost for a library science program at an out-of-state private college, according to the National Center for Education Statistics. The median annual tuition cost for a library science program at an in-state public college is \$7,238. ●

Continued on page 15 ▶

Wi-Fi in the “White Space”

Unused TV spectrum offers libraries potential for rural broadband

BY Greg Landgraf

In Huron, South Dakota, Karen immigrants—originally from Myanmar and Thailand—often use the community’s parks but are less likely to use other government services. “They don’t come into the library, per se, as we’d like them to,” acknowledges Huron Public Library (HPL) Director Shirley Apley.

But the library is reaching them using an Institute of Museum and Library Services (IMLS) grant (bit.ly/AL-whitespace). The grant provides broadband Wi-Fi service to Huron’s parks through unused parts of the television broadcast spectrum. Often called “white spaces,” these parts of the spectrum were

freed up when most broadcasters switched from analog to digital signals in the late 2000s.

Wi-Fi isn’t the only possible use for this spectrum, which can be an expensive commodity in large cities. But most rural areas don’t have much competition for it, so it has the potential to cost-effectively provide high-speed internet service there. That’s precisely where it could do the most to combat the broadband gap, which is especially pronounced in rural areas, since low population density makes it less profitable for internet service providers (ISPs) to install high-speed fiber networks. With more than 23 million rural Americans lacking broadband access (bit.ly/Rural-Broadband), the potential to move more of the nation into the 21st century may rest in the remnants of 20th-century technology.

Kristen Rebmann, associate professor of library and information science at San José (Calif.) State University, introduced the IMLS-funded initiative at the 2018 American Library Association Midwinter Meeting in Denver (bit.ly/ALmw-whitespace). The first phase of the project, dubbed Beyond the Walls, provided funding for five libraries

to buy and install TV white space base stations that can transmit broadband Wi-Fi to remote hotspots they place in their communities.

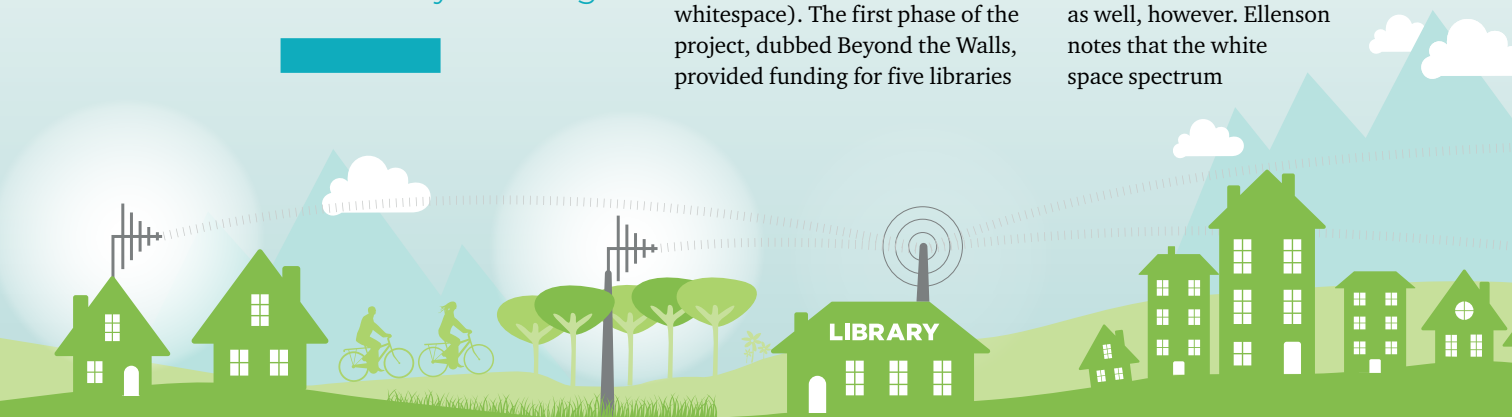
These libraries—HPL; Beatrice (Neb.) Public Library; Millinocket (Maine) Memorial Library; Twin Lakes Library System in Milledgeville, Georgia; and the Yakama Nation Library in Toppenish, Washington—have started installing the equipment that lets them extend their Wi-Fi networks beyond the library buildings. “Each site had its own niche that it’s addressing,” Rebmann says. Grantees are using the networks to provide broadband service to farmers markets, senior populations that are dispersed throughout the community, students who lack internet access at home, and other groups.

That’s not to say that implementation has been trouble-free. “Our biggest problem getting it up and running has been the ISP,” says HPL Assistant Director Melinda Ellenson. “They gave us two confirmed approvals we could use their service [as required in the grant process], but when we started buying the equipment, they said we couldn’t.” That turned out to be a human issue rather than a technological one, and when an individual who was presumably blocking the process left the company, the library started making progress.

There were technological issues as well, however. Ellenson notes that the white space spectrum

Libraries have started installing the equipment that allows them to extend their Wi-Fi networks beyond the library buildings.

Illustration: © Auguste Lange/Adobe Stock



works better with commercial-level endpoint equipment than with the high-end consumer equipment that's more practical for libraries. "It took a lot of work by our router company and city IT person to get them to work correctly," she says. The good news, however, is that the growing community of libraries providing this service is sharing information through regular video chats to help troubleshoot future challenges.

Geography can also pose a challenge, Rebmann adds. TV white space signals do travel through buildings and over hills, but they're strongest in flat, open spaces.

Connectivity and disaster response

San José State University Research Foundation and the Gigabit Libraries Network (GLN) are administering two new library grants related to television white space. Native American Community Anchors (bit.ly/AL-NACA) will fund three networks in pueblos in New Mexico. Rebmann says this project will help to "develop a model for how states can take an active role in cultivating the use of TV white space."

The Community SecondNets project (bit.ly/AL-2nets) will use the technology to provide backup communication networks for disaster response. According to Don Means, GLN director and leader of SecondNets, the idea grew out of a trial in Pascagoula, Mississippi, in which a school district that had survived Hurricane Katrina in 2005 identified

places in town where it could provide Wi-Fi from the school building.

SecondNets uses the same equipment as Beyond the Walls. "Essentially, libraries are partnering with other anchor institutions to create a wireless intranet that provides backup capability against disasters to increase resilience," Means says. The equipment is also portable, which means that a community could establish pop-up access points within hours after a disaster. And since the equipment has everyday use, it's "more ready to be deployed in a disaster than if it was a kit in a closet," he says.

TV white space is also attracting corporate interest, such as Microsoft's Airband Initiative. Airband has projects around the world, but most of its partnerships in the US are with commercial ISPs rather than libraries.

Without the grant funding, a library could buy the equipment for a basic setup for around \$10,000–\$25,000, although installation costs can vary, according to Rebmann.

HPL's equipment hasn't been fully deployed and the service hasn't been fully promoted yet, but Apley has already noted increased Wi-Fi usage when there are soccer tournaments in the parks. "I'm looking forward to spring and summer," she says, "because I'm anticipating there will be some jumps in usage through word of mouth." AL

GREG LANDGRAF is web content specialist at Greene County (Ohio) Public Library and a regular contributor to *American Libraries*.

◀ Continued from page 13

all about sharing resources, and this is just another way in which we share resources."

The tubs typically hold 10–12 bags of food at a time, and it may take a week or more to pass those out, Rabinowitz says. Keene also offers open baskets with snacks like granola bars that can be claimed by anyone.

The Tiger Food Exchange serves some 1,700 people each year, including students, faculty, and staff.

"Do what you can, even if you can't start a pantry," says Elizabeth Dill, director of library services at Troy University at Dothan, Alabama. Dill is working with Troy's student government and administration, a local food bank, and other stakeholders on the issue of food insecurity on campus and generating support for a library-based initiative at her school.

She says educating administration or faculty is important in starting a food initiative, as some may not embrace the idea that a need exists on their campus.

"You can do an exhibit, you can do a LibGuide, you can bring in speakers, someone on your faculty can speak," Dill says. "There are a lot of ways libraries can participate." AL

EMILY UDELL is a freelance writer based in Indianapolis.





Chicago Public Library STEAM Team First Assistant Librarian Alejandra Santana (left) reads to storytime attendees at Bubbleland laundromat.

Laundry literacy programs have recently sprung up all over the country, including some sponsored by the Laundry and Literacy Coalition (LLC), a large-scale partnership formed last year between Libraries Without Borders (LWB), the Clinton Foundation's Too Small to Fail (TSTF) early-childhood initiative, and the Coin Laundry Association's LaundryCares Foundation (LCF). Along the way, thousands of children have benefited from the chance to hone their early-literacy skills in an everyday setting, often with their parents participating, often on a regular basis, and always for free.

Front-Loading Literacy

Laundromat reading initiatives bring together books, bubbles

BY Anne Ford

Laundry: It's got to be done. And if you're in a family with small children and no washer or dryer at home, it's got to be done at the neighborhood laundromat—probably every week, probably on the same day every week, and probably with those children in tow.

That's why, in 1989, Chicago Public Library (CPL) Children's Librarian Elizabeth McChesney (now CPL's director of children's services and family engagement) visited a local laundromat to introduce herself to families. How she responded to what she saw there would help change the landscape of children's literacy initiatives for decades to come.

"What I saw was that these were families who, because of a variety of circumstances, were not likely to come to the library for storytime,"

she says. So she went back to the library, threw some books, a couple of puppets, and a tambourine into a laundry basket, walked it back to the laundromat, and held a storytime for the kids there—right on the spot, as the washers whirled.

McChesney's not claiming she started the laundry-and-literacy movement. "People have done this off and on for the last 25, 30 years," she says. Still, thanks to her, CPL continues to hold regular storytimes at laundromats across Chicago. And, she says, the librarians who participate continue to see rewards.

"Families are now changing their behavior, showing up to do their laundry when the library is going to be there," she reports. "One little boy just recently said: 'Let's do laundry every day, Mom!'"

Unhampered access

Can't these children simply go to a branch library instead? Not necessarily. As a recent paper on book deserts by Susan B. Neuman and Naomi Moland in the journal *Urban Education* (vol. 54, no. 1, p. 126–147) points out, in some areas, decreased funding for libraries has led to "limited hours and curtailed services"—and in many low-income communities, demand has exceeded capacity or parents are often hesitant to check out books because of potential library fines.

In contrast, laundromat literacy initiatives mean "you're able to hold programs at a time and place that really meets people where they are," says LWB Executive Director Adam Echelman. "You have a captive audience, families return weekly, and it's open all the time. Another thing is that most people don't go to a laundromat outside of their neighborhood, so you're working really locally."

Not all laundromat library programs are alike, though most

operate with some type of librarian participation, direction, or materials curation.

Wash Time Is Talk Time, an effort sponsored by TSTF and LCF, distributes posters in English and Spanish that encourage parents to talk, read, and sing with their children while they do laundry; it also provides books to some laundromats to lend out. LWB's Wash and Learn program brings bookshelves with early-learning materials to laundromats, along with small digital servers called KoomBooks, which act as Wi-Fi hotspots that connect users to preloaded educational content. At a Wash and Learn program in Bronx, New York, for instance, content is selected by LWB in partnership with staffers from New York Public Library's Morrisania branch. The University of Arkansas's Laundry

Literacy Program gives laundromats books that children can take home and provides volunteers who read to children onsite. And the Laundromat Library League, a coalition of individuals, religious institutions, and civic organizations—including libraries—puts boxes full of books at more than 40 laundromats in southeastern Pennsylvania and all over the country, encouraging patrons to choose a book to read at the laundromat or at home.

How effective are these programs, and what kind of impact are they having on children's literacy? To find out, LLC is working with Neuman, professor of childhood and literacy education at New York University's Steinhardt School of Culture, Education, and Human Development. The first part of that evaluation, conducted last year,

found that children in laundromats with literacy resources engaged in 30 times more literacy activities—such as talking with their families, singing songs, drawing, and reading books—than children in laundromats without those resources. The second phase, announced in March, found that including librarians in these programs increased child engagement in literacy-related activities. The results were presented at the second annual LaundryCares Literacy Summit in Chicago.

LWB and the other members of LLC seem confident that these programs will only expand from here. Says Echelman: "Our goal as a coalition is to be working in every laundromat in the country." **AL**

ANNE FORD is *American Libraries* editor-at-large.

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North Liberty (Iowa) Community Library Public Services Librarian Heidi Hartke (left) and Assistant Director Jennifer Jordebek (center) record a podcast episode with Crystal Hall, director of programs at YPN (Young Parents Network).

A Podcast That Delivers

Stork Storytime Talks shares early-literacy tips with expecting caregivers

skill, and the library would share how we support that skill via programming and our collections. For instance, we had AmyRuth McGraw, lecturer at University of Iowa, discuss print motivation and how to read aloud to children. Karla McGregor, professor emeritus at University of Iowa, spoke about enriched vocabulary and the role of play in learning and development. At the end of the storytime, there would be social time for the adults. We wanted to provide a place where expecting parents could meet, start to build relationships and a network of support, and develop a habit of coming to the library.

Many studies show that when parents get involved with early literacy, a child is better prepared for school—and life. That's why North Liberty (Iowa) Community Library developed a monthly podcast aimed at busy, expecting families. Caregivers can learn about the literacy skills kids need to succeed—such as phonological awareness, letter knowledge, and print motivation—whenever and wherever they can.



BY Jennifer Jordebek

The vision behind our *Stork Storytime Talks* podcast is simple: We want to enable new and expecting parents and caregivers to learn about early literacy skills at a time that is convenient for them, whether that's during a daily drive or baby's nap time.

The *Talks* podcast is a part of the larger Stork Storytime initiative (bit.ly/AL-StorkStory) I have been developing at North Liberty Community Library since 2015. This education series encourages expecting families to develop a reading routine before baby arrives,

with help from three components: a read-aloud program; an annual expo that connects families with local businesses, resources, and social services; and the *Talks* podcast (bit.ly/AL-StorkTalks), which features experts and staffers from local libraries sharing useful information directly with caregivers. The initiative aims to get participants more confident about their role as a child's first teacher.

The podcast grew out of an actual storytime at the library for expecting parents. Experts would talk about a specific early-literacy

But, as library programmers might empathize with me, I quickly realized that it's hard to find a time that works for this specific population to attend. Even though North Liberty is a fast-growing community with a large number of young families, expecting parents have a lot going on in their lives—and a short time frame before baby arrives. Speaking from my own experience, not much during my first pregnancy could entice me back out of the house after a long day of work.

I knew sharing early-literacy concepts was important and wanted to see the program continued, so I decided to turn it into a podcast. This format would allow adults to listen and learn when they had the time, as well as expand the program's reach beyond our community.

In 2016, we recorded our first session, “Welcome to Womb Literacy.” The podcasts were sporadic, but in 2018 we decided to rebrand the program as *Stork Storytime Talks* and commit to a monthly episode format.

I am the main host, and we alternate cohosting duties among staffers. The recording is done at the library or at the episode guest’s location. Prior to each episode, I research the topic and create an outline for my guests, which helps them know what to expect. Once the library has recorded an episode—installments average 20–40 minutes—the city’s communications department polishes up the audio. We host the podcast on SoundCloud.

Talks has expanded to topics beyond literacy, such as surrogacy, newborn screening, safe sleeping, and car seat safety. My favorite offsite recording was when I toured the Mother’s Milk Bank of Iowa in Coralville and learned how this resource helps babies in need. There are actual banks that collect and distribute breast milk! We’ve also started recording a quarterly “Libraries and Literacy” series, which keeps with our original storytime concept. Each of these episodes features a different local library and focuses on a specific early-literacy skill.

We’re not professional podcasters, and we continue to learn and adapt as we go. But what’s important is that we have fun creating the episodes, and our guests are grateful to have an opportunity to share their expertise or help others going through a similar situation. Have a listen, and let us know what you think. **AL**

JENNIFER JORDEBREK is a former children’s librarian and current assistant director at North Liberty (Iowa) Community Library. Email: jjordebrek@northlibertyiowa.org.

GLOBAL REACH



LocHal
Library in
Tilburg,
Netherlands

All Aboard for Learning

NETHERLANDS After spending more than 80 years as a warehouse for locomotive engines, an industrial building in Tilburg began its new life as a library and events space earlier this year. Called the LocHal, short for Locomotive Hall, and designed by the Dutch firm Civic Architects, the building is meant to be a new center for civic life. Its features include classic industrial steel framing and glass windows that provide a nostalgic backdrop to bookshelves, public reading tables, a set of amphitheater-like steps that can seat 1,000 people, and an exhibition space.—*Fast Company*, Mar. 7.

ISRAEL When Israel’s *Beresheet* lunar lander launched on February 22, it carried a 30-million-page archive of human knowledge etched into a DVD-size metal disc. The Lunar Library, as the archive is known, constitutes a “civilization backup” to help ensure that our descendants never lose humanity’s collective wisdom, according to Nova Spivack, cofounder of Arch Mission Foundation, the Los Angeles-based nonprofit behind the project. The archive includes Wikipedia, tens of thousands of books, and a guide to 5,000 languages. The craft is scheduled to land on April 11.—*NBC News*, Feb. 28.

UNITED KINGDOM *On the Origin of Species* by Charles Darwin was named the most influential banned book in England following a public vote during Academic Book Week (March 4–9). It was first banned in 1859 by Trinity College Cambridge Library, where Darwin had been a student.—*The Bookseller*, Mar. 8.

CANADA University of Toronto Libraries has acquired a rare 15th-century manuscript of Christine de Pizan’s *Le Livre de Paix* (*The Book of Peace*). The copy, written on vellum around 1470, is one of just three known to have survived. Described by one modern scholar as the “mother of humanist feminism,” Christine de Pizan was one of the most important thinkers of her time and the only woman in her day to make a living through writing.—*University of Toronto*, Mar. 6. ●

Sandra Cisneros

The groundbreaking author on #MeToo, undocumented voices, and artistic collaborations

She may be celebrating the 35th anniversary of her influential coming-of-age novel *The House on Mango Street*, but Sandra Cisneros is doing anything but resting on her laurels. The 64-year-old trailblazing Chicana author, who in February received the PEN/Nabokov Award for Achievement in International Literature, is collaborating on an opera based on *Mango Street*. And, thanks to a Ford Foundation Art of Change fellowship, she recently finished collecting the voices of more than 50 undocumented people for an oral-history work in progress. *American Libraries* recently caught up with Cisneros during a visit to New York City from her home in San Miguel de Allende, Mexico.

You spent much of your childhood in the Humboldt Park neighborhood of Chicago. Did you visit the library there?

Yes, it had the advantage of being across from a park, in a neighborhood that had shops and candy stores. So there was a ritual: You'd go to the library, and then on the way back, you'd stop at the

Woolworth's and get a root beer float or something.

My mother was the one who needed to go to the library every week. She was so frustrated by her life; she didn't choose being a mom. She needed nourishment, so every weekend we were at the library for her sake. It was something we enjoyed very much, too. It was a special thing, to be with your parent who was busy all the time.

What was the impetus for your oral-history project? What will become of it?

Somebody asked me, was I doing anything about the undocumented? I said something to the effect of, "I can't write about what I don't know," but that's not a good excuse, and it haunted me. The kind of work I do isn't just about writing what one hears. You have to do some research. And to me, everybody's a walking library, as valuable as the Library of Alexandria.

I recorded people in Mexico and in the US and in China and Taipei, and I took [my recorder] with me to interview people in the backs of taxicabs and in teahouses. I'm creating all of these archives. I want to produce something that will be adaptable for performance, for theater, to be arranged as a song.

I'm feeling as if these pieces need to be—because they came from spoken voices—rereleased to the air.

And you're collaborating on turning *The House on Mango Street* into an opera, too.

The composer Derek Bermel approached my agent. He wanted to do a suite of songs [based on *The House on Mango Street*], and he sent along a sample of what he does. It made me cry, it was so grand and so filled with emotion. I started blinking back tears. So he created the suite. I loved it. And then he said, "Would you like to work with me and expand it into an opera—and would you like to do the libretto?" I said, "Isn't that a lovely word, *libretto*? I would like to add it to what I can do."

The #MeToo movement has hit the literary world hard in recent years. Were you surprised?

I'm actually surprised it didn't come out sooner, because we grew up being harassed and being taken advantage of. We just assumed that's the way of the world, and the fact that it has come

out—I'm so overjoyed that I'm witnessing it in my lifetime. I had to scold my nephew and

brother because they were making some remark over dinner: "Why did these women wait 20 years?"

I always tell students: The stories that are the most powerful aren't the ones we remember, but the ones we wish we could forget. Sometimes these stories have so much power over us that we're not allowed to speak them, because they will destroy us. It's like the story is holding a knife to our throat, and it's by telling the story over and over again that it releases us. Sometimes it takes a lifetime. That's what I had to explain. **AL**

MORE ONLINE

For the extended interview, visit bit.ly/al-Cisneros after May 1.



Photo: Keith Dannemiller

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LIBRARY SYSTEMS REPORT

by Marshall Breeding

Cycles of innovation

The library technology industry, broadly speaking, shows more affinity toward utility than innovation. Library automation systems are not necessarily exciting technologies, but they are workhorse applications that must support the complex tasks of acquiring, describing, and providing access to materials and services. They represent substantial investments, and their effectiveness is tested daily in the library. But more than efficiency is at stake: These products must be aligned with the priorities of the library relative to collection management, service provision, and other functions.

Outdated automation systems can reinforce work patterns that no longer reflect priorities as core library activities change. Bursts of innovation can create new products better aligned with current library realities. The products that emerge out of these creative booms then become mainstays that support the next phase of library operations. The academic library

sector can be seen as a cycle of innovation that began eight years ago with the inception of an automation product substantially different from previous systems. The trajectory of innovation for public and school libraries has followed a different course, characterized by incremental change layered on top of longstanding systems with aging architectures.





The state of the industry

The library technology field continues to see modest growth overall, though that growth is unevenly distributed among companies. Large companies with expanding portfolios of products and services are giving new shape to the landscape. Despite the dominance of a few globally diverse and large companies, mid-sized and small companies continue to hold their own and in some cases thrive. Massive companies such as Follett, ProQuest/Ex Libris, and EBSCO represent formidable competition for any challenger in their markets. SirsiDynix and Innovative Interfaces continue to retain and attract diverse libraries to their evolving integrated library system (ILS)–centric product portfolios.

It's a complex industry, with different business and technology trends running simultaneously, often along divergent paths. Economic prospects are low risk, with adequate room for new business opportunities. It is an industry of established companies and few start-ups. It resists new entrants or even the advancement of local or regional companies to the global sphere. The global market for library companies must be seen in the context of client saturation. Almost all libraries that fall within the

Once a library implements a new automation system, it will probably not be back in the buying market for a decade or two.

ranks of eligible customers have at least some level of automation infrastructure in place. In such a zero-sum economy, the success of one company comes at the direct expense of another.

The cost and difficulty of changing systems lead libraries to keep existing systems unless they have strong vendor or product dissatisfaction, or they think certain technologies better align with their goals. Ex Libris and OCLC have capitalized on the latter, fueling a decade-long migration cycle of academic libraries away from legacy, print-centered ILS products to a library services platform (LSP) designed to manage complex multifformat collections.

Follett's products designed for school libraries carry the same characteristics. Destiny dominates the US public school library market to an extent unmatched in any other sector—its market share is five times that of its nearest

competitor. And Follett's economic weight extends beyond library systems. It's a significant supplier of content products for libraries, for the classroom curriculum, and for student information systems for district administration.

The slate of competitive products in some sectors has become uncomfortably narrow, though none has claimed a monopoly. Even lesser competitors exert pressure to moderate pricing and spark innovation. Once a library implements a new automation system, it will probably not be back in the buying market for a decade or two. As a result, vendors can't rest on their laurels, since libraries demand sustained improvement cycles for technology products in which they have already invested.

Sales performance

Ex Libris was the leader in 2018 sales, reporting 115 new contracts representing 448 individual libraries for its Alma LSP. The 113 licenses for Primo indicate that almost all new Alma selections were paired with Ex Libris's own discovery service. New category products, including Leganto with 46 new sales and Esploro with 10 sales, further bolstered the company's position. OCLC's WorldShare Management Services provided competition at a lower sales level, with 53 new licenses signed this year. In the ILS category, SirsiDynix made 107 deals for Symphony, many of them to multibranch libraries. BLUEcloud product sales were strong, including 83 for Enterprise, 64 for BLUEcloud Analytics, 58 for BLUEcloud Mobile, and 23 for Portfolio. These figures for the premium products include BLUEcloud modules available without cost to its ILS customers. ByWater Solutions added 43 new Koha service contracts representing 225 libraries, demonstrating the strong competitive position of open source technology when backed by solid support arrangements. Follett placed Destiny into 4,507 additional school libraries in its continued dominance of that sector. In the small library sector, Book Systems made 145 new sales.

Innovation and evolution

The current innovation cycle in the academic sector began about a decade ago, in response to the fundamental shift toward electronic resources. The new generation of LSPs has succeeded considerably in its promise to introduce business infrastructure aligned with the new proportionality of electronic, digital, and print resource management. These products dominate current migration selections, and defections have been negligible.

Cycles of innovation in the library technology industry turn slowly. The launch of a new technology, even if well

conceived and well executed, will be tried out by a handful of early adopters who are usually aligned with the vendor's vision. If these implementations succeed, a sales cycle may ensue. The early sales and adoption period validates the viability of the product. Some have failed, notably Intota and Kuali OLE. But the few that find traction can see significant opportunities. Alma and WorldShare Management Services fall in this category, and both entered a cycle of adoption in 2012 that has continued unabated, though at different levels.

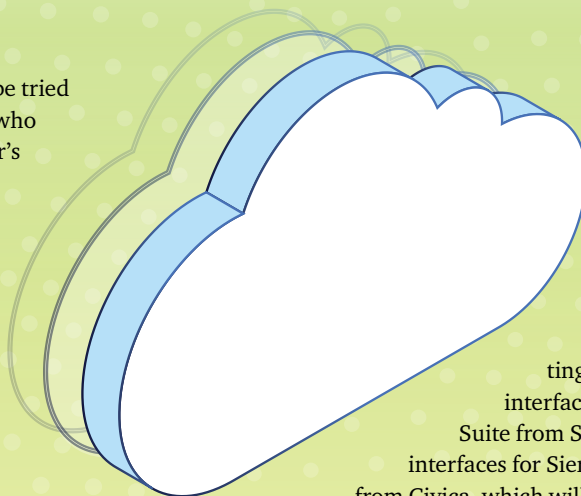
The trajectory of new products follows a distinct arc: It takes at least two or three years for products to become established enough to find their way into current procurement processes. Risk-adverse libraries observe from the sidelines during the shakeout period of new offerings. Early success can lead to mainstream adoption and to a growing sales cycle that may swell over the course of more than a decade. As a case in point, from its introduction in 2012 until 2014, Alma was considered risky among academic libraries, who were skeptical it would live up to promises of more efficient resource management. Since then, Alma has become the conservative choice, due to its growing prevalence in that community and its functional capabilities. Libraries using Alma do not necessarily rave about its features, especially since it goes against the grain of many long-established work patterns.

Finding economic opportunities requires conceiving and developing products beyond core systems. These products can target new interests within or beyond the library and fill in gaps not yet addressed.

Overdue: web-based interfaces

One key focus of development for ILS products for the last few years has been upgrading web-based interfaces on software applications installed on library personnel computers. The maintenance of staff-facing clients has been a long-standing pain for libraries using ILS products. The transition to web interfaces is long overdue and unfortunately consumes much of the development capacity of the vendors at the expense of creating new functionality or services.

The path from graphical to web interfaces isn't trivial. Graphical interfaces offer rich, mature functionality with good ergonomics and efficiency. Creating web-based



interfaces with the same qualities has been a major challenge, with most of the recent development not yet reaching a break-even point relative to incumbent workstation-based clients.

Examples of retrofitting existing products with web interfaces include the BLUEcloud Suite from SirsiDynix, Innovative's new interfaces for Sierra and Polaris, and Spydus from Civica, which will be fully web based in its latest release. A web-based client for Evergreen introduced in version 3.2 will be the standard for development going forward.

Products with web interfaces have an advantage and can focus development on new functionality. Koha, for example, has had web interfaces for both staff functions and its catalog since its initial release in 1999. Apollo likewise was web based from its inception in 2006, and LSPs Alma and OCLC's WorldShare Management Services have web interfaces for all staff features, as does open source LSP FOLIO.

Discovery

Discovery products continue to represent an important category, though one of somewhat diminished strategic value. During the initial phase of index-based discovery products beginning in 2009, these offerings were able to drive the direction of a library's technology investments. Success in placing Primo, Summon, or EBSCO Discovery Service increased the likelihood that a library would eventually acquire other more strategic products from that vendor. Today the tables have turned.

Index-based discovery products are perceived as less differentiated from each other and of more modest strategic value. Each of the discovery services reasonably covers the body of scholarly and professional literature of interest to libraries. Important differences can be seen in interface features and retrieval algorithms. The current trend of product bundling translates into strong sales for Primo, riding on the coattails of Ex Libris's Alma. But these products have not made a dent in the reality that most researchers rely on Google Scholar or disciplinary indexes more than library-provided discovery services. These products remain in the must-have category, with academic libraries almost universally featuring a single search box powered by one of these index-based discovery services on their websites.

Multisector players

SIRSIDYNIX, a company built through multiple rounds of mergers and acquisitions, offers a diverse portfolio of technology products. It has operated under several owners, passing in 1999 from private founder owners to venture capital firms to (in 2007) Vista Equity Partners, which sold the company to ICV Partners in 2014.

SirsiDynix is the largest of the ILS companies, with a workforce of 391. The size of its postmerger workforce peaked in 2014 at 421 and has gradually slimmed down in the following years. While SirsiDynix can be considered a large company compared to other ILS providers, it is mid-sized in comparison to diversified organizations like ProQuest, EBSCO, and Follett.

SirsiDynix products have been implemented by all types of libraries. This strategy puts the company in competition with specialist companies like Follett for school libraries and Ex Libris for academics. Even in light of stiff competition, SirsiDynix products are a strong presence in the industry. Symphony had its highest number of installations in 2016 at 2,573 libraries and has slipped only slightly to the 2,498 reported for 2018. SirsiDynix reported 107 contracts for Symphony in 2018. Major sales included the London Libraries Consortium, serving 17 library authorities in and around London and spanning more than 150 branch libraries. SirsiDynix made 17 sales of Horizon, mostly extending existing installations to additional libraries. The number of libraries using Horizon peaked in 2007, just after the company's takeover by Vista Equity Partners.

SirsiDynix continues to market and develop EOS.Web (a web-based ILS for special and smaller academic libraries), which it acquired in 2013. Installations of EOS.Web peaked in 2014 at 1,137 and have declined slightly since.

Development of the BLUEcloud Mobile app has been a priority, with new functionality—including options for full account management, hold placement, item renewal, enhanced discovery, and viewing of ebooks and other digital content—expected in

an upcoming release. SirsiDynix continued development of BLUEcloud Circulation in 2018.

The company launched its Community Engagement Platform based on automated marketing to help a library communicate events, programs, newsletters, and other content to patrons, targeting areas of interest and other factors.

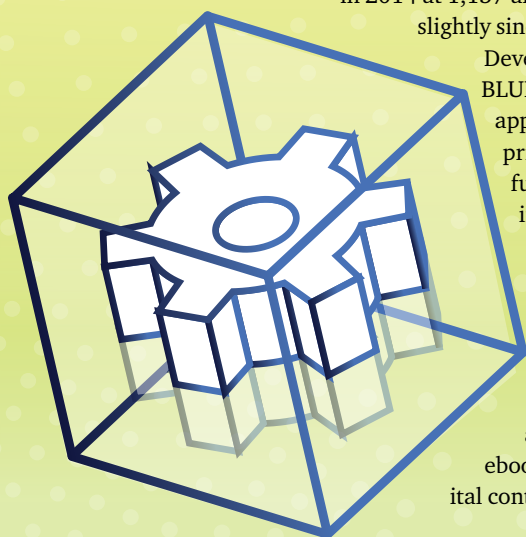
SirsiDynix's core product strategy centers on developing BLUEcloud as a modern interface that delivers the existing functionality of Symphony and Horizon, as well as additional capabilities beyond the conventional ILS. This plan enables existing customers to adopt modern technology at their own pace without having to replace core systems and migrate data. SirsiDynix is working toward a more complete development of BLUEcloud in which most of its customers will use those interfaces rather than the staff clients of their Symphony or Horizon ILS. The company anticipates reaching that goal in the next few years and reports that more than 2,000 libraries use at least one BLUEcloud module in production.

The BLUEcloud Suite sees the strongest sales trends. These modules will be part of almost any product bundle for new customers, though the largest portion of sales goes to existing customers. In 2018, 44 existing customers licensed BLUEcloud Analytics, and 20 were part of new client deals. Of the 35 sales for eResource Central, 22 were to existing sites; the 83 contracts for the Enterprise discovery interface went to 57 existing customers and 26 new ones.

INNOVATIVE INTERFACES offers multiple ILS products, including the Sierra and Polaris ILS. Its legacy products Millennium and Virtua, though not actively developed, continue to be supported and have a substantial number of remaining installations.

Innovative did not supply a detailed response to the vendor survey but instead provided a narrative response of its general accomplishments and plans. In the absence of verifiable data, analysis of this company cannot be as thorough. It reported several major contracts, such as one for Sierra to the Consortium of Icelandic Libraries, serving 300 libraries in the country, including the National Library and Reykjavik University. Libraries moving to Polaris include Whatcom County (Wash.) Library System, St. Charles City-County (Mo.) Library, Tippecanoe County (Ind.) Public Library, Bloomington (Ill.) Public Library, and Parkland Regional Library in Alberta.

Innovative was also subject to academic library losses in 2018, including 29 Sierra institutions that signed with Alma, such as Baylor University; many in California's Community College League consortium; the University of Houston; and



Integrated Library Systems Contracts and Installations

PRODUCT	COMPANY	2018 NEW CONTRACTS	TOTAL INSTALLATIONS
Symphony	SirsiDynix	107	2,498
Aleph	Ex Libris	3	2,363
Alma	Ex Libris	115	1,543
Evergreen (open source)	Equinox	11	1,503
Koha (open source)	ByWater Solutions	43	1,221
EOS.Web	SirsiDynix	28	1,045
Horizon	SirsiDynix	17	879
Library•Solution	The Library Corporation	14	766
WorldShare Management Services	OCLC	53	565
VERSO	Auto-Graphics	4	529
Spydus	Civica	105	351
bicatWise	OCLC	3	120
CARL•X	TLC	1	114
Koha (open source)	PTFS Europe	7	109
Koha (open source)	Equinox	7	40
Evolve	Infovision Software	16	16
TIND ILS	TIND	3	14

For additional statistics on sales trends, installations, and service platforms and discovery systems, visit bit.ly/al-libsys19 after May 1.

the University of Sydney. Fifty-two Millennium libraries selected Alma in 2018.

To counter competition in the academic sector, Innovative has begun an ambitious effort to develop a next-generation environment, offering characteristics not found in other products. This new platform will be based on a context engine built on linked data concepts and BIBFRAME. The context engine follows a multidimensional data model that can make connections with library data within the platform as well as with external sources. Innovative reports that it has completed the initial version of Innovative Inspire, a discovery service powered by the

company's new Context Engine that offers capabilities such as contextual browsing and its graphical Context Wheel for exploring connections among resources.

The company notes that Innovative Inspire is now available, but it did not mention specific libraries that have implemented it. The company also continues to enhance Sierra, Polaris, Encore, and its other active products. Innovative has achieved ISO 27001 certification and this year implemented General Data Protection Regulation compliance for patron security and privacy.

Open source businesses and strategies

Library systems based on open source software rather than proprietary licenses continue to grow. In the US and other economically advantaged regions, most adoptions of open source ILS products are based on commercial support arrangements, which provide comprehensive services for hosting, migration, implementation, and product support. Open source ILS implementations currently represent about 14% of ILS installations in the US and 6% of academic libraries. These libraries are mostly small to midsized, with a smattering of larger institutions.

Business configurations differ for companies providing services for open source products from those involved with proprietary software. Companies offering proprietary solutions are responsible for each aspect of product development and enjoy exclusive control and financial benefit. For these companies, the software represents an important corporate asset. The business model includes software licensing and fees for hosting, support, and other services.

The open source arena relies solely on a services-based economy. Organizations cannot claim ownership of the software but rather provide support services for the free software their clients use. These services make open source products accessible to libraries without in-house technical expertise. While most of the organizations involved in open source support have some involvement in the technical development of the product, they have no obligation to do so. For Koha, an extensive network of developers collaborates on its development. These organizations devote much smaller proportions of their personnel to software development and higher proportions to support personnel.

Koha, launched in 1999, has received continual development, with version 18.05.09 released in February 2019. Koha has been implemented in every global region and is dominant in many countries, including India, Malaysia, Turkey, and most Latin American countries. In the developed world, Koha participates in the general mix of the ILS arena, usually through commercial support firms.

BYWATER SOLUTIONS provides support services for Koha and other open source technologies. In 2018 ByWater signed 43 new contracts representing 225 libraries. Although the number of contracts was smaller than last year, the number of libraries represented was more than four times larger than 2017. ByWater broke into the ranks of the Association of Research Libraries, supporting Virginia Tech in its migration from Sierra to Koha, Coral, and EBSCO Discovery Service.

In business for just a decade, the company now supports 1,221 libraries on Koha. It employs 24 personnel with three dedicated to product development. ByWater relies considerably on the broader Koha development community for advancement of the product, supplemented by its strategic and sponsored enhancements. For comparison, SirsiDynix devotes 129 of its 391 personnel to development. In the open source business, interested stakeholders share development, enabling the companies to focus their resources on services and outreach.

Some of the enhancements ByWater notes include the creation of new ebook APIs for multiple providers, including OverDrive, Recorded Books, and bibliotheca cloudLibrary.

PTFS EUROPE, based in the UK, provides support services for open source software. The company has a business relationship with US-based PTFS and represents its Knowviation digital resource management system for Europe. PTFS Europe provides support services for Koha based on the open source community project, unlike PTFS in the US, which works with a private version of Koha and now focuses on its new proprietary ILS, branded as Bibliovation.

PTFS Europe has been successful in attracting European libraries of all types to Koha. These include academic libraries, for which it also includes Coral for electronic resource management along with third-party knowledge bases and discovery services. The company recently introduced Metabase, a new open source business analytics tool for use in conjunction with Koha.

In 2018 PTFS Europe made an additional seven contracts for Koha support, increasing its Koha customers to 109. One of these also contracted for Coral, increasing the number of supported sites to 14. PTFS Europe has 18 employees, with four involved with development.

EQUINOX OPEN SOFTWARE INITIATIVE is a nonprofit organization providing development and support services for open source software. It operated as a commercial company from its founding in 2007 through 2017. Equinox

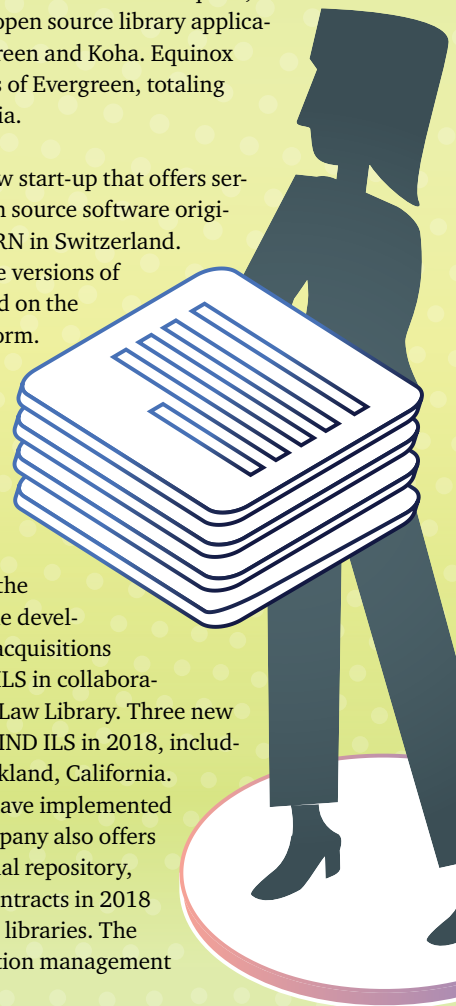
includes individuals involved with the creation of Evergreen for the Georgia PINES project and continues to be involved in its ongoing development, contributing about 80% of the new features and bug fixes applied to the codebase. The Evergreen ILS, designed for consortia of public libraries, is used mostly within the US and Canada, with a handful of installations in other international regions.

In 2018 Equinox signed support contracts for 11 new libraries spanning 54 branches, increasing the number of libraries it supports to 1,503. Equinox notes that about 2,000 libraries are now using Evergreen, including those that are self-supported and that work with other service providers. The company also provides support services for Koha, especially for libraries interested in open source automation but not as part of a consortium. It began support for seven additional libraries for Koha, for a total of 40.

The company developed a specialized hosting infrastructure, launched in 2014 and branded as Sequoia, optimized for hosting open source library applications, especially Evergreen and Koha. Equinox now hosts 18 instances of Evergreen, totaling 436 libraries on Sequoia.

TIND is a relatively new start-up that offers services surrounding open source software originally developed by CERN in Switzerland.

TIND provides multiple versions of the product, each based on the same technology platform. The TIND ILS offers the full capabilities of an ILS and has been implemented in the US by Caltech Library and the University of California, Berkeley Law Library. Last year the company worked on the development of serials and acquisitions modules for the TIND ILS in collaboration with the Berkeley Law Library. Three new libraries selected the TIND ILS in 2018, including Mills College in Oakland, California. A total of 14 libraries have implemented the TIND ILS. The company also offers the TIND IR institutional repository, which saw four new contracts in 2018 and is now in use in 22 libraries. The TIND DA digital collection management



system was selected by four institutions. TIND has developed a version of its platform for research data management, which has been implemented by three libraries. TIND is a small company, employing 11 people.

A global community continues to develop the open source **FOLIO** LSP. This project was initiated by EBSCO Information Services, which provides financial support as well as technical and organizational leadership. FOLIO remains on the cusp of implementation, with multiple libraries slated to put the software into production later this year. Several organizations will provide hosting and other support services for FOLIO, including EBSCO, Index Data, ALZAD, and Infoestratégia Latina. ByWater Solutions will offer support

services based on EBSCO hosting services. This January saw the launch of FOLIO Aster Release, the first iteration of a product expected to gain more complete functionality and technical integrations.

Some of the libraries engaged with FOLIO and likely to implement it once it has reached a sufficient threshold of functionality include Cornell University, Duke University, Five Colleges Consortium, North Carolina State University, Texas A&M University, University of Alabama, and University of Chicago. Each of these institutions has significant experience with and commitment to open source software. Chalmers University of Technology in Sweden plans to implement FOLIO as an early adopter, based on EBSCO's hosting and support services.

SCHOOL LIBRARIES

Libraries in pre-K through grade 12 schools represent a major component of the industry, though some schools and districts may not operate traditional libraries. The economy of a school library is distinctive, with sales measured in higher increments than other sectors, consistent with the proportion of schools to public or academic libraries. A sale to a school district may include hundreds of individual schools. While district-wide sales are lucrative, the sales value per school library served is modest.

FOLLETT SCHOOL SOLUTIONS dominates the pre-K through grade 12 library sector and continues to increase its penetration of products in aspects of the school or district beyond the library. Its sale of Destiny to Fairfax County (Va.) Public Schools included 234 schools that will serve 188,000 students. Follett states that 23 of the 25 largest school districts in the US have selected Destiny. In 2018 Follett also launched its Classroom Ready Collections, a wide range of learning materials through a body of curated open educational resources, all searchable through Destiny. Follett School Solutions is a business division of Follett Corporation, a large, diversified business with about \$3.6 billion in annual revenue.

MANDARIN LIBRARY AUTOMATION develops library automation systems primarily used by school libraries but also by other types of small libraries. The current version, Mandarin M5, is

offered as software for local installation and as a hosted service. Like other vendors, the company emphasizes its hosted service. In 2018, 344 libraries signed contracts for Mandarin M5 as a hosted service and only eight as local software. Installations for Mandarin M5 hosted service totaled 1,533, with 695 continuing to use the locally installed version. The company reported that 1,570 libraries continue to use Mandarin M3. Recent developments include a new web-based reports module. The company employs 23 individuals, down considerably from its 2014 peak of 38.

MEDIA FLEX has developed the web-based OPALS ILS, primarily used by school libraries and other types of small libraries. The software has been released under an open source license, though Media Flex exclusively develops it. This contrasts with other open source applications such as Koha, where a broad community of stakeholders participates in its development. OPALS has been implemented by many schools and school districts. It is also offered through the Boards of Cooperative Educational Services (BOCES) organization, which provides automation systems for school districts in New York. In these cases, BOCES and Media Flex collaborate to provide services and support for OPALS. Recent developments for OPALS include implementation of HTTPS encryption, improved Americans with Disabilities Act compatibility, and functionality for management of physical assets such as multimedia devices and IT equipment. Media Flex employs 18 people.

ACADEMIC LIBRARIES

Academic libraries have distinct needs for technology support, given the high proportion of electronic resources in their collections and their evolving roles in service to their parent institutions. The need for effective management of electronic resources and corresponding discovery services for patrons has proven to be the major driver of change in this sector of the industry. The release of Ex Libris's Alma in 2012 led to a major wave of migrations away from ILSes. Companies offering ILS products to academic libraries remain competitive mostly by assembling additional components to offer similar capabilities to LSPs.

Alma dominates new system selections in the academic and research sector, capturing almost all large libraries, multicampus systems, and consortia. In its shadow, OCLC's WorldShare Management Services sees moderate success among midsized and smaller academic institutions. Last year Association of Research Libraries member McGill University selected WorldShare Management Services, interrupting the clean sweep of large libraries by Alma. Virginia Tech opted for Koha and Coral, reflecting some academic institutions' interest in exploring alternatives.

The innovation cycle in academic libraries will likely run to completion in the next five years with ever-growing momentum. The window of opportunity is limited for new systems to enter and disrupt the current wave of movement toward Alma and WorldShare Management Services. FOLIO stands ready, however. After three years of development, community building, and evangelizing, early adopters are on the cusp of implementation. With the full force of EBSCO's support, strengthened by a natural affinity toward open technologies, FOLIO seems positioned to make a dent in the momentum of Alma as its rate of adoption grows each year.

Despite the current momentum of Alma and WorldShare Management Services, more than half of academic libraries in the US, and even more globally, remain on ILSes. The clock has not run out entirely for other products to attract significant proportions of the academic library sector.

EX LIBRIS, A PROQUEST COMPANY, is working to increase business integration and product unification. With Alma established as the dominant resource management system for academic libraries, the company is now leveraging the platform as the foundation for its new products Leganto, Esploro, and Rialto. The recent launch of ProQuest One reflects a unification of its core content products into a single-user interface and delivery infrastructure.

Ex Libris has followed a consistent business strategy based on large investments in product development. The company has a history of attracting investments to create products that have transformed the academic library sector. Its consolidation with Endeavor and multiple rounds of private equity investments give it the resources to enter or create new cycles of product genres. Its development activities have been costly, have represented considerable risk, and may have moderated short-term profits. These bets paid off in terms of the valuation of its business through each new cycle of ownership and in building reliable channels of new revenue.

Ex Libris continues to attract the largest academic libraries and consortia to Alma. Some of the major deals concluded in 2018 include all libraries in the Community College League of California, which migrated from multiple systems including Horizon, Millennium, Polaris, Sierra, and Symphony; the University of Hawaii system; the Consortium of Academic and Research Libraries in Illinois, which featured 91 libraries migrating from Ex Libris's Voyager; the PASCAL consortium of academic libraries in South Carolina, which migrated from Millennium, Sierra, Symphony, and WorldShare Management Services; the Ontario Council of University Libraries, migrating from multiple systems; the National Library of Poland; 64 campuses that make up the State University of New York, which migrated from Ex Libris's Aleph; Michigan Shared System Alliance; and National Taiwan University.

In early 2018 Ex Libris announced Esploro, a new product initiative to address multiple aspects of academic research services and support. This product, to be created and designed in consultation with multiple development partners, will help universities manage research outputs, identify funding opportunities, highlight researchers and primary investigators through published profiles, and assist in other related areas. Esploro will be built on top of the Alma technical platform.

ProQuest and Ex Libris will jointly develop a new library acquisitions environment, branded as Rialto and based on the Alma technical platform. Rialto will offer capabilities similar to book acquisitions platforms such as OASIS through a reconceived workflow based on business rules, buying patterns, and ways libraries acquire content.

OCLC, a large nonprofit membership organization, includes many technology products in addition to metadata, research, and other services. The organization employs 1,251 people, more than any other ILS company

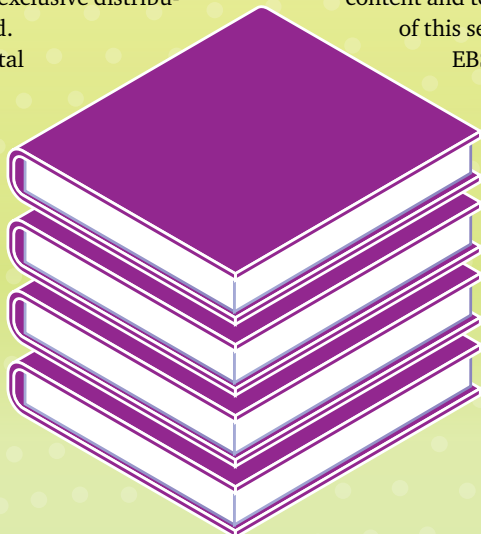
(though fewer than top-level companies Follett, EBSCO Information Services, or ProQuest).

In 2018 OCLC signed 53 new contracts for WorldShare Management Services, increasing its installations to 565 libraries. Some of the major libraries selecting WorldShare Management Services include The Revs Institute, the Tolstoy Library in Germany, Oxford Brookes University in the UK, the University of the Basque Country in Spain, and the SAE Institute in Australia. Library and Archives Canada has begun implementing WorldShare Management Services and has launched Voilà, a national union catalog based on Syndeo, a related service designed for national libraries that enables use of specialized authority files and other record ingestion and distribution workflows.

To expand its presence in public libraries in the US, OCLC launched Wise, a library automation product it positions as a community engagement system. In addition to standard ILS functionality, Wise incorporates characteristics of a customer relationship management system with marketing tools and analytics to provide personalized services and targeted messaging to patrons. Wise is based on the bicatWise product acquired from HKA in 2013, which is used by most public libraries in the Netherlands. Last year Cultuurconnect, representing 300 libraries in the Flanders area of Belgium, signed an agreement to implement Wise. Early adopters for Wise in the US include Anythink Libraries in Colorado and Allen County (Ind.) Public Library.

OCLC continues to enhance the Tipasa interlibrary loan management utility, designed to automate routines in interlibrary loan offices. Tipasa was designed as a migration path for ILLiad, the Windows-based utility developed by Atlas Systems. OCLC serves as the exclusive distribution and support channel for ILLiad.

Enhancements to the OCLC digital collection management system CONTENTdm include the creation of support for the International Image Interoperability Framework (IIIF) Image and Presentation APIs. This new capability enables libraries to view and share images in CONTENTdm through other IIIF-enabled applications and viewers. OCLC reported that 1,164 libraries now use CONTENTdm.



As a 501(c)(3) corporation, OCLC is required to submit filings regarding its financials, which are also published in its annual reports. The organization's overall revenues for 2018 were \$217.6 million.

EBSCO INFORMATION SERVICES, a subsidiary of EBSCO Industries, is a privately owned company offering a wide range of content and technology systems for all types of libraries, most prominently academic libraries. We focus on its technology services, but abstracting and indexing databases represents much of its overall business. The company's expertise in creating subject indexing for content also flavors its approach to other discovery and technology products.

EBSCO Discovery Service (EDS) can be seen as one of its most strategic products, with search technologies that treat subject indexing as a key retrieval and relevance factor. In 2018 the company licensed EDS to 552 additional libraries. EBSCO expanded its base index with content from more than 50 new subject databases. Recent enhancements include support for Google authentication, responsive user interface design, and improved citation searching.

EBSCO offers support for OpenAthens, an authentication framework from Eduserv, as a commercial service. OpenAthens provides an alternative to single sign-on for all of its licensed resources and avoids many of the problems and limitations with IP authentication. In 2018 EBSCO gained 196 new customers for OpenAthens, including GALILEO, a University System of Georgia initiative that represents more than 400 individual sites.

EBSCO also recently launched the Knowledge Services suite of modules to provide interoperable tools based on its content and technology components. The initial part of this set, branded as HoldingsIQ, encapsulates

EBSCO's knowledge base of holdings data and link management services for integration with external systems or services developed by the library or by other EBSCO technology partners. Scenarios for HoldingsIQ could include implementations of FOLIO that are able to benefit from EBSCO's licensed products for electronic resource management and discovery. EBSCO also plans a new round of enhancements to Full Text Finder.

PUBLIC LIBRARIES

The public library sector has not yet experienced a significant new cycle of innovation. It remains reliant on ILSs that are modified to fill in the gaps required to support critical integrations in ebook lending and other digital offerings. One of the key concerns for public libraries is whether they are poised to enter a disruptive cycle of innovation or if the current pattern of incremental advancement will continue.

All of the ILS products in the established public library market are based on aging internal architectures. This is a field of evolved systems—many of which have been substantially reengineered from their antecedents—but none have been developed anew. These include Atrium (2001), CARL•X (2004 and reengineered from the CARL ILS that launched in the 1980s), Evergreen (2007), Horizon (introduced in 1994), Koha (2000), Library•Solution (1996), Polaris (1997), Sierra (introduced in 2011 and based on INNOPAC, which launched in the 1980s, and Millennium, launched in 1997), Symphony (launched as Unicorn in 1982), and VERSO (2001).

The maturity of the ILS competitors translates into lackluster energy for system migrations. Few public libraries opt to make a lateral move that will result in marginal strategic gain. Some react to prevailing issues of discontent, but most remain with incumbent systems and dread painful migrations, knowing that alternatives have their own foibles and flaws.

In a year of sluggish churn in the public library sector, **THE LIBRARY CORPORATION** (TLC) made 14 new contracts for Library•Solution, increasing total installations to 766. Library•Solution has been implemented mostly in small to midsized public libraries and by school districts. This year the El Paso (Tex.) Independent School District selected Library•Solution to replace SirsiDynix Horizon ILS. On the public library side, Library•Solution competes in a challenging niche market vulnerable to libraries moving into consortial implementations of open source products such as Evergreen. Library•Solution faces strong competition from Follett for district-wide school library automation. The Berkeley (Calif.) Public Library selected CARL•X, confirming interest in a product oriented to large public libraries and consortia. Since mostly large libraries implement CARL•X, the product remains within the critical mass needed to sustain its development. This year substantial enhancements were made to CARL•X, such as new displays

in CARL•Connect Discovery that are organized according to Functional Requirements for Bibliographic Records principles. TLC offers a variety of products and services in addition to its ILS products, including its BiblioFile bibliographic services. Its SmartTECH division offers a family of products to facilitate STEM learning, which can be implemented in makerspaces and other contexts. The company, established in 1974, is privately owned by its founder and CEO, Annette Murphy. TLC is one of the very few remaining founder-owned companies.

AUTO-GRAPHICS made four new sales spanning 27 branches for its VERSO ILS, increasing its installed base to 529 and six for its MONTAGEdc digital collections management application, now installed in 44 libraries. While VERSO attracts mostly small public libraries, the company also specializes in large-scale resource sharing, with its SHAREit platform used in many statewide interlibrary loan projects. This year Auto-Graphics made an additional sale of SHAREit for a project for the Reaching Across Illinois Library System that currently supports 450 libraries. SHAREit now provides interlibrary loan or resource sharing to more than 6,000 libraries. In early 2019, the company will release the sixth version of its platform, which will include a variety of enhancements in search capabilities, database management, and security measures. Inbound and outbound APIs are also being developed so that the products can provide the interoperability its clients expect. Auto-Graphics specializes in technology products for public libraries and is the only publicly traded company in the industry.

BOOK SYSTEMS had a very strong sales year in 2018, with 145 contracts representing 235 library facilities. Of these, 67 were to public libraries totaling 122 branches. The company's customer base is divided among school libraries, small public libraries, and small academics, with 4,575 libraries in total using Atrium; 3,104 of these are in pre-K through grade 12 schools. While locally installed versions of Atrium are still available, almost all new customers are opting for its hosted version. In 2018, 98% of new contracts were for Atrium ASP/Express hosted solutions. Atrium Version 12 was released in 2018, and it included a wide range of enhancements. This year Book Systems released its Librista mobile app for Android smartphones. Book Systems also continues to support its Windows-based

Concourse ILS, though it did not report new sales. The company reported revenues in the \$5–\$10 million range.

BIBLIONIX, focusing exclusively on public libraries, gained 58 new customers in 2018 to increase its installed base to 719. Although the number of new sites is on par with recent years, Apollo has begun attracting ever larger libraries, including multibranch systems. Biblionix reports an increased number of libraries moving to its products from flagship competitors, including Library•Solution, Polaris, Sierra, and Symphony, rather than from legacy or PC-based products. Biblionix now offers a lightweight consortial configuration based on VersaCard and VersaCat discovery. This option enables libraries to implement Apollo individually, but selectively share resources with partner libraries and provide a union catalog of shared resources. Biblionix is a small, privately owned company with no debt or involvement from external investors. Apollo is offered exclusively as a hosted service residing on hardware Biblionix manages directly. The platform does not rely on shared cloud services such as Amazon Web Services.

INFOVISION SOFTWARE has developed the Evolve ILS, used primarily by small public libraries in the US. Through 2010 Infovision was the US distributor of the Amlib ILS, which was created in Australia. That year Amlib was acquired by OCLC, and Infovision opted to make a new ILS rather than continue with Amlib. Since that time, Evolve has been implemented in 147 libraries, almost all of which are US public libraries. Development activities in 2018 include the launch of a mobile app offering similar functionality to its online catalog. Infovision employs 11 personnel; five are in product development.

LIBRARYWORLD offers a web-based ILS designed for small libraries and available at an affordable price to accommodate limited budgets. The LibraryWorld ILS is available as a hosted service. As of February, 3,064 libraries have implemented it, and 2,010 of those are school affiliated. The others are public, academic, and special libraries.



BIBLIOCOMMONS, now in its 10th year of business, specializes in user interface technologies for public libraries. Its initial product, BiblioCore, provides a complete replacement for a library's online catalog. In addition to a user-experience design based on extensive studies of public libraries, BiblioCore includes collaborative social sharing features and the full feature set associated with online catalogs and self-service patron requests. Enhancements to BiblioCore include a new approach to item display grouping based on the principles in FRBR. Other features include a new format chooser to view all available bibliographic item displays, providing an easy mechanism for patrons to find items of interest in other available formats, and keyword search suggestions on each page that can channel searches to external resources.

BiblioCloudRecords provides shared records for collections of digital resources that are available without the need to load them into the library's ILS. In 2018 BiblioCommons extended the shared records to include Hoopla content in addition to the existing OverDrive collection records.

BiblioWeb, introduced in 2016, provides a complete library website replacement, managed through an administrative console. The product is based on WordPress infrastructure but managed through a console developed by BiblioCommons. BiblioCommons also released BiblioWeb 3.0, which includes a new page builder that enables additional flexibility in presenting content beyond its templates.

The company's newest product, BiblioOmni, will be a multichannel marketing platform designed to deliver content and messaging to specific groups of library patrons. Delivery of the initial version is expected in late 2019.

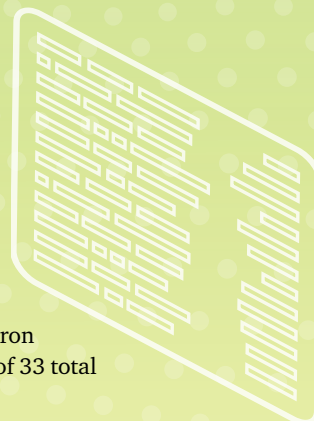
New libraries implementing BiblioCommons in 2018 include Contra Costa County (Calif.) Library; Gail Borden Public Library in Elgin, Illinois; Herrick District Library in Holland, Michigan; Indianapolis Public Library; Pleasanton (Calif.) Public Library; San Antonio Public Library; Santa Clara (Calif.) City Library; Tampa-Hillsborough County (Fla.) Public Library; and Burlington Public Library in Ontario.

SPECIAL LIBRARIES

LUCIDEA, formed through a series of acquisitions of companies offering products and services to special libraries, offers a slate of ILSes and knowledge-management applications. Its slate of products includes DB/TextWorks, GeniePlus, and Inmagic Presto, along with Argus, CuadraSTAR SKCA, Eloquent Archives, LawPort, LookUp Precision, and Sydney-Enterprise. These products have been implemented by law firms, corporations, museums, archives, and other types of organizations. Lucidea also launched two new products based on its LucideaCore platform, including ArchivEra for large archives and ArchivEssentia for smaller organizations. It also introduced ArgusEssentia, a collection management and integrated portal application for museums. Last year, Lucidea opened a new office in Melbourne, Australia, following its acquisition of Maxis, a company established in 1984 that had previously served as Australian distributor for its Inmagic and other knowledge-management products. Lucidea Press, which publishes books oriented to the development of professionals in the field, issued two books in 2018. The company reported 80 employees.

SOUTRON GLOBAL offers its information management platform to manage library collections, archives, and records. The company recently launched a discovery service that is in an early adoption and implementation phase. Other product developments include internal reengineering to incorporate the latest version of Microsoft.NET technology and to develop new APIs. New functionality will give library staff more content management capabilities and offer users more self-service options, such as self-registration. Other enhancements include expanded support for third-party authentication options, added

controls to make its products GDPR compliant, and protection of end-user submitted content through reCAPTCHA. In 2018, the company made 33 new sales of its Soutron ILS product, increasing its installations to 231; the eight new sales of Soutron Archive resulted in a total of 33 total installations.



KEYSTONE SYSTEMS fills an important niche in the industry, specializing in technologies for libraries that serve people with visual disabilities. Last year the company developed a duplication-on-demand system named Scribe in collaboration with North Carolina Library for the Blind and Physically Handicapped and with financial support from a Library Services and Technology Act grant. Scribe incorporates a streamlined workflow optimized for people with visual disabilities. Keystone was also able to leverage its development of Scribe for a similar project for the National Library Service for the Blind and Physically Handicapped. Keystone made a new sale of the Keystone Library Automation System (KLAS) to one additional organization, the Trauma Center Association of America, increasing its installations to 117. This installation featured an embedded version of the KLAS catalog. Keystone is a small, privately owned company employing 15 people.

ABOUT THE REPORT

The Library Systems Report 2019 documents ongoing investments of libraries in strategic technology products made in 2018. 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

a survey requesting 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. ●

Looking forward

Library technology has experienced considerable consolidation. Strategic acquisitions by top-level companies such as Follett, EBSCO, and ProQuest can be seen as permanent. The acquisition of Prima by Volaris Group is similarly positioned as permanent. These companies regularly make acquisitions and rarely divest.

There are also signs of fragmentation. Previous rounds of mergers and acquisitions brought together companies with limited capacity for innovation and development, resulting in overlapping products with marginal differentiation. The current slate of ILS companies fits that bill. Each company works hard to advance its product lines incrementally, but even mid-tier companies may not be able to create market-changing innovation.

The library technology industry sits poised for new rounds of business transactions. Continued churn of large businesses buying new technology firms to expand product areas seems likely. The ownership arrangements of multiple companies are approaching their due dates. Investments made in companies by private equity firms are usually of limited duration, typically four to seven years in the library technology industry. Investment firms and lenders backing leveraged buyouts are working toward an exit from the onset of their engagement.

SirsiDynix was acquired by ICV Partners in December 2014. JMI Equity and Huntsman Gay Global Capital gained control of Innovative in 2012. It would be surprising for these arrangements to remain in place much longer, though the time frames are uncertain. Possible next moves might include lateral transitions to new investors and strategic acquisitions by top-level companies in the broader library and publishing sectors. Consolidation involving any of the small or mid-sized companies in the industry would not be outside the range of possibilities. While predictions are speculative, inactivity would nonetheless be surprising. **AL**



MARSHALL BREEDING is an independent consultant, speaker, and author. He writes and edits the website Library Technology Guides (librarytechnology.org).

Possible next moves might include lateral transitions to new investors and strategic acquisitions by top-level companies in the broader library and publishing sectors.

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Librarianship is ever changing, and some of the people leading that change are newer members of the profession.

They're the fresh faces greeting patrons at reference desks, helping students with research, and experimenting with new ideas behind the scenes.

These are the **American Library Association's (ALA)**

Emerging

Initiated in 1997 as a one-year program under former ALA President Mary R. Somerville and revived in 2006 under former ALA President Leslie Burger, Emerging Leaders recognizes the best and brightest new leaders in our profession. It's open to librarians of any age who are new to the profession and who have fewer than five years of experience working at a professional or paraprofessional level.

The program allows participants to get on the fast track at the Association, participate in

planning groups, network, gain an inside look into ALA structure, and serve in a leadership capacity early in their careers.

At the 2019 Midwinter Meeting & Exhibits in Seattle, the new Emerging Leaders were divided into 11 groups to complete projects for their host ALA units and affiliates. The results will be unveiled at the 2019 ALA Annual Conference and Exhibition in Washington, D.C. We joined them in Seattle to ask what the future holds for the profession in this annual feature, sponsored by OCLC. **AL**



Leaders



TEAM A

HOST

American Association
of School Librarians

PROJECT

Developing Inclusive
Learners and Citizens



MATTHEW
KING

COREY
HALL

BETH
RAFF

JHENELLE
ROBINSON

BIANCA
SPURLOCK

“I think it’s important to reevaluate library education and critically reexamine the curriculum, to acknowledge that there are disparities between what librarians really experience at their desk versus what they learn in the classroom.”

—Bianca Spurlock

TEAM B

HOST

Association of College
and Research
Libraries (ACRL)

PROJECT

Resources for
Library School
Students



DEREK
STALCUP

KALAN
KNUDSON
DAVIS

HANNAH
BOWSER

NATALIE
ORNAT

JOE
BERTELLONI

“I see a profession that mirrors the diversity of patrons we serve, embraces a culture of inclusivity, and creates more pathways for individuals from underrepresented backgrounds to enter the profession and stay in it. However, we are only going to achieve this if we take bold and meaningful actions to help encourage diversity and inclusion within librarianship.”

—Natalie Ornat

TEAM C

HOST

ACRL Instruction
Section

PROJECT

Early Member Outreach
and Engagement Toolkit



PHILIP
SHACKELFORD

TED
QUIBALLO

KARNA
YOUNGER

SABRINA
DYCK

“Academic librarians know the high costs of information are limiting student and faculty learning and research as well as harming universities’ missions to be more inclusive. By inciting teaching faculty to openly publish their work as well as use and create open educational resources, academic librarians will continue to advocate for learning that is accessible on and off our campuses.”

—Karna Younger

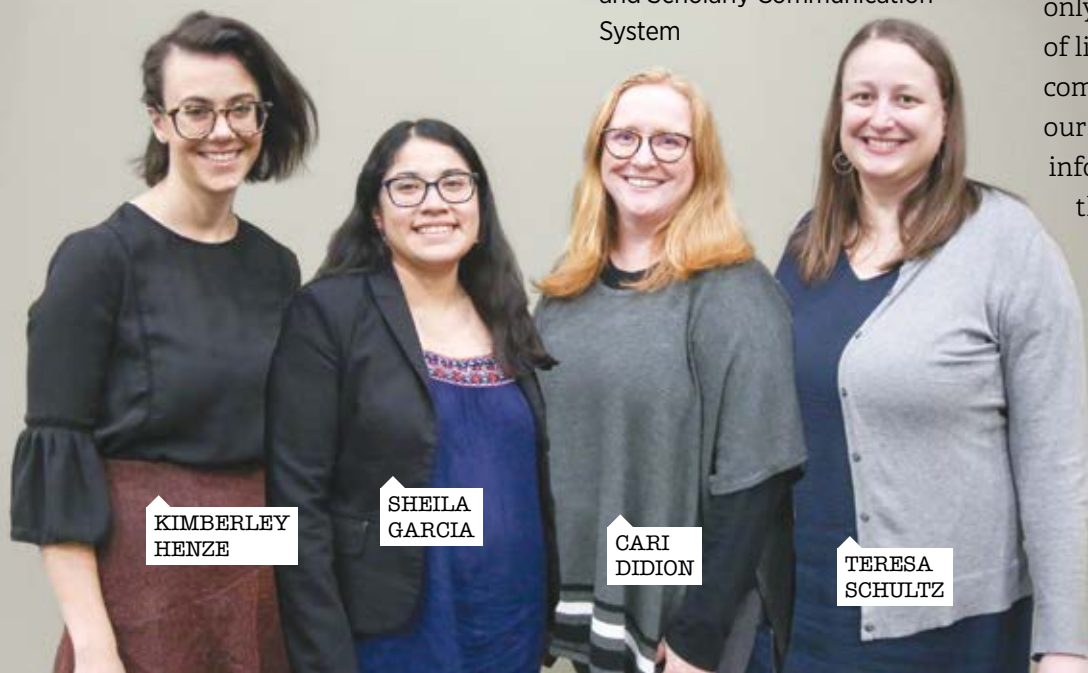
TEAM D

HOST

ACRL Research
and Scholarly
Environment Committee

PROJECT

Promoting the ACRL
National Research Agenda
on the Research Environment
and Scholarly Communication
System



KIMBERLEY
HENZE

SHEILA
GARCIA

CARI
DIDION

TERESA
SCHULTZ

“The profession has entered an important paradigm shift that reflects not only the overall impact of libraries on our communities but also our approach to teaching information literacy and the systemic barriers to access within the profession itself, especially for individuals from underrepresented populations. I hope librarianship continues this trajectory.”

—Sheila Garcia

TEAM E

HOST

Government
Documents
Round Table

PROJECT

Librarian's Election
Reference Toolkit



MEGAN
HAMLIN-
BLACK

SHELLY
GUERRERO

AZALEA
EBBAY

LESLIE
PURDIE

“As the cost of living continues to rise, many people will get left behind. Libraries will work closely with local government agencies and nonprofits to deliver programs, services, and information to people experiencing the homelessness crisis. We will become social service experts and work with community partners to identify multiple solutions to end homelessness.”

—Azalea Ebbay

TEAM F

HOST

Intellectual Freedom
Round Table

PROJECT

Engaging the
Nonlibrarian:
Intellectual Freedom
Is Everyone's Fight



KACY
HELWICK

NICOLA
ANDREWS

JADE
GEARY

CYNDI
HAMANN

JESS
NEWMAN

“In the future, librarians will focus more time on their roles as information professionals and community leaders. We will continue to fight against misinformation by instructing on information literacy, curating collections with accurate and representative content, and hosting and creating programs and resources that educate and engage community members on important topics.” —Kacy Helwick

TEAM G

HOST

International
Relations Round Table

PROJECT

International
Peer Mentoring:
A Pilot Project

“

The information landscape has changed drastically over the years, and with each change, librarians have helped libraries adapt and grow. We will continue to become digitally literate in whatever technology becomes available and use these skills to teach that technology to others.”—**Kelly Grogg**



ADRIENNE
KEANE

GEORGINA
RIVAS-
MARTINEZ

STACEY
SHAPIRO

TRINA
RIVERA

KELLY
GROGG

TEAM H

HOST

Learning
Round Table

PROJECT

Equity, Diversity,
and Inclusion for
Staff Development

“

I see the future of the profession as one in which librarians are community agents. We will continue to help rebuild libraries lost to disasters, fill the gap of available resources for failing school districts and underserved communities, and continue to be advocates for positive change in communities.”

—**Jina DuVernay**



LORISIA
MACLEOD

CATHERINE
MANZI

MIMOSA
SHAH

JINA
DUVERNAY

AMBER
LOVELESS

ROBBIN
DEGERATU

TEAM I

HOST

Library and Information
Technology Association
(LITA)

PROJECT

LITA Close to Home:
Developing Local
Support Networks

“

I think libraries are moving toward the adoption and dissemination of even more technology. In addition to providing more equitable access for our users, we are also moving toward improving our technology infrastructure in order to better provide library services in general. I see the profession employing more technologists and programmers to better serve our users.” —**Kat Greer**



RACHEL
MURDOCK

LIZ
GIBBONS-
CAMP

KAT
GREER

ABIGAIL
SPARLING

TEAM J

HOST

New Members
Round Table

PROJECT

Mentor
Clearinghouse

“

I imagine the future of the library profession will be empathy-driven. As we continue to build and strengthen relationships with our communities, we will begin to see the library not as a monument but as an instrumental service that can provide a not-yet-realized difference in people's lives. We are here to stay, here to help, and here to advocate.” —**Susen Shi**



KAITLYN
HODGES

SUSEN
SHI

SUZANNE
CLERKIN

REGINA
CARTER

TEAM K

HOST

Public Programs
Office

PROJECT

Development Research
for Library Programming



DAVID
BASORA

MICHELLE
LEE

KIMTHU
NGUYEN

MEGAN
GLIDDEN

I see the future of the library profession going in a decidedly service-oriented direction. A larger emphasis is being put on programming and providing services and resources that are relatively new to library work. Outreach outside the library building, supporting local authors and artists by exhibiting their work, and operating a makerspace or café are all features that are now common. I believe that these and other services will become only more prominent.” —David Basora

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A background image of four diverse teenagers smiling and posing closely together. The image is tinted with a purple hue. At the top, there is an orange horizontal bar. Overlaid on the image is a large purple speech bubble containing the title, and a smaller white speech bubble containing the word 'Get the'.

Get the Word Out

Marketing your teen summer learning program

by Sarah Amazing

Let's face it: Teens can be a hard bunch to reach. With sports, camp, jobs, summer school, family vacations, band camp, and other activities keeping them busy during the summer months, they might not think of the library as an important destination. But with the right tools and a solid plan, your summer learning program can be a success.

Know your audience

Who do you want to know about summer learning? Parents and caregivers? Teachers? The teens themselves? Other organizations serving youth in the community?

While the answer is undoubtedly all four, think about your library and community. How does word get around about your events? Maybe it's from parents reading your quarterly newsletter who then register their teen. Or it's teachers who graciously post your fliers in their classrooms. Perhaps community organizations pass out information at their events. Or your teens simply come into the library and see the information for themselves.

While there's no reason not to hope for all those scenarios, put your energy into the path the information usually follows. If social media still reigns with parents and teens in your community, use that. If it's still traditional paper fliers, keep that going. You'll reach the largest audience, and you can devote the rest of your time to reaching more and more of the underserved each year.

Being more inclusive

This is a harder question but one that needs to be addressed. To build awareness, you'll need to reach historically underserved communities. Perhaps once entering high school, those students disappear from your library. Why? Are the events offered targeted to a younger group, or perhaps the marketing is aimed at too young an audience? Is the summer learning program too difficult for them to complete alongside their other responsibilities? Are there other teens who could benefit from an option that doesn't require them to physically be in the building? Can those in juvenile detention complete the program? What about younger teens or those who are homebound? What about teens who don't speak English as a first language, are homeschooled, or are homeless?

While it's always great to have "regulars" who participate, summer learning will have the biggest impact if you are as inclusive as possible. Try collaborating with local organizations to get the word out. You can head to the US government's youth.gov website and use its "Map My Community" tool (youth.gov/map-my-community) to find local and national organizations that assist underserved youth. Partner with your local school's resource officer or your community's homeless-education liaison to find these populations and learn about the challenges they face. Then create a plan to reach these teens.

This is an excerpt from *Teen Summer Learning Programs: From Start to Finish*, edited by Lenese Colson and Jennifer Luetkemeyer (Young Adult Library Services Association, 2018).



The tricky art of design

As with all things related to teens, design can be a tricky thing to get right. You'll turn off older teens if it looks too young, but you'll also lose their interest if you use too many bright colors and appear as though you're trying too hard. Also note that teens' interests can change quickly. While most libraries don't have money to research teens' preferences, we can look to those brands that are already doing this well. Who is attracting teens? Why? What can you take from a brand's marketing—advertising, colors, and so on?

Even with that information, be sure to look to your teens. If you have a teen advisory board or similar group, ask them for input on brands that are popular among the students at their schools. Remember: What is popular among teens in New York City may not be the same for teens living in rural Ohio.

Choosing your media

What type of advertising works best with your teens? Do they like to walk into the library and see a big poster, or do they like bookmarks to use for their newest selections? Consider large signage, postcards, or something altogether unique for your location and audience. Sometimes different events require different sizes—a weekly event may only need to be a reminder on your calendar, but a special one-time-only event might deserve a full-color poster as well as an 8.5-by-11-inch flier.

Whatever format you choose, it must be eye-catching, simple, and speak to the audience you hope to reach. If your event is fandom-related, let that fandom guide you with fonts and images—use movie posters, book covers, and other marketing tools for inspiration. For instance, a flier made to look like the TARDIS for a *Doctor Who* event will immediately capture the attention of those fans and help create excitement.

If there are several libraries nearby, be sure to clearly state at which library the event will be taking place. When it comes to wordage, less is more. Hopefully, the event title will speak for itself and your design will be all you need to create interest.

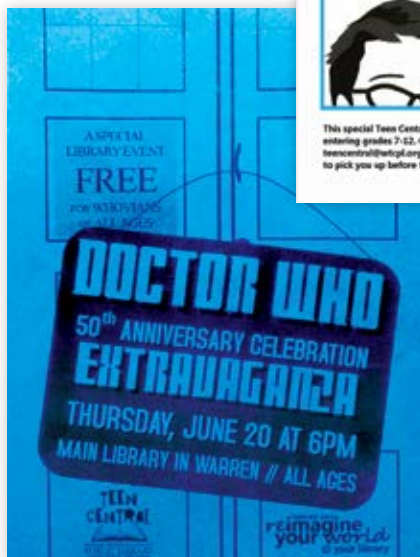
As for images, use only high-resolution ones. Don't go to Google images and type what you're looking for—you can often find much better free graphics at sites like iconfinder.com, openclipart.org, freeimages.com, or morguefile.com. You can also find great images at deviantart.com and flickr.com as long as you search for Creative Commons–licensed images. Another option is images.google.com—under Tools, choose “Usage rights,” then “labeled for reuse with modification” and “size: large.” (For more low-budget design ideas, read “Cutting Out the Clip Art” in the Sept./Oct. 2018 issue of *American Libraries*.)

If your summer learning program is new, you might consider working with communications, marketing, or graphic design students at a local university to create a logo and marketing campaign. Another idea is to enlist the teen advisory board or a similar group at your library and have them create the marketing or, at the very least, get their input on such things as color, design, and language.

Social media

No one can deny the potential power of social media. A post can go viral quickly without explanation, reaching numbers some of us can only dream about. In order to fully leverage this tool, however, it must be understood. Social media isn't just an advertising tool—it helps you connect with your community. While you can certainly use social media to market events, be certain that it's not the only thing for which you use it. Rather than simply posting event information, give your followers a task within the post, such as:

- Which movie do you want to watch during the after-hours event? Don't forget to register by Friday.
- Which cosplay character will you dress up as at our annual anime event? Post a picture in the comments.
- Reminder: Your summer learning booklet is due by Monday. What was the most interesting thing you learned this summer?
- Don't forget that Game Night is every Thursday at 5 p.m. What was your favorite game from last week?
- We just got new supplies for next week's Crafts and Car-toons. What do you think we're going to make with them?



If your event is fandom-related, let that guide your font and image choices, as in these posters designed by Sarah Amazing for Warren-Trumbull County (Ohio) Public Library.

Such content creates connections, and you can learn from the responses. Even if no one engages with your post, at the very least it will feel less like an advertisement and more like an interaction.

Before you decide to jump into the social media game, talk to your teens about which social media accounts they use. With so many options, it's easy to feel like you need to do them all. Effective social media takes time, so don't stretch yourself too thin. If you have very few followers on Twitter but you have hundreds of followers on Instagram, perhaps Twitter is not popular in your community and therefore not worth your time. Or if you are mostly reaching parents and other adults on Facebook, tailor those posts to that audience.

The power of persuasion

“Nothing influences people more than a recommendation from a trusted friend,” Mark Zuckerberg once told a group of advertising executives and reporters (*The New York Times*, Nov. 7, 2007).

The best way to convince a teen to participate is to encourage good-natured peer pressure. Empower your teen regulars, teen volunteers, or teen advisory board members to act as ambassadors, and invite them to tell their friends and help their beloved library.

Some ideas:

- Create shirts for teens to wear to school to promote summer learning. These could be professionally printed or created with paint and stencils by your teens.
- Ask teens to take fliers to all those places within the community where they know their peers hang out.
- Give fliers and other information to schools via the teens, rather than through you and other adults.
- Host a Social Media Teen Takeover for a day, a month, or maybe all summer. Perhaps running your various social media accounts with supervision could be a special position for a lucky teen or group of teens.
- Encourage your teens to like and share your posts with unique hashtags, posted on all summer marketing.
- Host a video contest and have them create videos that promote summer learning. Post on your social media accounts.

While you and your teens are prepping for summer learning and events, “go live” on YouTube, Facebook, or Instagram and showcase the hard work they’re doing.

Other marketing ideas

- Purchase ads in local schools’ yearbooks, spring drama productions, and school graduation programs.
- Create a commercial to air at the local movie theater.
- Join forces with your school library workers and teachers to visit and share information with their students.
- Post fliers and posters at local coffee shops, movie theaters, post offices, grocery stores, and shopping malls.
- Place fliers in teen books on hold at the circulation desk.
- Visit your school’s cafeteria toward the end of the year and share information about the upcoming summer learning program.

Rather than simply posting event information on social media, give your followers a task within the post.

Designing for specific audiences

Of course, your target audience may not be teens, or it may be a specific group of teens you’d like to reach. For instance, if one of the key aspects of your marketing is reaching those for whom

English is not their first language, be sure to find images that clearly show what the purpose of the marketing is and focus less on the words chosen.

This may require more searching than usual, but featuring a beautiful image of a diverse group having a great experience will go a long way to welcoming this population.

Bonus points if the image of this population was taken in your library.

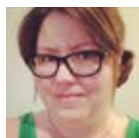
If so, be sure to acquire signed release forms

from everyone in the photo prior to use.

All designs for teen-related library activities should appeal to teens; however, what you put on a flier to grab a teen’s attention may differ from what will attract their parents or caregivers. It’s okay to tweak designs for the audience you’re reaching. After all, the use of hashtags, memes, and other popular cultural icons may cause a parent to misunderstand the purpose of summer learning, and local schools may be more apt to promote the program if the learning element is clearly defined. For example, the corporate information page about YouTube still looks and feels like YouTube—but the information is presented differently. Just be sure to keep things consistent with the brand you’ve created—with similar colors, titles, and images—and you’re good to go.

Watch your biases

While you’re creating marketing for your specific audience, however, never assume you know everything about your audience. Don’t assume an event is going to be more popular with one sex, and certainly never use any symbols, messages, or images that stereotype a group. The last thing you want to do is make a group feel less than welcome in your community. Marketing is about welcoming teens to the library. **AL**



SARAH AMAZING is teen services supervisor at Warren-Trumbull County (Ohio) Public Library.

Barriers to Diversity

The problems of LIS internships and practica

In my March/April column (“Unintentional Inequity,” p. 46), I described how libraries sometimes have policies or practices that, while well intentioned, disproportionately affect certain segments of their service population. This issue touches all institutions and not surprisingly affects LIS education as well.

Sometimes structures are designed to help the same people they unintentionally harm. Most LIS programs encourage or even require students to complete a practicum or internship where they get real-life work experience. For some, this can lead directly to a job at that institution; in other cases, LIS students gain valuable skills that make them more competitive in a tight job market.

However, this experience comes at a cost. Most LIS practica and internships are unpaid, and students also must pay for the credit hours they earn. They frequently have to complete practicum or internship hours during typical work-week hours—a significant obstacle for those working full time or in less-flexible jobs. The existence of unpaid practica and internships in LIS education is a barrier for students without generational wealth, which can undermine diversity efforts (bit.ly/AL-internships). While I’m certain no one who championed the inclusion of experiential learning in the LIS curriculum did so to block diversity in the profession, it can be an unfortunate side effect.

What might be a more equitable model for getting students practical experience during their LIS programs? Paid practica and internships are an option but would likely place students only at well-funded libraries. In April 2018, I attended a workshop at the University of Washington that



focused on community-driven learning. We devised ways to integrate experiences with instructional and participatory design into LIS curricula (a report on the project can be found here: bit.ly/AL-MLIScurriculum). My group discussed the idea of building service learning projects into LIS courses in partnership with libraries and other organizations. Service learning would provide students with practical work on real issues in libraries and provide organizations with valuable support and new ideas. It would also keep the LIS curriculum fresh and focused on current topics in libraries and information organizations. This route would require significant time and effort from LIS programs and faculty, but it could provide all students, regardless of financial means, with practical experiences via their coursework.

Unpaid internships and practica are by no means the only hurdles to diversity in our profession. An absence of pathways

The existence of unpaid practica and internships in LIS education is a barrier for students without generational wealth.

that allow workers to jump from para-professional to professional roles, the use of “cultural fit” in evaluating job candidates, and a lack of mentoring support can all play a role in keeping our profession homogeneous. Looking holistically at structures that might inhibit the growth of diversity in librarianship and cause people of color to leave the field is critical. This is difficult work that requires many of us to see beyond our own experiences, as whiteness can often blind us to these structural issues.

In order to best serve patrons, library staffing should reflect the diversity of the communities libraries serve. Yet according to the US Bureau of Labor Statistics, our profession is 86% white, and diversity initiatives like scholarships and residencies are not enough. Ohio State University Libraries Associate Director for Information Technology Jennifer Vinopal’s essay “The Quest for Diversity in Library Staffing: From Awareness to Action” looks at the value of diversity and some of the structural and attitudinal impediments to it (bit.ly/AL-StaffDiverse).

I believe that diversity initiatives will not lead to the gains we seek unless we, as a profession, look deeply at systemic issues in LIS education and in our own libraries that discourage diverse candidates and lead to attrition. Bringing down the barriers to practical experience for LIS students would be a promising step in the right direction. **AL**

MEREDITH FARKAS is a faculty librarian at Portland (Oreg.) Community College and a lecturer at San José (Calif.) State University School of Information. She blogs at InformationWantsToBeFree.com. Email: librarysuccess@gmail.com

Digital Badges

How schools and libraries use them today

The ability to articulate specific skill sets can help land a job, get a promotion, or earn a better grade. Digital badges, or microcredentials, are an emerging educational currency that enables the recognition of learning. In essence, they are virtual representations of a skill or knowledge that learners can use to paint a picture of their unique skills. They can be offered for all areas of study and for all levels, from beginner to advanced. Libraries use badges in many ways.

In education

Digital badges encourage students to cultivate and showcase granular skills beyond their report cards and prepare them for the workplace. In *Teaching with Digital Badges: Best Practices for Libraries* (Rowman and Littlefield, 2018), contributing author Amanda Rose Fuller details a workforce-readiness digital badge initiative developed at Aurora (Colo.) Public Schools. This program, designed to help students get internships and on-the-job experience during high school, includes badges for information literacy. The program was extended to students in lower grades to credit their learning of 21st-century skills.

Likewise, higher education provides many roles for digital badges. At Penn State, we use them in undergraduate general-education courses to deliver instruction on information literacy skills (*American Libraries*, Jan./Feb., p. 22). For health policy administration students, digital badges track learning outcomes that are tied to the program's accreditation. Other institutions use



dispatches

by Emily Rimland and Victoria Raish

badging systems as well, including Massachusetts Institute of Technology in Cambridge. We are also seeing badging used in online courses as a way to track a learner's progress.

Each step a student takes to earn a badge provides a useful learning assessment tool because the evaluator can review the work and judge whether it passes muster. On most badging platforms, detailed information about progress—such as the number of steps taken, badges earned, and dates completed—can be easily conveyed in reports, either on an individual level or in the aggregate. Educators can use a school's authentication system to verify the identity of a learner and confirm that they earned a badge. Many institutions use official brands or marks on the badge icon itself as authentication. You could suggest this if your institution is considering a badging program.

Many institutions use official brands or marks on the badge icon as authentication.

In libraries

Public libraries have found that digital badges can reward patron achievements in summer reading programs, writing groups, and book clubs. Some even use badges to certify that a patron is capable of using makerspace equipment. An early and now robust program is the Chicago City of Learning (bit.ly/chilearning), which offers children and young adults a variety of extracurricular experiences. These challenges are badged to give participants a way to describe their learning journey. Chicago Public Library is just one of many partners in this program, which features such media skills as learning to record or edit video.

In academic libraries, digital badges are primarily used to document information literacy skills. California State University, Fullerton has created a suite of interactive tutorials to guide students through what is often a first foray into library research. University at Albany in New York has developed a hierarchy of four related badges around the concept of "metaliteracy," a component of information literacy. Similar to public libraries, academic libraries use digital badges as a certification system for operating specialized equipment.

The Association of College and Research Libraries has a Digital Badges Interest Group (bit.ly/ACRLbadges) open to anyone interested in the intersection of digital badges and libraries. [AL](#)

EMILY RIMLAND is information literacy librarian and **VICTORIA RAISH** is online learning librarian at Penn State University. Adapted from "Microcredentials and Digital Badges," *Library Technology Reports* vol. 55, no. 3 (Apr. 2019).

Connect to Connected Learning

Trainers show how small and rural communities can adopt CL principles

Connected learning (CL) is not new, but many librarians struggle with embedding the concept into programming and services.

“Library staffers still are uncertain what the [CL] framework actually encompasses and how to integrate it into library services for and with teens,” says Lance Simpson, youth services director at Tuscaloosa (Ala.) Public Library.

Simpson is a member of the project Transforming Teen Services: A Train the Trainer Approach (T3). A joint endeavor of the Young Adult Library Services Association (YALSA) and the Chief Officers of State Library Agencies (COSLA), it is funded by the Institute of Museum and Library Services (bit.ly/cl-T3). In this first year of the initiative, five state library agency consultants from Alabama, Maine, Minnesota, Rhode Island, and Wisconsin are collaborating with front-line public library staffers from their respective states on a pilot program that teaches library professionals how to use CL principles—such as interest-driven learning and youth mentoring—in their work. Over the three-year timeline, the project will engage staffers from all US states and territories on CL and computational thinking.

What is connected learning, exactly? Cultural anthropologist Mizuko Ito and her colleagues, who developed the CL framework (bit.ly/cl_report), define it as “when a young person is able to pursue a personal interest or passion with the support of friends and caring adults, and is in turn able to link this learning and interest to academic achievement, career success, or civic engagement.” For example, at Las Vegas–Clark County (Nev.) Library



District, Branch Manager Salvador Avila hosts DJ classes for teens and provides opportunities for them to build relationships with music professionals in the city. [Editor’s note: Avila is a member of the *American Libraries* Advisory Committee.]

The YALSA/COSLA trainers realized early on that in many small and rural communities, CL is seen as something achievable only in large library systems that are well funded and technology rich. The trainers seek to dispel those assumptions. One way they are achieving this is by focusing on how CL is already successful in small and rural libraries.

Take, for instance, Salmon (Idaho) Public Library. T3 cohort members see this rural library as a model of CL (bit.ly/cl-SalmonPL) for the way that mentors and interest-based learning are integrated into the library’s makerspace activities. The library brings in local professionals, such as leatherworkers and woodworkers, to help teens learn about those careers

and the skills they require. T3 trainers point to this and other examples to help staffers understand how their work already includes facets of CL and suggest methods for being more intentional in that integration.

T3 isn’t the only project focused on dispelling assumptions about CL while enhancing staff skills. The ConnectedLib project, also funded by IMLS, has partnered faculty from LIS programs with public libraries to work toward this common goal. After a year of research across libraries in the US, the ConnectedLib team determined the CL professional needs of library staffers (bit.ly/report_connectedlib) and developed a series of online modules to help those working with teens understand the what, why, and how of CL.

Each module in the ConnectedLib suite was tested with staffers at rural, small, urban, and suburban libraries. Modules cover everything from programming and partnerships to assessment and capacity.

“I am really hoping that many of our smallest and rural public libraries that have limited staff and resources will be able to implement connected learning programs at their libraries,” says Mega Subramaniam, associate professor at University of Maryland’s iSchool and member of the ConnectedLib project.

CL is a set of principles that libraries of all sizes and budgets can embrace. Looking to get started? Check out the ConnectedLib modules (connectedlib.github.io) and watch for T3’s face-to-face CL trainings, which are coming to your state soon. **AL**

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

Trainers help staffers understand how their work already includes facets of connected learning.

Exercise Your Resources

Public libraries partner with academic institutions for health programming

The United States has more than 4,300 colleges and universities. More likely than not, a college or university is close to you—and partnering with them is a great way to bring high-quality health and wellness programming to your public library.

Carnegie Library of Pittsburgh, for instance, hosts Connections4Health, a program in which college student volunteers refer patrons to health resources, including those that address food insecurity, transportation, housing, and immigration concerns.

In Ithaca, New York, Tompkins County Public Library teams up with Cornell University and Ithaca College for Ballet and Books, in which college students are paired with local youth for physical activities, reading, and one-on-one mentoring.

Twin Falls (Idaho) Public Library partnered with the College of Southern Idaho's volleyball team for Active Kids, an initiative designed to get elementary school students moving.

And Phoenix Public Library has joined with Arizona State University's (ASU) Obesity Solutions and the Mayo Clinic to put on FitPHX Energy Zones, a program in which university students engage middle school students on such topics as fitness, nutrition, portion size, body image, and stigma.

The range of possibilities when partnering with higher-education institutions is vast, but one of the biggest hurdles is figuring out where to start.

Thankfully, some institutions are trying to make the process simpler. At University of North Carolina at Greensboro, where I work, we have the Collaboratory (collaboratory.unc.edu), a publicly searchable online database that shares



what faculty members are working on so that off-campus entities can identify appropriate partners. The Collaboratory is also available at six campuses of Indiana University, University of San Diego, and a handful of other schools. Hopefully it will be more broadly used in the coming years.

Your local college or university may not have the Collaboratory, but it might have an office of public or community engagement. If not, you could reach out to your local academic librarian for help. Academic librarians typically have a deep understanding of their institutions and should be able to direct you to units and individuals who may make excellent partners.

Further, if you're lucky enough to have a health sciences academic librarian nearby, they may be interested in working with you directly, which is exactly how St. Louis Public Library and librarians from Washington University School of Medicine started collaborating on health programming for the public.

Collaborations work best when they play to the respective partners' strengths and interests.

Other common partners may include:

- health departments, which may have different names, from kinesiology to public health to gerontology to nursing
- sports teams and athletics departments
- university hospitals
- education departments
- agriculture extension units

Don't rule out other unexpected partners. For instance, ASU's Obesity Solutions represents the type of interdisciplinary units that are becoming more common at institutions across the country.

And finally, don't forget about LIS departments. As more courses are offered online, you may discover that LIS students living nearby may be excited to work with you to develop and deliver health and wellness programming as a practicum or internship.

Collaborations work best when they play to the respective partners' strengths and interests. Connections4Health and FitPHX Energy Zones work so well because college students view engaging the public around health matters as invaluable preprofessional experience. Additionally, the structure of these initiatives allows libraries to count on steady streams of trained students ready and enthusiastic to make a difference.

Whatever the strengths and interests of your library and community, give collaboration a try—a local institution can probably help. **AL**

NOAH LENSTRA is assistant professor of library and information studies at University of North Carolina at Greensboro School of Education. This is an excerpt from "Partnering with Academic Institutions for Health and Wellness Programming," Programming Librarian blog, December 19, 2018.

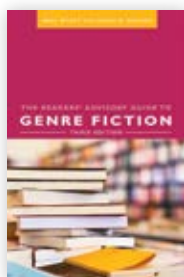
Beyond Readers' Advisory

Selecting the perfect book for every reader

We all do readers' advisory, even if it's not part of our usual job. Sometimes it's casually at an after-hours party, but other times it's during business hours that we find ourselves helping a reluctant reader find something enticing or steering a voracious reader to a new treasure. Regardless of where we're employed in the library, people turn to us because we're librarians; we must know what is good to read.

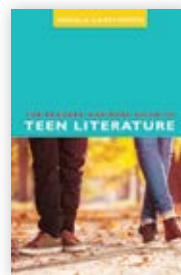
Fortunately for those who may forget authors' names or remember a book only by the color of its dust jacket, there are numerous compilations to help. Some are little more than lists, while others contain discussions on how to assess content or match reader interests to certain books.

The Readers' Advisory Guide to Genre Fiction, third edition, by Neal Wyatt and Joyce G. Saricks, begins by explaining the differences between a book's genre and its appeal. "Genre" categorizes a title, but "appeal" is a characteristic—such



as its setting—that helps explain why it might be of interest to a reader. Wyatt and Saricks divide the book into four groups—adrenaline, intellect, landscape, and emotion—and offer definitions of each; explain how storyline, tone, characterization, setting, pacing, and language work to appeal to readers; name key authors; and identify what appeals to fans. ALA Editions, 2019. 344 P. \$64.99. PBK. 978-0-8389-1781-7.

Similarly, Angela Carstensen offers tips for guiding young adult readers in *The*



Readers' Advisory Guide to Teen Literature. The first half of the book consists of several chapters on the specifics of working with teens, explorations of their reading habits, best

practices for interacting with them, tips on conducting a readers' advisory interview, and ways to get—and stay—up to date on current trends. The rest of the book is devoted to genre discussions, with coverage of realistic fiction, science fiction, fantasy, horror, historical fiction, adrenaline, and nonfiction, and discussions of aspects of each genre, core titles, next reads, and suggestions in other media. ALA Editions, 2018. 176 P. \$54.99. PBK. 978-0-8389-1726-8.

Sometimes more focused guides are useful. *Muslims in Story: Expanding Multicultural Understanding through Children's and Young Adult Literature*, by Gauri Manglik and Sadaf Siddique, is one such book.

THE BESTSELLERS LIST

TOP 3 IN PRINT

1 | National School Library Standards for Learners, School Librarians, and School Libraries by American Association of School Librarians



The *Standards* enables school librarians to influence and lead in their schools, districts, and states, and to develop plans that meet today's educational landscape.

2 | Reference and Information Services: An Introduction, 4th edition by Kay Ann Cassell and Uma Hiremath

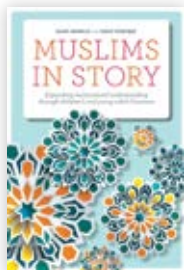


In this book, Cassell and Hiremath provide tools to manage the ebb and flow of changing reference services in today's libraries.

3 | Collection Development and Management for 21st Century Library Collections: An Introduction, 2nd edition by Vicki L. Gregory



This comprehensive handbook of activities and select readings speaks to both LIS students and library professionals.



It grew out of the Counter Islamophobia through Stories initiative, which the website Kitaabworld launched in January 2017 as an effort to present accurate, positive, and varied information about Muslims through carefully selected youth booklists. The book includes titles that depict Muslim kids as heroes, document Muslim achievement, foster understanding of Muslim religious and cultural practices, and broaden children's understanding of the wisdom captured in Muslim folk tales. Because books continue to be published, the authors have included an appendix of guidelines for evaluating Muslim children's literature. ALA Editions, 2019. 264 P. \$49.99. PBK. 978-0-8389-1741-1.

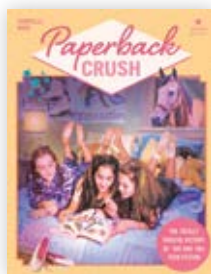


When I read every book by Georgette Heyer in my little rural library as a teenager, I didn't know I was tapping into a major romance genre. *Encyclopedia of Romance Fiction*,

edited by Kristin Ramsdell, includes an entry for Heyer and other key writers,

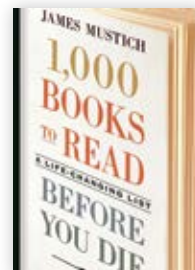
along with information on specific titles, discussions of common plot themes, descriptions of subgenres, business aspects of publishing, history and evolution, awards, and professional organizations. Each entry includes brief bibliographical notes for further reading.

Libraries Unlimited, 2018. 466 P. \$94. 978-0-313-33572-3. (Also available as an ebook.)



The fact that I was reading Heyer as a teen tells you I was not in the demographic relevant to *Paperback Crush: The Totally Radical History of '80s and*

'90s Teen Fiction, by Gabrielle Moss. This is not a history of the books grownups thought were "good" for teens but rather the quickly produced, popular vignettes of high school life with teen heroes. The author defends these books by observing how they stressed that girls' stories mattered and that reading should be fun. The reminiscences, illustrated with cover art of popular titles, are grouped into themes: love, friends, family, school, jobs, danger, and terror. Quirk Books, 2018. 256 P. \$22.99. PBK. 978-1-68369-078-8. (Also available as an ebook.)



Ever since my older sister found a list of books every student preparing for college ought to read, I've been fascinated by such lists—which inevitably make me feel as if I've never

read anything worthwhile. *1,000 Books to Read Before You Die: A Life-Changing List*, by James Mustich with Thomas Meagher and Karen Templer, is no exception. Arranged for the most part by author, the list is best approached randomly, yielding such pairings as Wilkie Collins and Suzanne Collins. The book is an even mix of fiction and nonfiction titles, with essays, poetry, children's books, and classical texts included. Each entry provides information about the author, a description and explanation of why the book is important, a list of prizes won, adaptations, suggestions of similar works, and the author's other works. For prolific authors, such as Ian Fleming, only one title is described in full. Chronological and genre indexes are included. Workman Publishing, 2018. 960 P. \$35. 978-1-5235-0445-9. (Also available as an ebook.) **AL**

KAREN MULLER was librarian and knowledge management specialist for the ALA Library until her retirement in 2017.

The Top-Selling Books from ALA Publishing (Since March 1, 2019)

TOP 3 IN EBOOKS

1 | Reference and Information Services: An Introduction, 4th edition by Kay Ann Cassell and Uma Hiremath



In this book, Cassell and Hiremath provide tools to manage the ebb and flow of changing reference services in today's libraries.

2 | Foundations of Library and Information Science, 4th edition

by Richard E. Rubin



This title illuminates the major facets of library and information science for aspiring professionals and those already practicing in the field.

3 | Young Adult Literature: From Romance to Realism, 3rd edition

by Michael Cart



Cart surveys the historical landscape of young adult literature and the influence of technology on the genre, and offers readers' advisory tips in this authoritative text.

PEOPLE

Announcements

ON THE MOVE

Gail Barton became head of the interlibrary loans/document delivery department at Auburn (Ala.) University Libraries February 1.

Megan Carlton joined the University of North Carolina at Greensboro Libraries as science liaison librarian and assistant professor in the department of research, outreach, and instruction January 29.

George Mason University Libraries in Fairfax, Virginia, named **Alyssa Fahringer** digital scholarship consultant February 4.

Alexander Geller became programs and partnerships librarian at Arlington (Va.) Public Library January 21.

January 29 **Jo Klein** started as geospatial and data visualization librarian and assistant professor at the University of North Carolina at Greensboro Libraries.



Sophie Rondeau became assessment and e-resources program analyst for the Virtual Library of Virginia at George Mason University Libraries in Fairfax January 10.

February 11 **Sally Stieglitz** joined the Long Island Library Resources Council in Bellport, New York, as communication and marketing librarian.

Amy Sullivan became head of preservation services at George Mason University Libraries in Fairfax, Virginia, February 25.

January 21 **Alyssa Taft** joined Cranston (R.I.) Public Library as teen librarian.

January 25 **Stephanie Westcott** was appointed open and sustainable learning coordinator for George Mason University Libraries' Virtual Library of Virginia in Fairfax.

Kudos

Gwinnett County (Ga.) Public Library and San José (Calif.) State University School of Information named **Stephanie Ann Rawlins**, director of Pike County (Ind.) Library, winner of their inaugural Innovative Librarians Award March 7.

Chi Wang, head of the Chinese and Korean section of the Library of Congress until his retirement in 2004, received a tribute in the *Congressional Record* January 15 in recognition of his work to expand the library's Chinese collection and improve mutual understanding between the two countries. ●

January 3 Cranston (R.I.) Public Library promoted **Dana Santagata** to head of circulation services.

Kim Sevigny was promoted to library assistant for technical and circulation services at Cranston (R.I.) Public Library January 19.

AT ALA

Shakir Akbari joined Information Technology and Telecommunication Services (ITTS) as IT project manager January 15.

Pam Akins, technical services specialist for ITTS, left ALA February 22.

Monica Chapman joined the Office for Diversity, Literacy, and Outreach Services as Coretta Scott King Book Awards coordinator January 7.

Will Clifft joined the Public Policy and Advocacy Office as public policy associate January 7.

January 14 **Mariel Colbert** became program officer in the Chapter Relations Office.

January 7 **Sara Kamal** became public policy associate in the Public Policy and Advocacy Office.

ITTS promoted **Stan Kessler** to database administrator in February.

Ryan LaFollette joined the Development Office as assistant director for major gifts March 4.

Kirk Peterson became administrative assistant in the Public Policy and Advocacy Office January 7.

January 14 **Sheryl Reyes** became director designate of the Office of ALA Governance.

David Sheffieck joined the ALA Offices and Member Relations department as community engagement manager February 25. [AL](#)

PROMOTIONS

Columbus (Ohio) Metropolitan Library promoted **Jennifer Baumann** to public services director February 4.



Kenneth Burhanna was promoted to dean of university libraries at Kent (Ohio) State University March 1.



Columbus (Ohio) Metropolitan Library appointed **Charlie Hansen** as chief administrative officer January 17.



Holbrook Sample was promoted to chief technology and logistics officer at the Public Library of Cincinnati and Hamilton County February 24.



In Memory

Brian Alley, 85, retired director of libraries and dean for instructional services at Sangamon State University in Springfield, Illinois, died February 19. He edited the journal *Technicalities* for several years, and wrote or cowrote several books on library science, including *Keeping Track of What You Spend*, *Librarian in Search of a Publisher*, and *Practical Approval Plan Management*.



Richard H. Brown, 91, academic vice president of the Newberry Library in Chicago until his 1994 retirement, died January 16. Brown is credited with creating the Newberry's research and education programs, which have been used as models by research libraries nationwide.

Jack W. Dickey, 94, died September 23. Dickey had worked at University of Iowa Libraries in Iowa City from 1961 until his 1986 retirement, mainly as head of the physics and zoology branches.

Wanda V. Dole, 76, dean of University of Arkansas at Little Rock's Ottenheimer Library until her retirement, died November 23. Dole had also held library positions at University of Kentucky; University of Illinois at Chicago; University of Miami in Florida; Penn State, Abington; Stony Brook (N.Y.) University; and Washburn University in Topeka, Kansas. After retirement, she served as interim director of library services at the Abraham Lincoln Presidential Library in Springfield, Illinois. She was active in ALA, serving on Council, as ALA representative to the International Federation of Library Associations and Institutions (IFLA), and as chair of the IFLA Statistics Section.

William Gosling, 76, director of University of Michigan Library in Ann Arbor until retiring in 2005, died February 11. After retirement, he served as curator of children's literature at the university's Special Collections Library and donated his extensive collection of pop-up books there. Prior to joining the university, he worked at the Library of Congress, running the Cataloging in Publication program, and as head of technical services at Duke University Libraries in Durham, North Carolina.

Joan B. Larson, 89, former head of Northern Lights Library Network in northern Minnesota, died February 23. Larson

also served for 10 years on the board of the Minnesota Association of Library Friends. She received Minnesota Library Association's Distinguished Achievement Award in 2009.

Arlene E. Luchsinger, 81, an academic librarian for 50 years until her 1997 retirement, died January 23. She retired as assistant director for branch libraries and head of the science library at the University of Georgia. She also wrote many essays and articles for academic library publications and coauthored *Smith's Guide to the Literature of the Life Sciences* and *Plant Systematics*.

Norman L. Maas, 70, director of Norfolk (Va.) Public Library until his 2013 retirement, died January 13. He began his career at Detroit Public Library and served as director of Saginaw (Mich.) Public Library and the Metropolitan Library System in Oklahoma City. He served on ALA Council, the boards of the Public Library Association and the Michigan Library Association, and as past president of the Alliance of Information and Referral Systems.

John "Jack" Vincent Neal, 77, cofounder of Neal-Schuman Publishers and the Neal-Schuman Foundation, died February 20. During his tenure, the company published more than 500 books and two journals on library science. He initiated many of Neal-Schuman's titles and series, including the "How-To-Do-It" Manual series.

William L. "Bill" Ramirez, 93, a librarian for 47 years at San Francisco Public Library—including 18 years as chief of the main library—until his retirement in 1990, died December 31. Upon his retirement, then-Mayor Art Agnos declared a day in his honor.

Clyde Scoles, 69, director of Toledo-Lucas County (Ohio) Public Library, died February 15. In 40 years with the library, he established the Library Legacy Foundation, oversaw a capital improvement plan to revitalize branches, opened the Art Tatum African American Center, and brought a federal stimulus grant to the library to fund a mobile computer lab. Ohio Library Council recognized him as a Hall of Fame Librarian in 2016.

Paula Sharaga, 69, longtime children's librarian at the Coolidge Corner branch of the Public Library of Brookline, Massachusetts, died February 15. ●



Tailor-Made Fundraising

Cambria, a Wisconsin village with a population north of 700, doesn't have a dry cleaners—but residents know if they need an item pressed, stitched, or altered, they can drop off their duds at Jane Morgan Memorial Library (JMML).

"Sandy's willing to take a look at anything, from mending pants to replacing zippers to sewing buttons on a shirt or pants," says Director Jennifer Tallman of Sandra Vardell (pictured), a former board member who volunteers one Saturday per month to tackle the town's toughest tailoring.

JMML, at the suggestion of Vardell, started its garment-care program in 2016 as a creative way to fundraise while filling a public need. "We have a really small, close-knit, rural community," says Tallman, "and the sewing and the ironing was just one of the pieces we thought would be a nice addition for folks, rather than [them] having to drive some miles."

Patrons are asked to donate what they think Vardell's time and effort is worth, with most contributing \$5–\$20 per

item. Tallman says the program, which runs on donated and borrowed equipment, has raised \$400 and allowed JMML to purchase adult nonfiction titles it couldn't otherwise afford.

Though Vardell is the sole seamster—in three years, a fur coat is "the only item she hasn't been able to fix," says Tallman—volunteers drive her to the library and staffers perform reference interviews for unloaded laundry. "We get as much detail as we can if they come on a day when Sandy is not here," Tallman says. Patrons later pick up completed items at their convenience.

Thanks to word of mouth, JMML has seen an increase in sewing projects in the last six months. "The garment-care program has brought people into the library that didn't know we existed," says Tallman. "It stretches out those branches a little further to people you wouldn't normally get." **AL**

THE BOOKEND showcases librarians, their work, and their work spaces. For consideration, please e-mail americanlibraries@ala.org.



CSK: 50 Years Strong

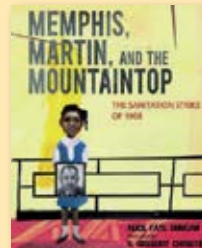
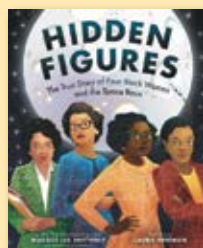
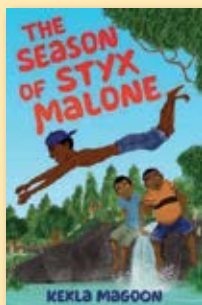
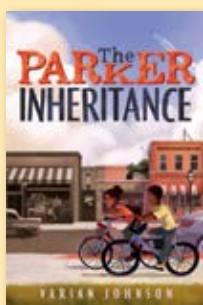
The Coretta Scott King Book Awards Committee of the American Library Association's Ethnic & Multicultural Information Exchange Round Table (EMIERT) celebrates 50 years of excellence in African American literature for children and young adults.

2019 CSK WINNERS AND HONORS

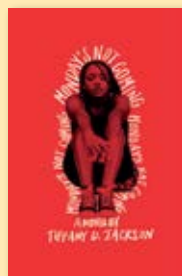
WINNERS



HONORS



STEPTOE NEW TALENT AWARDS



These awards serve as a guide for parents, librarians and library workers, teachers, and students who are looking for the most outstanding books for children and youth by African American authors and illustrators that affirm the Black experience and universal human values.

FOR A COMPLETE LIST OF WINNING BOOKS:
bit.ly/CSK_Books

50TH ANNIVERSARY ACTIVITIES:
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