

## Report to Council and Executive Board

December 29, 2015

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Executive Director

### Libraries Transform™

On October 29, ALA President Sari Feldman officially launched Libraries Transform™, a national public awareness campaign that highlights the transformative nature of today's libraries and elevates the critical role libraries play in the digital age. As part of the national launch, Feldman toured a variety of libraries in Washington, D.C. including Martin Luther King, Jr. Memorial Library, George Washington University's Gelman Library, Thomson Elementary School Library, and joined Smithsonian Library staff for a tour of the museum's Fantastic Worlds exhibit. Also, throughout the day, Libraries Transform™ street teams hosted giveaways at more than 22 street corner locations across Washington, D.C. Public Awareness Office staff [photographed and recorded](#) tour highlights. Libraries Transform™ placements included [American Libraries](#), [Library Journal](#), and crew from [NBC News](#) spoke with Feldman and participants at school and public library tour locations. Since the launch, more than 110,000 people have interacted with and/or have seen the branding. By mid-November, use of #librariestransform on Instagram had increased more than 200%, there were more than 1,700 "likes" of "Because statement" banners and posters, and there had been over 23,200 views of the Libraries Transform™ website and nearly 55,000 page views.

### School Library Legislation Becomes Law

After years of needing change and a decade of ALA advocacy, the Senate and House finally agreed upon a new education bill that the [President then signed into law](#). The Every Student Succeeds Act (ESSA) includes many [school library provisions](#) that were not present in the previous legislation and, due in large part to ALA's grassroots efforts, they were accepted by both the [House](#) and [Senate](#). An interview with *Education Week* arranged by ALA's Washington Office led to Sari Feldman's being quoted in a [story](#) highlighting the favorable positioning for libraries within the language of the new law.

### AASL15 Attendees "Experience Education Evolution"

Over 2,600 educators, authors, and exhibitors gathered in Columbus, Ohio, November 5-8, for the AASL 17<sup>th</sup> National Conference & Exhibition, "Experience Education Evolution." New at AASL15, more than ten percent of attendees were school administrators who received complimentary registration in order to learn side-by-side with their school librarians.

## Día Turns Twenty!

Launching the year-long celebration of Día's turning 20, ten libraries will soon receive notification that they have been selected to receive one of ten Building STEAM with Día grants of \$2,000, sponsored by the Dollar General Literacy Foundation. ALSC plans to host a 20th anniversary Día event on Capitol Hill in April 2016, with coordinated subsequent events in local communities hosted by librarians and community leaders to shine a national spotlight on the connection between children and diverse books. In January, ALSC will launch its second round of Día grants for 2016, which will provide 20 grants of \$2,000 each to libraries, specifically to support their 20<sup>th</sup> Anniversary Día programming.

## Center for the Future of Libraries Makes Weekly News Review Available via Email

As part of its trend scanning efforts, each week the Center compiles news stories and reports that point to trends happening in our larger world. This weekly compilation is now available as an e-mail delivered to subscribers via TinyLetter. Subscribe at <https://tinyletter.com/LibraryoftheFuture>.

## Second Sharjah International Book Fair/ALA Library Conference

Approximately 300 librarians gathered at the Sharjah International Book Fair (SIBF) in the United Arab Emirates (UAE), November 10 – 12, for the second SIBF/ALA Library Conference, ALA's most ambitious international professional development event. Librarians from UAE, Afghanistan, Oman, Jordan, Qatar, Bahrain, India, Saudi Arabia, Iraq, Egypt, Mauritania, Sudan, and other countries participated in the three days of programs, training, and networking, in both Arabic and English, with translation provided. ALA President Sari Feldman's opening keynote on Libraries Transform™™ was followed by 17 concurrent sessions and a poster session (16 posters) on a wide range of topics for all types of libraries. The international roster of expert presenters on a program put together by International Relations Office Director Michael Dowling addressed topics including trends, new technologies, mobile strategies, applying data and statistics, teacher librarians, the library as cultural and family hub, digital scholarship and literacy, collection development, visual literacy, e-resources, implementing RDA, and proving the value of the library. (The full program and the list of presenters are at [www.ala.org/sibf](http://www.ala.org/sibf).)

## 200 Public Libraries are Measuring Their True Impact through PLA's Project Outcome

Since launching on June 26, PLA's Project Outcome has quickly met public library demand and desire for standardized performance measures by exceeding 200 library users in just six short months. Project Outcome is dedicated to helping public libraries understand and share the true impact of essential library services and programs with simple survey instruments and an easy-to-use process for measuring and analyzing outcomes. The surveys were designed and developed by the Performance Measurement Task Force comprised of library leaders, researchers, and data analysts. Project Outcome's surveys, resources, training, and supportive online community provide public libraries with everything they need to apply their results and confidently advocate for their library's future. To date, nearly 750 Project Outcome participants – ranging from U.S. and Canadian public library, state, researchers and other non-public library users – have registered for free online. Over 200 public libraries are currently using the Project

Outcome survey tools and measuring the outcomes of at least one program or service within their library. [Read the complete release online](#)

#### Office for Diversity, Literacy and Outreach Services Has a New Director

ALA welcomed Jody Gray as the Director of the Office for Diversity, Literacy and Outreach Services on November 2. Jody came to ALA from the University of Minnesota, where she was the Diversity Outreach Librarian for the past 10 years and the library liaison to the Department of American Indian Studies and the Department of Cultural Studies and Comparative Literature. Jody is originally from South Dakota and is a member of the Cheyenne River Lakota Tribe. Jody has worked as an academic librarian for the past 13 years and been an active member of ALA and the American Indian Library Association throughout that time. [Read more about Jody](#) in American Libraries.

#### New Public Awareness Office Director

Jeff Julian will become the new director of the Public Awareness Office on January 4, 2016. Jeff previously served as the Executive Director of Communications at Elgin (Illinois) Community College. In this position, he was responsible for leading strategic media and public relations programs, projects and campaigns to promote, enhance, and protect the image, reputation, and brand of the college. Jeff is a member of the Council for the Advancement and Support of Education, the National Council of Marketing and Public Relations, and the Public Relations Society of America. He also serves as co-chair of the Board of Directors of Girls Rock! Chicago, a nonprofit organization dedicated to fostering girls' creative expression, positive self-esteem and community awareness through rock music. (See the [press release](#) for more information.)

#### James LaRue to head ALA's Office for Intellectual Freedom and Freedom to Read Foundation

ALA welcomes James LaRue as Director, ALA Office for Intellectual Freedom and Executive Director of the Freedom to Read Foundation, effective January 4, 2016. He is currently CEO of LaRue & Associates, with an active career in writing, speaking and consulting. Previously, he was director of the Douglas County Libraries (Colorado). He has served on the Bibliographic Center for Research (BCR) Board of Trustees, OCLC Membership Council, and Douglas County Youth Initiative Executive Board. He was president of the Colorado Council for Library Development and president of the Colorado Library Association. He was named Colorado Librarian of the Year in 1998 and received the Julia J. Boucher Award for Intellectual Freedom from the Colorado Library Association in 2007. Within ALA, he has most recently been active on ALA's Digital Content Working Group. He is a member of the Library Leadership and Management Association and Public Library Association and the ALA Intellectual Freedom Round Table. As Director of ALA's Office for Intellectual Freedom (OIF), James LaRue will work with ALA's Intellectual Freedom Committee (IFC) and Committee on Professional Ethics (COPE), as well as the Intellectual Freedom Round Table. The OIF Director also serves as the executive director of the Freedom to Read Foundation, an allied 501(c)(3) organization, and as secretariat for the LeRoy C. Merritt Humanitarian Fund.

## Emerging Leader Participants for Class of 2016 Announced

The American Library Association (ALA) has selected [50 people to participate in its 2016 class of Emerging Leaders](#). The program is designed to enable library staff and information workers to participate in project planning work groups, network with peers, gain an inside look into ALA structure and have an opportunity to serve the profession in a leadership capacity early in their careers.

## ALA JobLIST

ALA JobLIST (<http://joblist.ala.org>), the online career center for job seekers and employers in library and information science and technology, launched an all-new version of the site on December 15. A joint project of the American Library Association's *American Libraries* magazine, the Association of College and Research Libraries' (ACRL) *C&RL News* magazine, and ALA's Office for Human Resource Development and Recruitment (HRDR), the enhanced ALA JobLIST site is now positioned to serve users better through an updated service powered by YourMembership, the leading provider of job websites and career centers for organizations that serve specialized members. ALA JobLIST first launched in 2006, and now posts nearly 2,000 job ads per year.

## Dr. Mary Frances Berry Keynotes the 2016 Dr. Martin Luther King, Jr. Holiday Observance and Sunrise Celebration

Acclaimed civil rights activist Dr. Mary Frances Berry will be keynoting the 2016 Dr. Martin Luther King, Jr. Sunrise Celebration and Holiday Observance during Midwinter in Boston. The 2016 Celebration will be held from 6:30-7:30 a.m. in Room 205BC in the Boston Convention and Exhibition Center. Since her days as a student at Howard University, Mary Frances Berry has been one of the most prominent activists in the cause of civil rights, gender equality and social justice in the United States. Joining Dr. Berry at the 2016 Celebration will be ALA Past President Barbara Kay Stripling, who will deliver the Call-to-Action Address. During her presidency of ALA, Stripling championed intellectual freedom, privacy, advocacy for all types of libraries, public funding for libraries, legislative action, equitable access to information, and community-building and civic engagement through libraries. In 2014, she convened the ALA Task Force on Equity, Diversity, and Inclusion, which is charged with developing a plan and strategic actions to build more equity, diversity and inclusion among our members, the field of librarianship and our communities. The 2016 Celebration is free and open to all Midwinter attendees, and is made possible through generous support from Beacon Press, World Book, Inc., and the Black Caucus of the American Library Association, Inc.

## **ALA OFFICES**

### **ALA Library and Knowledge Management**

#### ALA Library Hosts Staff from ALA Archives

On November 11, the ALA Library hosted the staff from the ALA Archives at the University of Illinois, Urbana-Champaign. Cara Bertram, Visiting Archival Operations and Reference

Specialist, and Salvatore ("Sam") De Sando, ALA Archives Assistant, met briefly with all unit managers, then more intensively with about 20 headquarters staff from several offices and divisions to review the full range of archives services. These services include management of the physical collections (about 3,400 cubic feet), management of electronic records, digitization projects for selected record sets and implementation of the ALA Institutional Repository (ALAIR), web archiving of ALA's web presence, and reference work with ALA units, LIS students, LIS researchers and the general public. They also reviewed the process for transmitting record sets, whether physical or digital, to the ALA Archives. Additional information is available on the [ALA Archives in general](#) and on [ALAIR](#).

### ALA Library and OCLC's WMS

In the year since the ALA Library catalog database was captured for migration to OCLC's WorldShare® Management Services (WMS), the ALA Library staff have continued with record clean-up and collection enhancement. The cut over from the legacy system to WMS was complete in February 2015, and over the months, inter-library loan requests have increased, with staff requests nearly doubling and requests to borrow increasing by a third. Other benefits are that monograph processing has been streamlined and, best of all, colleagues are able to access needed digital resources more easily, including when working remotely. You may search the [catalog](#), though the ability to access licensed holdings or initiate transactions is limited to ALA staff.

### Responding to Information Inquiries

The ALA Library continues its work in responding to the information inquiries of ALA staff, ALA members, and library professionals from around the world while also building, or sometimes rebuilding, information resources. Reference transaction statistics for 2015 fiscal year: 3,871 queries answered--an 8% increase over the prior year, with 15.8% from staff, 12.9% identifiably from members, and 6.5% from students, and 7.7% from international inquirers. Three-fourths of the questions come via e-mail; about half of those are answered by return email and the rest forwarded to the appropriate ALA unit. Although some 40% of the questions fit no category and are as varied as the inquirers, the three most common topics are "ALA Events and Programs," "Marketing to Libraries," and career or information about becoming a librarian, including providing the URL for the list of accredited institutions.

### Updated Acronyms List

Before each conference, the ALA Library updates the list of acronyms in the conference program book, adding new ones and deleting those no longer in use. The much longer, [historical list](#) is also updated by checking links and adding the new ones.

## **Center for the Future of Libraries**

### Center Makes Weekly News Review Available via Email

*(See highlights section).*

## ALA Announces Center for the Future of Libraries Advisory Group

As the Center enters its second year of formation, an association-wide group of experts, broadly representative of the many constituencies within the library community, has been identified to advise and shape the Center's work. Read the [announcement of the appointments](#) to the Advisory Group.

## **Membership**

### Membership Statistics

At the end of November, total ALA membership was 58,952. This is 3,513 greater than November of last year. Three divisions: ALSC, ASCLA, and United for Libraries; and 11 round tables: EMIERT, ERT, GAMERT, GLBTRT, LIRT, LRRT, MAGIRT, RMRT, SRRT, STORT, and SUSTRT had increased membership compared to last year. IFRT and LHRT membership was identical to last year.

### Membership Highlights

The United for Libraries group memberships account for a large portion of the growth in overall membership. Other notable membership items include an increase of 435 student members since the start of FY16 (an increase of 82 over last year) and a 917 increase in regular personal members since the start of FY16 (an increase of 144 compared to last year)

### Ongoing Recruitment and Retention Activities

- Organizational Members: A FY16 year-long campaign to non-member libraries began in October. FY16 efforts will include printed direct mail, which generally helps increase positive response rates.
- Personal Members: Ongoing membership development activities include quarterly e-mail (Informz) campaigns to lapsed and prospective personal members.
- Chapter Collaboration: The count of participating chapters in the ALA-Chapter joint student membership program grew from 26 to 43.

## **Office for Diversity, Literacy and Outreach Services (ODLOS)**

### Office for Diversity, Literacy and Outreach Services Has a New Director

*(See highlights section)*

### Two Free Four-Hour Anti-Racism Workshops

The Task Force on Equity, Diversity, and Inclusion, with support from ALA President-Elect Julie Todaro, is offering two free four-hour anti-racism workshops facilitated by Community Change, Inc. as part of the 2016 Midwinter Meeting. All attendees are invited to participate in "If I Hadn't

Believed It, I Wouldn't Have Seen It: Exploring Systemic Racism and Its Implications for Our Lives and Work" on Sunday, January 10 from 8 a.m.-12 p.m., or on Monday January 11, from 8 a.m.-12 p.m. Both workshops will be held in the Constitution Room at the Seaport Boston Hotel. These interactive workshops will explore how race, systemic racism, and racial privilege have implications for our personal and professional lives and will provide tools to help us better recognize and address racism and other forms of oppression in our relationships, organizations, and institutions.

#### 2015 Achievement in Library Diversity Research Honor

The Achievement in Library Diversity Research recognizes ALA members for their contributions to the profession through research on diversity issues within library and information science. Nominations for the 2015 Honor closed on December 15 and the selected individual will be honored by the ALA Council Committee on Diversity and the Diversity Research Grants Advisory Committee at the Diversity Research Grants Update during News You Can Use at the Midwinter Meeting on Saturday, January 9, 3:00 p.m.- 4:00 p.m.in Room 253 A of the Boston Convention and Exhibition Center.

#### American Dream Sustainability Webinars

To support our libraries in moving beyond projects to programming that is an integral part of their libraries, the Office for Diversity, Literacy, and Outreach Services' American Dream grant program hosted a series of sustainability webinars. Vivian Wynn, an ALA member for more than 38 years, former chair to the Committee on Literacy, and one of the initial drafters of the literacy proposal to Dollar General, facilitated a [dialogue about practical ways to build a sustainable program beyond the grant year](#). Exploring ideas and engaging webinar attendees in discussions about involvement with local to political partners was the highlight. Vivian attempted to answer the question, "How do you carry on after funds have been spent?" She also discussed how sources other than grant funding, such as donations and volunteering, can create buy-in and build a sustainable future for libraries. American Dream grantee libraries took away tips and solutions for everyday challenges and gained tools for finding new ways to resolve their literacy program challenges.

### **Office for Government Relations (OGR)**

#### ALA Co-hosts Reception for New IMLS Director

The ALA Washington Office co-hosted a reception with the American Alliance of Museums to welcome Dr. Kathryn Matthew as the new Director of the Institute of Museum and Library Services. Dr. Matthew was nominated by President Obama on March 10, 2015 to be IMLS Director and was confirmed by the Senate on September 22, 2015. She was sworn in as Director October 1, 2015. The reception was in a private dining room of the Newseum with a four-piece ensemble playing background music. The reception was attended by Washington supporters including staff and officials from Congress, the Library of Congress, National Archives and other library associations.

### ALA President Meets with DOL and LOC Officials during *Libraries Transform*™ Launch

During the Libraries Transform™ national campaign launch in Washington, D.C., ALA President Sari Feldman took part in high level meetings at the Department of Labor (DOL) and at the Library of Congress (LOC) organized by ALA's Washington Office. DOL officials discussed collaborative opportunities with ALA leaders through the Workforce Innovation and Opportunities Act, while at the [Library of Congress](#) they met with Acting Librarian of Congress David Mao and Chief of Staff Robert Newlen, who said they welcome the chance to work closely with ALA. The week before, but also as a lead-up to the Libraries Transform™ launch, the Washington Office organized a national radio media tour for the ALA President, which featured 15 interviews aired on nationally syndicated programs and statewide radio networks. As a result, the message reached an audience of nearly 16 million listeners nationwide. Following the launch, ALA efforts led to Libraries Transform™ stories on [NBC-TV affiliates](#) around the nation and in online and hard copy editions of the [Chronicle of Higher Education](#).

### School Library Legislation Becomes Law

*(See highlights section)*

### ALA Joins Amicus Brief in Potentially Landmark Appellate Court Case to Protect “Metadata”

Under U.S. Fourth Amendment privacy law, a warrant is generally required for law enforcement to listen to the “content” of a protected communication. The judicially-created “third party doctrine,” however, holds that no such warrant is required to obtain “metadata” – such as telephone calling records – associated with that conversation. It is such metadata that the government collected in bulk under Section 215, the “library provision,” of the USA PATRIOT Act. In early November, ALA and the Freedom to Read Foundation joined the [Brennan Center for Social Justice](#), Electronic Privacy Information Center (EPIC), and the National Association of Criminal Defense Lawyers (among others) in filing an [amicus curiae brief](#) asking the U.S. Court of Appeals for the Ninth Circuit to repudiate the third party doctrine and to reverse a lower court’s ruling in *United States v. Moalin*. In it, ALA contends that arguing that the National Security Agency’s (NSA) systematic surveillance and collection of communications metadata, such as phone numbers dialed and call durations, violates the Fourth Amendment right to privacy.

### ALA Participates in Workforce Innovation and Opportunity Act State/Local Partners Meeting

ALA joined in a November Workforce Innovation and Opportunity Act (WIOA) Partners Roundtable to strengthen partnerships between ALA, state and local partners across program areas and levels of government that are essential to serving current and future workers and businesses. WIOA, signed into law July 2014, provides libraries and partners the opportunity to play a significant role in publically-funded workforce development systems. ALA joined with the Chief Officers of State Library Agencies (COSLA) to file [comments](#) with the Departments of Education and Labor outlining the essential role libraries play in workforce development. Final WIOA guidelines are not expected until next year.

## **Office for Human Resource Development and Recruitment (HRDR)**

### Career Counseling at the ALA 2016 Midwinter Meeting

The JobLIST Placement and Career Development Center will provide [complimentary career counseling sessions](#) on Saturday and Sunday, January 9 - 10, 2016 during the ALA 2016 Midwinter Meeting in Boston. The sessions will be held in the JobLIST Placement and Career Development Center which will be located in the Boston Convention & Exhibition Center. [Sign-up](#) now.

### Photographer Services In the JobLIST Placement and Career Development Center

An exciting service is now part of the American Library Association's (ALA) JobLIST Placement and Career Development Center. During the ALA 2016 Midwinter Meeting in Boston. ALA will be offering all attendees an opportunity to have a ["headshot" photo package](#) created. Photos will be taken in the ALA JobLIST Placement and Career Development Center from 9 a.m. - 5 p.m. on Saturday and Sunday, January 9 - 10, 2016. Appointments can be made in advance and onsite. Walk-ins are also welcomed. For advance appointments, use the online [sign-up form](#).

### Emerging Leader Participants for Class of 2016 Announced

*(See highlights section)*

## **Office for Information Technology Policy (OITP)**

### ALA Celebrates Google Book Search Win for Fair Use

After nearly a decade of [litigation](#), the Second Circuit Court of Appeals [upheld](#) the district court's summary judgment that the Google Books Search is a transformative fair use. The court [ruling](#) included a statement that "the exclusive rights of copyright do not include the exclusive right to supply information" about books through the searchable index of digitized texts. Even though copyrighted works were scanned in their entirety, the original, creative expression—that which is protected by copyright—is not infringed.

### ALA Issues Statement, Meets with Major Publishers in NY

In December, President Sari Feldman and other ALA leaders [met](#) with senior corporate executives and library marketing executives of Simon & Schuster, HarperCollins, and Penguin Random House. ALA's most specific request was to expand the options for library ebook lending business models to give libraries (and subsequently readers) more choice. This visit represents ALA's ninth such delegation effort over the last several years. In light of the focus on choice, ALA [responded](#) with mixed reviews to new harmonized licensing terms for Penguin Random House—welcoming price reductions for perpetual access and the opportunity to obtain Penguin titles in perpetuity, but expressing disappointment in losing the short-term licensing option previously available from Penguin.

## ALA Seeks Balance in Joint Strategic Plan on Intellectual Property Enforcement

Responding to a request for input on the Joint Strategic Plan on Intellectual Property Enforcement, ALA submitted formal [comments](#) to the U.S. Intellectual Property Enforcement Coordinator through the Library Copyright Alliance (LCA) and additional informal [comments](#). The comments argue that the 2016 Joint Strategic Plan should:

- 1) attempt to strike the right balance between protection and access;
- 2) base policies on data rather than beliefs;
- 3) focus on eliminating counterfeit goods that threaten health and safety; and
- 4) promote the availability of lawful content through implementing the Administration's public access and open education policies.

ALA, ACRL and ARL are LCA members.

## **Office for Intellectual Freedom (OIF)**

### James LaRue to head ALA's Office for Intellectual Freedom and Freedom to Read Foundation

*(See highlights section)*

#### OIF in Iowa

OIF Assistant Director Kristin Pekoll participated on a panel for the Iowa Library Association's (ILA) annual conference in October. The panel, organized by the ILA's Intellectual Freedom Committee, included Mara Strickler, Director of the Algona Public Library and Kevin Roberts, formerly with the Waterloo Community Schools and was titled "Challenging Situations: Answering a Book Challenge in Your Community." The three panelists shared their own experiences with book challenges, as well as tips on how to effectively manage challenges.

#### OIF in Illinois

Kristin Pekoll also spoke at the Illinois Library Association (ILA) annual conference in October. Joined by ILA's Intellectual Freedom Committee (IFC) chairs Melissa Rice and Megan Cusick, the trio led a discussion titled "Balancing Act: Common Core Standards, Filtering & Intellectual Freedom." The panel addressed advocacy for intellectual freedom, leveling school libraries, book challenges, filtering and local control, and best practices for supporting Common Core Standards.

### "Crafting Meeting Room Policies that Keep You in Charge and Out of Court." Webinar

On November 4, OIF Deputy Director Deborah Caldwell-Stone and Freedom to Read Foundation (FTRF) General Counsel Theresa Chmara led a well-attended OIF webinar titled "Crafting Meeting Room Policies that Keep You in Charge and Out of Court." Meant to address the concerns raised by recent lawsuits filed against libraries whose meeting room policies excluded meetings with religious activities, the webinar discussed the First Amendment

principles and legal precedents that underlie these lawsuits and provided practical guidance on crafting policies that allow the library to effectively manage its facilities while avoiding legal liability and preserving patrons' access and First Amendment rights.

### "Protecting Library Users' Privacy in a Digital Age"

Deborah Caldwell-Stone also presented a half-day in-service staff training at the Kansas City (Kansas) Public Library on November 17. The presentation, "Protecting Library Users' Privacy in a Digital Age," addressed the legal and ethical aspects of privacy and confidentiality in the library, responding to law enforcement requests for library users' information, and practical tools and tactics for ensuring users' privacy.

### Free Webinar, "Picture Books and Challenges: Dealing with Controversial Topics in Children's Collections."

On November 18, OIF collaborated with the Intellectual Freedom Round Table and the Gay Lesbian Bisexual Transgender Round Table to provide a free webinar, "Picture Books and Challenges: Dealing with Controversial Topics in Children's Collections," that discussed the classification of picture books and the challenges that arise with controversial titles. The round tables' sponsorship increased enrollment and gave a great membership perk for the round tables.

### Winner of ALA's I Love My Librarian Award Faced Difficult Challenges

Hood County Library (Texas) director, Courtney Kincaid, who went through a very difficult, 21-week-long book challenge to two picture books – *This Day in June* and *My Princess Boy* – recently received ALA's I Love My Librarian Award after members of her community nominated her in recognition of her struggles and perseverance. Kristin Pekoll, OIF's assistant director, was present in New York City to watch her accept her award.

### November/ December challenge report:

- A parent in Rumson, New Jersey, used an online petition to request that two books be removed from a high school's required reading list. The books, *Cal* by Bernard MacLaverty and *Death & the Maiden* by Ariel Dorfman, were ultimately retained in the curriculum. There was strong support for the books from former students, community members, and author Ariel Dorfman. OIF consulted with the district and provided resources and a letter of support.
- After a school district administrator removed the graphic novel series, *Bleach*, from the library shelves and catalog, the three district librarians spoke up at a board meeting. Armed with a letter from the Office for Intellectual Freedom, they explained the purpose of the school's reconsideration committee and the consequences of failing to adhere to it. The books have been returned to the shelf.
- In Minnesota, a parent whose 6th grade daughter checked out the book *Just One Day* demanded that the book be removed from not only from the middle school libraries in the district but also the high school libraries. When the parents were unsatisfied with the response provided by the school's principal, vice principal, librarian and teacher, a reconsideration committee was created to address the parents' complaint. OIF sent a

letter to the school district offering support and encouragement for the diversity of school libraries and the value of independent reading. A newspaper headline sums up the results nicely, “Reading wins and censorship loses in Rosemount schools.”

- In Wasilla, Alaska, a parent challenged the inclusion of *This Book is Gay* in the public library's young adult collection when her ten-year-old son discovered the book. Because of the physical layout of the shelves and space limitations at the Wasilla Public Library, the YA non-fiction materials were interfiled with the children's' non-fiction materials. The challenge sparked a public debate about the availability of LGBTQ materials, and the librarian was criticized both online and in print, to the point where the local paper, the Mat-Su Valley *Frontiersman*, published an editorial admonishing the community for their harsh words. With the support of the Alaska Library Association's Intellectual Freedom Committee and the city's administration, the reconsideration committee recommended retaining the book while making changes to the shelving arrangements. OIF provided support and assistance to the librarian.

## **Office for International Relations (OIR)**

Second Sharjah International Book Fair/ALA Library Conference

*(See highlights section)*

## **Office for Library Advocacy (OLA)**

ALA, PLA Applaud Kentucky Supreme Court Decision on Libraries' Tax Rates

The Kentucky Supreme Court issued a decision that it will no longer hear arguments in the 2012 lawsuit objecting to Campbell and Kenton County libraries' tax rates. At that time, Kentucky Circuit Courts ruled against the Campbell County Public Library and the Kenton County Public Library, a decision that would have resulted in the libraries losing property tax revenues dating as far back as 1979. This ruling follows a March 2015 decision where the Kentucky Court of Appeals ruled in favor of Campbell and Kenton County public libraries. [Read the complete release online.](#)

OLA Welcomes Megan Cusick

Megan Cusick joined the Office for Library Advocacy team as the new grassroots coordinator beginning December 14. The Grassroots Coordinator is a new part-time position in OLA. Megan will be concentrating on collecting anecdotal data and research to assist advocacy efforts at the local level, creating an internal network of staff who work on state and local issues, and assisting in crisis outreach. Megan comes to ALA from the Chicago Public Schools, where she has been the school librarian at Nancy Jefferson Alternative School, Benito Juarez Community Academy, and Orr Campus of Small Schools. She is a seasoned library advocate, establishing

and chairing a Librarians' Committee under the Chicago Teachers Union, as well as founding the Chi School Librarians advocacy group, which played a role in the recent layoff/subsequent [reinstatement of the Chicago Public School librarian](#) at DuSable High School Campus.

## **Office for Research and Statistics (ORS)**

### Public Library Referenda Success Across the Country

ORS Director Kathy Rosa completed an article for *American Libraries* entitled "Referenda Roundup: How states performed on library measures in 2015." The article, which discusses public library referenda success across the country, will be published in the 2016 January/February issue.

### Library Statistics Working Group (LSWG) Meeting in Louisville, Kentucky

On December 11 Kathy Rosa participated in the Institute for Museum and Libraries Services (IMLS) Library Statistics Working Group (LSWG) meeting in Louisville, Kentucky. The LSWG provides advice on the annual IMLS Public Library Survey. This includes:

1. Ongoing review and analysis of existing data elements to determine whether a particular data element needs to be changed or deleted;
2. Taking a proactive stance when responding to a compelling need for the addition of a data element;
3. Editing the definition and notes fields of the data elements to correct grammar or spelling errors, or to clarify meaning; and
4. Proposing that a data element be added, changed, or deleted.

### Panel at Midwinter on Library/Faculty Engagement

At the Midwinter Meeting, Kathy Rosa will join Thomas Padilla and Jon Cawthorne in a panel entitled: Library/Faculty Engagement--Bridging the Gap through Digital Humanities. The panel is scheduled for Sunday, January 10 from 1-2:30 p.m. The panel will discuss the changing roles and structures of libraries related to digital humanities (DH) research and projects, and the opportunities DH presents for libraries to both engage with faculty, and to increase their overall value on campus. The panel is sponsored by *American Libraries*.

### Revising the ISBN standard

During the past two years, Kathy Rosa participated in the ISO/TC46/SC9/WG4 working group to revise the ISBN standard. The Working Group completed and submitted a Draft International Standard (DIS). The DIS has been sent to the International Standards Organization (ISO) Central Secretariat which will initiate the ballot. The ISO ballot will officially start on 11 February 2016 and will end on 12 May 2016. Between now and 11 February 2016, ISO issues the DIS to national member bodies so that they have the opportunity to translate it as needed before the ballot officially opens.

## **Public Awareness Office (PAO)**

### New PAO Director

*(See highlights section)*

### Libraries Transform™

*(See highlights section)*

### Library Journal Editorial on the Libraries Transform™ Campaign

*Library Journal* additionally produced an Editorial regarding the Libraries Transform™ campaign. Entitled "[Transformation Time: Sari Feldman hits the right tone](#)," *Library Journal* Editor Rebecca Miller provided a positive review of Libraries Transform™ with such statements as "I love a lot about this project, which I see as especially valuable to small libraries and any library without marketing bandwidth," and "It's colorful, hip, and smart—all spinning around the concept of displaying "because" statements that get at the impact of libraries on the lives of their users and society at large."

### PAO Press Template on Libraries Transform™ and More

PAO crafted a press release template that was shared with participating libraries which resulted in placements within [local press](#). Sari Feldman also continues to fold Libraries Transform™ messaging into event remarks and interviews fueling such headlines as '[Transform libraries for progress](#)', *Gulf Today*, Sharjah, United Arab Emirates; "[Erie Library evolves with new programs, future changes](#)," *Erie (PA) Times News*; and "[American Library Association President Says Transformation is Key for Survival of Libraries in 21st Century](#)," WRFA, Jamestown, New York.

### Banned Books Week Publicity Summary

PAO has final snapshot figures for Banned Books Week, September 27 – October 3. Banned Books Week 2015 focused on the themes of "Diverse Books Need Us" and Young Adult literature, both frequent targets of contemporary challenges. Over a three-month period, August 1 – October 31, 2015, more than 1,750 articles were captured by PAO's media monitoring software. As of October 31, media outreach efforts produced a snapshot circulation rate of more than 4.8 billion. On social media channels, Meltwater Buzz captured more than 52,298 social media posts and reported an average of more than 565 mentions per day during the 3-month recording period. As media outreach efforts come to an end, PAO will provide ALA's Office for Intellectual Freedom with a media activity report as well as media and social media placement data.

## Carnegie Medals for Excellence in Fiction and Nonfiction Shortlist Announced

On October 19, 2015, the ALA announced the shortlist for the 2016 Andrew Carnegie Medals for Excellence in Fiction and Nonfiction. PAO secured placement with the [Associated Press](#) (AP). The shortlist AP article was picked up by the [US News World Report](#), [Washington Post](#), [Yahoo](#), and a host of others. PAO also secured coverage with publishing and library industry targets including [American Book Sellers Association](#) (ABA), [Publishers Weekly](#), [American Libraries](#), [Library Journal](#), and several others. The Carnegie Medals shortlist announcement also was distributed via [PR Newswire](#) and posted to more than [200](#) news websites including [Reuters](#), [Yahoo News](#), and [MarketWatch](#). Media outreach efforts resulted in an overall media snapshot of more than 640 mentions and a circulation total of more than 400 million. The ALA will announce 2016 medal winners on Sunday, January 10, 2016, during the ALA Midwinter Meeting & Exhibits.

## 2015 I Love My Librarian Award

The ALA's Public Awareness Office (PAO) pursued media placement opportunities to promote the 2015 I Love My Librarian Award and its [10 winners](#). PAO's efforts included creating and distributing a wrap press release announcing all the award winners and 10 press releases for each individual winner. As a result of media outreach efforts, more than 458 articles were captured by PAO's media monitoring software, Meltwater News. The media stories produced a snapshot circulation rate of more than 419 million. PAO was able to secure placements with the [Associated Press](#) and [American Libraries](#) magazine by providing the embargoed wrap press release a week prior to the official announcement. Other media coverage highlights included local stories on [WTNH-TV](#) in Connecticut and [KCUR Public Radio](#) in Missouri and in the [New Haven Independent](#) in Connecticut, [Orange County Register](#) in California and [Sun Herald](#) in Mississippi.

## Noteworthy Coverage

[Long Line at the Library? It's Story Time Again](#), *New York Times* and [Transformative libraries \(Letter to the Editor\)](#) – *International New York Times*.

## **Public Programs Office (PPO)**

### 104 Libraries Selected to Host 'Native Voices' Traveling Exhibition

PPO, in partnership with the U.S. National Library of Medicine (NLM), has announced 104 libraries that will host the traveling exhibition *Native Voices: Native Peoples' Concepts of Health and Illness*. *Native Voices* explores the interconnectedness of wellness, illness and cultural life for Native Americans, Alaska Natives and Native Hawaiians. Each grantee will receive the exhibition for a six-week loan period, a \$250 programming grant, and training, support materials and a publicity kit. The opportunity was open to public libraries, academic libraries, tribal libraries, tribal college libraries and special libraries, as well as other organizations who partner with a library on their application. Organizations serving Native populations were especially

encouraged to apply, and PPO staff conducted targeted outreach to Native-serving libraries and organizations. The four-year tour will start in February. [See the list of selected sites.](#)

### Applications Open for *Thinking Money* Financial Literacy Traveling Exhibition

Public libraries are invited to apply to host a financial literacy traveling exhibition offered in partnership with the Financial Industry Regulatory Authority (FINRA) Investor Education Foundation. The exhibition, *Thinking Money*, will offer libraries a fun, interactive way to engage tweens, teens and their families about financial literacy topics. The exhibition will travel to 50 public libraries nationwide over a two-year period. [Applications](#) opened November 2 and will be accepted until January 29.

### Grantees Announced for *Explore* Traveling Exhibitions

Forty libraries have been selected to host one of three traveling exhibitions on STEM topics. *Explore Earth: Our Changing Planet*, *Explore Space: Our Solar System and Beyond*, and *Explore Tech: Engineers Make a World of Difference*, are being offered in partnership with the *National Center for Interactive Learning* (NCIL) at the Space Science Institute (SSI), the Lunar & Planetary Institute (LPI), and the Afterschool Alliance. Each exhibition will travel to 13 or 14 sites between February 2016 and July 2018. [Grantees](#) will also receive a \$1,000 programming grant, online training opportunities and more.

### Librarians Gather in Chicago for Great Stories Club Workshop

Fifty librarians from across the country gathered at ALA's Chicago headquarters on November 16 for an orientation workshop for [Great Stories Club](#), a reading and discussion program that gives at-risk youth the chance to read, reflect and share ideas on topics that resonate with them. Led by Nick Higgins, director of outreach services for Brooklyn Public Library, and Maria Sachiko Cecire, director of experimental humanities and assistant professor of literature at Bard College, the grantees discussed engagement strategies, partnerships and humanities topics in the selected novels for the "Hack the Feed: Media, Resistance, Revolution" theme.

### Programming at 2016 Midwinter Meeting

The Public Programs Office is preparing for two new "Deep Dive" offerings at the ALA Midwinter Meeting in Boston. They are:

- [Deep Dive: Creating Out-of-This-World Children's Science Programming with Free NASA Resources](#). Sunday, January 10, 1:00 - 4:15 p.m. Transform children's and youth library programs into active explorations of STEAM topics. Bring the excitement of celestial, Earth, and NASA mission events into library programs with activity plans, traveling exhibits, online resources, partnership ideas, and programming ideas. Participants will walk away with programming ideas that they can use in their libraries for individual activities or space-science themed programs, familiarity with free NASA resources, and hands-on activities which may be implemented in their programs immediately. This session is being offered collaboratively by PPO, ALSC and the Lunar and Planetary Institute.

- [Deep Dive: Trust and Opportunity: Transforming Libraries, Transforming Communities in Mid-Size Urban Settings](#). Sunday, January 10, 8:15 – 11:30 a.m. All communities have challenges. Libraries can help conquer them — given the right tools. Learn how two urban public libraries — Hartford (Connecticut) Public Library and Springfield (Massachusetts) City Library — are bringing residents, local organizations and city leaders together to tackle daunting issues, including public safety. In this Deep Dive session, representatives from both libraries will explain how they adopted and adapted the “turning outward” approach, created by The Harwood Institute, to meet their communities’ unique and changing needs. Join the program to learn how “turning outward” can help change the library’s perspective and the community for the better.

#### LTC Concludes; Cohort Members Host Webinar About “Turning Outward” Experience

Libraries Transforming Communities (LTC), the Gates-funded ALA initiative (managed by PPO) offered in collaboration with The Harwood Institute for Public Innovation, comes to a close on December 31. As the LTC Public Innovators Cohort wraps up its activities, three members hosted a one-hour webinar on December 1 to share how their libraries have been using the Harwood Institute’s “turning outward” approach. The webinar was extremely popular, with more than 100 people signing on for the live presentation. As of December 14, the [recording](#) had been viewed more than 300 times.

## ALA DIVISIONS

### **American Association of School Librarians (AASL)**

#### Action Research and Autism Explored in New *School Library Research* Articles

Two new articles covering the topics of action research in school libraries and introducing information literacy to students with autism are now available in AASL’s peer-reviewed online journal, [School Library Research \(SLR\)](#). SLR promotes and publishes high quality original research concerning the management, implementation and evaluation of school library programs. Articles can be accessed at [www.ala.org/aasl/slr](http://www.ala.org/aasl/slr).

#### AASL15 Attendees “Experience Education Evolution”

*(See highlights section)*

#### AASL Conference Programming

AASL Conference programming included opening general session speaker Heidi Hayes Jacobs, an internationally recognized expert in the fields of curriculum and instruction, and closing general session speaker Eszter Hargittai, whose research focuses on the social and policy implications of digital media. New daily general sessions featured best-selling author Brian Selznick and a frank panel discussion between award winning superintendents on what they need and expect of their school librarians. Other programming included half- and full-day

preconferences, more than 100 concurrent sessions, multiple author events, a best practices showcase, and a school library research symposium. Special events encouraged a “hack” of the association, a presentation from the Harry Potter Alliance, and an exhibit from the Mazza Museum displaying original artwork by children’s book illustrators.

### Exhibition Highlights

Along with an exhibition featuring the latest resources and technologies for the school library program, the exhibit floor hosted a makerspace where attendees were invited to create light-up name badges and an author signing booth where more than 50 children and young adult authors met with conference attendees and signed their latest publications.

### Launch of a Giving Campaign

During the conference, AASL encouraged attendees to look to the future with the launch of a giving campaign. The campaign celebrates AASL’s 65th anniversary as a division of ALA, and funds raised will be used to support new school library professionals as they transition from student to teacher and to help future school library leaders recognize and develop their leadership abilities.

## **Association of College and Research Libraries (ACRL)**

### ACRL 2017 Call for Participation Available

ACRL invites you to share your research and creative endeavors with your colleagues at ACRL 2017, *At the Helm: Leading Transformation*. Submit your proposal via the [Call for Participation](#) available on the conference website. ACRL 2017 offers eight session formats to suit a wide range of presentation and learning styles. From first-time presenters to seasoned experts, there is a format best suited to your ideas. Contributed paper, panel session, preconference, and workshop proposals are due May 6, 2016. Poster session, roundtable discussion, TechConnect, and Virtual Conference webcast proposals are due October 14, 2016. Complete details are available on the [ACRL Insider blog](#). ACRL 2017 will be held March 22-25, 2017, in Baltimore, Maryland.

### Framework for Information Literacy Spotlight on Scholarship

The ACRL Framework for Information Literacy for Higher Education Advisory Board launched a “[Framework Spotlight on Scholarship](#)” column this month on the Framework website. Curated by Framework Advisory Board Member Donna Witek, this weekly post series will highlight scholarship that uses, builds on, critiques, or responds to the *ACRL Framework for Information Literacy for Higher Education*. The new feature will appear on the Framework site on a weekly basis.

### Information Literacy and Accreditation Resources

Institutional accreditation can seem daunting, but becoming involved in your school’s accreditation process is a great way to demonstrate how information literacy initiatives support

institutional student learning outcomes. If you've ever tried to find a library self-study or institutional report, you know that locating these documents can be challenging and time consuming. To solve this problem, the ACRL Student Learning and Information Literacy Committee has collected a [set of resources and examples](#) to aid librarians in documenting and reporting their information literacy work for inclusion in self-study reports that serve as the basis for accreditation (and re-accreditation).

### ACRL Selects New Curriculum Designer/Presenters

ACRL has selected four curriculum designer/presenters to create new professional development offerings in two important areas. For Intersections of Scholarly Communication and Information Literacy, a review team selected Maryam Fakouri, intellectual property librarian at Columbia College in Chicago, and John Watts, undergraduate learning librarian at the University of Nevada-Las Vegas. For Research Data Management, a review team selected Abigail Goben, information services librarian at University of Illinois-Chicago Health Sciences Library, and Megan Sapp Nelson, associate professor of library sciences at Purdue University. More information is available on the [ACRL Insider blog](#).

### AiA Projects Advance Assessment, Student Learning and Success

As the higher education association for librarians, ACRL supports academic and research librarians as change leaders in their campus communities through programs like Assessment in Action: Academic Libraries and Student Success (AiA). The more than 200 participating AiA teams are contributing to innovation in higher education assessment by creating approaches, strategies, and practices that document the contribution of academic libraries to the overall goals and missions of their institutions. AiA teams continue to show very promising results about which aspects of the library (e.g., collections, space, instruction, reference, etc.) have the strongest positive effect on student learning or success (e.g., retention, completion, persistence). Learn more about results from the wealth of AiA campus-based projects and the experiences of leading assessment teams on the [Value of Academic Libraries website](#).

### Start Campus Conversations about OA Policies with New Introductory Video

Open Access (OA) Week may be over, but it is never too late to promote open access on your campus. Learn about open access policies and their value to authors, readers, and the world at large in a new introductory video by the [Coalition of Open Access Policies](#) (COAPI). Start conversations on your campus about how to get started with an OA policy with a new [short animated video](#), developed with generous support from SPARC and ACRL. Also use COAPI's short [5-step handout](#) as a guide to getting started on the OA policy development path.

### Modern Pathfinders

ACRL released [Modern Pathfinders: Creating Better Research Guides](#) by Jason Puckett in early November. Whether you call them research guides, subject guides or pathfinders, web-based guides are a great way to create customized support tools for a specific audience – a class, a group, or anyone engaging in research. In *Modern Pathfinders*, Puckett takes proven ideas from instructional design and user experience web design and combines them into easy-to-understand principles for making your research guides better teaching tools. It doesn't matter what software your library uses, the advice and techniques in this book will help you create

guides that are easier for your users to understand and more effective to use. *Modern Pathfinders: Creating Better Research Guides* is available for purchase in [print](#), as an [e-book](#), and as a [print/ e-book bundle](#) through the ALA Online Store; in [print](#) and for [Kindle](#) through Amazon.com; and by telephone order at (866) 746-7252 in the U.S. or (770) 442-8633 for international customers.

### Choice Debuts Content, Tools Tailored for Community Colleges

Choice premiered content specifically crafted for community college libraries in the November 2015 issue of Choice magazine and on Choice Reviews Online. Choice's new community college features include all titles appropriate for community college libraries, marked with an easily identifiable icon; top community college titles each month are listed in a special multipage section at the front of the magazine and in Choice Reviews Online; and editorials addressing topics especially relevant to community colleges will appear in selected issues. Prospective community college topics include collection development, inclusiveness, leadership, workforce development, educational technologies, college readiness, information access, open educational resources (OERs), and more. Additional details are available on [ACRL Insider](#).

### Volunteer Now for ACRL Division or Section Committees

Are you looking for ways to expand your professional network and contribute to ACRL? Committee volunteers help shape ACRL by advancing its strategic plan and influencing the direction of academic and research librarianship. Serving on a committee or editorial board is a great way to become involved and make an impact on the profession. If you'd like to become more engaged, ACRL Vice-President/President-Elect Irene M.H. Herold invites you to volunteer to serve on a 2016-2017 division or section committee by February 15, 2016. For more information and a link to the volunteer form, visit the [ACRL website](#).

### ACRL Presents Webcast - Celebrate Open Access Week All 52 Weeks of the Year

ACRL held a free ACRL Presents webcast to kick-off Open Access Week. The webcast, "Celebrate Open Access Week All 52 Weeks of the Year" on Monday, October 19. The webcast offered tips and tricks to integrate open access into the internal life of the library, and the external life of campus, year-round. Speaker Amy Buckland, Institutional Repository Manager at the University of Chicago, demonstrated ways to incorporate open access concepts into various library departments and how to tie in open access to other campus events throughout the year. An archive of the webcast is available on the [ACRL YouTube channel](#).

### e-Learning Update

ACRL's e-Learning program offered three live webcasts during this report period. Sixty-two individuals and 24 groups participated in the e-Learning events focusing on public relations, collection development, critical library pedagogy, and research guides. Upcoming online seminars and webcast topics include the Framework for Information Literacy, focus groups, and the library workplace in the 21st century. Full details and registration information are available on the ACRL website.

## **Association for Library Collections & Technical Services (ALCTS)**

### Mashcat Panel at ALCTS Midwinter Forum

A Mashcat (<http://mashcat.info>) panel is the featured presentation at the Midwinter Forum of the Association for Library Collections and Technical Services (ALCTS) at the upcoming ALA Midwinter Meeting in Boston. The Forum takes place on Monday, January 11 from 10:30 a.m. to 11:30 a.m. at the Boston Convention and Exhibition Center, Room 204AB. Library cataloging and metadata people and library software and systems people have a lot in common and a lot to collaborate together on to better serve our patrons, but sometimes there have been barriers to that collaboration. Mashcat is a banner under which libraries can gather together to work past those barriers. They aim to work together and bridge the communications gap that has sometimes gotten in the way of building the best tools they possibly can to manage library data. Activities for the current iteration of Mashcat include a monthly Twitter chat, a Slack channel, a one-day meeting following ALA Midwinter, and forthcoming webinars. For the ALCTS Forum, Mashcat regulars Erin Leach, Galen Charlton, Shana McDanold, and others will participate in a panel discussion moderated by ALCTS president Norm Medeiros. They will discuss ways of fostering collaboration and communication between the data and systems sides of the house.

### ALCTS Virtual Symposium on Research Data Management

ALCTS will present a two-day virtual symposium (January 19 and 21), designed to provide a thoughtful, interactive, and actionable introduction to building and delivering research data management (RDM) services. Attendees will learn about the primary activities and importance of data management across the scholarly lifecycle; the policies, trends, and technologies affecting researchers and the organizations that support them; and, the expertise, staffing, and resources libraries must consider when building successful and sustainable services. Session 1 focuses on understanding the principles and activities of research data management across the scholarly life cycle. Session 2 provides an introductory understanding of the expertise, staffing, and resources libraries must consider when building sustainable RDM services. Both sessions are presented by Jennifer Doty, research data librarian, Emory University; Christopher Eaker, data curation librarian, University of Tennessee; Jackie Wirz, biomedical research specialist, Oregon Health & Science University and Robin Champieux, scholarly communication librarian, Oregon Health & Science University.

### ALCTSFest: A MidConference Gathering

Good friends, good food, your favorite libation. The annual ALCTSFest (uh-lex fest) is that mid-conference break you need to catch up with your colleagues for lively conversation and a good time. This year the ALCTS New Members Interest Group, along with the ALCTS board, would like to hear from you. There will be filming of member testimonials to hear what the ALCTS community means to individual members. These videos will be posted online and used to spread the word about what an amazing community this is. So please come, share your experience, and let us know – Why ALCTS?

### Brad Meltzer Returns as Honorary Chair of 2016 Preservation Week®, April 24-30

ALCTS is excited to present [Preservation Week®](#) and welcomes the return of Brad Meltzer, NY Times bestselling author, as its 2016 Honorary Chair. “Pass It On”, a week of celebrating the importance of preserving personal and community cultural heritage, brings workshops, webinars, information resources and more to libraries across the nation. Visit the Preservation Week® booth #943 at Midwinter and at the PLA National Conference in April.

### ALCTS Spring Workshop Schedule Available

The ALCTS [spring workshop schedule](#) is available on the ALCTS web site under Online Learning. Web courses are being offered all in the “Fundamentals” series: Acquisitions; Cataloging; Collection Assessment; Collection Development and Management; Electronic Resources Acquisitions; and Preservation.

### Michael Nelson Announced as ALCTS 2016 President’s Program Speaker

Dr. Michael R. Nelson is the featured speaker at the ALCTS President’s Program, Monday, June 27, 2016 at 10:30 a.m. during the ALA Annual Conference in Orlando, Florida. In this presentation, Dr. Nelson will speak on “The Future of the Internet and the ‘Cloud of Things.’” The combination of Cloud technology with broadband wireless, sensors, Big Data and machine learning will not only transform the way we collect and interact with information, it will fundamentally change the way we interact with the world and with each other. While we cannot possibly know all the new applications that will be available in the coming years, we do know that abiding by certain principles, such as open standards, the free flow of information, transparency, and empowering users, will make those applications more useful to more people around the world. Dr. Nelson works on Internet-related global public policy issues for CloudFlare, a startup that has improved the performance and security of more than 4 million Web sites worldwide.

### Chelcie Rowell Named 2016 ALCTS Emerging Leader

Chelcie Rowell, digital initiatives librarian at the Z. Smith Reynolds Library at Wake Forest University has been selected as the ALCTS-sponsored Emerging Leader for 2015-2016. The Association for Library Collections & Technical Services sponsors one Emerging Leader who has chosen collections and technical services as a career and is a member of ALCTS. A member of the library’s Digital Scholarship Unit, Chelcie oversees digitization of special collections and liaises with humanities faculty pursuing digital humanities research and pedagogy. Chelcie is currently serving on the ALCTS President’s Program Committee and is an intern to the Library Resources & Technical Services (LRTS) Editorial Board. After her year in the Emerging Leaders Program, Chelcie will serve a one year term as intern to the ALCTS Board of Directors.

## **Association for Library Service to Children (ALSC)**

### ALSC President Releases Statement on AAP Screen Time Guidelines

ALSC President Andrew Medlar released a [statement](#) in support of the American Academy of Pediatrics (AAP) updated [findings](#) regarding the use of screen time by young children and its complement to ALSC's [Media Mentorship in Libraries Serving Youth white paper](#). The AAP's findings emerged from their recent [Growing Up Digital: Media Research Symposium](#).

### Revised Edition of Core Competencies

ALSC has released a revised edition of its [Competencies for Librarians Serving Children in Public Libraries](#). ALSC recommends these core competencies to all children's librarians and other library staff whose primary duties include delivering library service to and advocating library service for children ages birth to 14. These competencies were created in 1989 and were revised in 1999, 2009, and now 2015, by the ALSC Education Committee, and approved by the ALSC Board of Directors at the 2015 ALA Annual Conference.

### ALSC Emerging Leader Project Selected for 2016

The ALSC Project, Environmental Scan and the Future of Youth Services, has been accepted by the 2016 Emerging Leaders Program. The Team D members are Meredith Steiner, Alpha DeLap, Brittany Tavernaro, Joanna Schofield, and Megan Bright. The team will study the potential landscape of youth services in the future and present a final project at the 2016 ALA Annual Conference in Orlando.

### ALSC Hosts Mentoring Forum

On December 16, ALSC hosted a live online mentoring forum. Entitled, [ALSC Mentoring Forum: Ideas, Support, and Tough Love](#), this forum was a discussion of how to interact and grow through mentoring. The forum was open to anyone interested in library mentoring. The recorded webcast is now available.

Día Turns Twenty!  
(See *highlights section*)

### Día 2016

The 2016 [Día National Program Registry](#) is now open. Libraries are invited to begin registering their upcoming [Día programs](#). By using the national registry, libraries help build a searchable database that showcases all types and sizes of library programs that highlight *Diversity In Action*. Each registered event is given its own unique webpage allowing for libraries to share information about their Día program on their own websites and through their social media outlets. Families are able to use the [searchable Día](#) map to find programs to attend in their communities.

### Babies Need Words Every Day

The Babies Need Words Every Day materials were distributed at the National Association for the Education of Young Children (NAEYC) conference in Orlando. As a result, OCLC referenced ALSC resources in their [WebJunction newsletter](#) to 40,000 subscribers and to their five-state cohort of 500 storytime providers. ALSC's Early Childhood Programs and Services Committee will launch a blogtour at Midwinter to spotlight how librarians are using these materials with families.

### ALSC's Bookapalooza Applications Are Now Open

ALSC is now accepting applications for the [Bookapalooza program](#). Each year the ALSC office receives almost 3,000 newly published books, videos, audiobooks and recordings from children's trade publishers for award and notables consideration. At the end of the year, after the awards have been given out, ALSC selects three libraries to receive a Bookapalooza collection of these materials (estimated to be worth \$10,000 each) to be used in a way that creatively enhances their library services to children and families. Applications are due February 1, 2016.

### 2016 Penguin Grant Winners Announced

ALSC has awarded the [2016 Penguin Young Readers Group Award to four librarians](#): Elizabeth Esposito, South Huntington Public Library, Huntington Station, NY; Kristel Sexton, Ypsilanti District Library, Ypsilanti, MI; Kelly Shea, Paoli Library, Paoli, PA; and Caryn Wilson, Three Rivers Public Library, Three Rivers, MI. This award, made possible by an annual gift from Penguin Young Readers Group, provides a \$600 stipend to each recipient to attend the ALA Annual Conference for the first time.

### 2016 Bechtel Fellowship Recipients Announced

ALSC has [awarded the 2016 Louise Seaman Bechtel Fellowship to Bridgid Mangan and Wendy Stephens](#). The Bechtel Fellowship is designed to allow qualified children's librarians to spend a total of four weeks or more reading and studying at the Baldwin Library of Historical Children's Literature, a part of the George A. Smathers Libraries at the University of Florida, Gainesville. The Baldwin Library contains a special collection of 130,000 volumes of children's literature published mostly before 1950. The fellowship is endowed in memory of Louise Seaman Bechtel and Ruth M. Baldwin and provides a stipend of \$4,000.

### Winter Online Courses

Three [online courses](#) begin on January 4: *It's Mutual: School and Public Library Collaboration*; *Science Technology, Engineering and Math (STEM) Programs Made Easy*; and *The Sibert Medal: Evaluating Books of Information*. Each of the courses addresses a different topic and includes ideas for librarians and children's literature enthusiasts.

### Webinar Series: Managing Children's Services

ALSC is hosting a four-part webinar series detailing everything you need to know about managing children's services. Put together by ALSC's Managing Children's Services Committee, this webinar series will discuss communication, scheduling and time management, financials, and supervision of a youth services department. Registration is free – visit [ALSC's website](#) to sign up.

### Continuing Education Proposals

The ALSC Education Committee is always considering new courses and webinars to add to ALSC's growing online education offerings. Members interested in teaching need to fill out an [online application](#) and provide a copy of their resume, teaching references, and a course syllabus (not needed for webinars). The Education Committee will be selecting proposals on a rolling basis to allow for courses to be added multiple times throughout the year.

### ALSC Bill Morris Seminar

Thirty-two applicants for the [Bill Morris Seminar: Book Evaluation Training](#) have been selected and are preparing to attend the seminar, which will take place at the 2016 ALA Midwinter Meeting in Boston. The seminar brings new ALSC members and members with limited evaluation experience together with those who have served on ALSC's media evaluation committees in an environment to train and mentor them in the group process and in children's media evaluation techniques. The seminar will result in new and emerging leaders for future ALSC evaluation committees.

### ALSC National Institute

The [ALSC National Institute](#), with its theme of "Believe. Build. Become." will be held September 15 – 17, 2016 in Charlotte, North Carolina. Featuring quality educational programming and inspirational speakers, event registration is now open. A number of award-winning authors and illustrators will be present at the Institute, including David Shannon, Phil and Erin Stead, Laura Dronzek and Kevin Henkes, and Jacqueline Woodson. A special reception, held at ImaginOn, is a highlight event.

### 2016 Annual Conference Activities

- Charlemae Rollins President's Program: Libraries for Kids: The Space to Be. On Monday, June 27, 2016, the ALSC Charlemae Rollins President's Program will focus on, "Libraries for Kids: The Space to Be." One of the most important services all libraries offer to children is that of place. Whether size and budget allow for a single bulletin board or thousands of futuristic square feet, libraries must provide spaces that engage kids and their adults with what's important to ALSC members. This program will explore how the space in your library sparks talking, singing, reading, writing, and playing; facilitates out-of-school learning all year round; welcomes, encourages, and supports diversity; enables mentoring families in their media use; and encourages cozying up with a notable book or recording. Come and learn about the latest design trends and timeless tricks from around the world.

- 20<sup>th</sup> Anniversary of the Pura Belpré Award Celebración, will take place on Sunday, June 26, 2016 from 1:00 – 4:00 p.m. Please join the family of winning authors and illustrators in an unforgettable event, una fiesta maravillosa, where the 2016 Medal winners and honorees will be honored. Enjoy a keynote by author and storyteller Carmen Agra Deedy, a silent auction of original art by Belpré Award illustrators, and a book signing by the winning authors and illustrators.

## **Association of Specialized and Cooperative Library Agencies (ASCLA)**

### ASCLA/COSLA Networking and Happy Hour

Kick off the 2016 ALA Midwinter Meeting in style with ASCLA Networking and Happy Hour—an opportunity to socialize, network, and learn more about ASCLA. The event is open to all current ASCLA members, students, friends of ASCLA and those meeting attendees interested in learning more about the association and networking with peers. Attendees will have the opportunity to meet ASCLA’s leaders on Friday, January 8, 7:00 – 8:00 p.m., Westin Boston Waterfront, Birch Bar. Add it to your schedule!

### ASCLA Emerging Leader

ASCLA welcomed [Christina Golm](#) as its 2016 Emerging Leader. Golm is currently the Library Director at the Newaygo Area District Library, in Newaygo, MI. Christina is committed to learning how to better help people who are blind, hearing impaired, or who have physical disabilities to effectively use information technologies..

### ASCLA Leadership Session

ASCLA welcomes special guest, Stephanie Capparell, coauthor of the international bestseller, *Shackleton’s Way* – about one of the greatest leaders to have ever lived – Sir Ernest Shackleton. All members are invited to join in a riveting discussion with Ms. Capparell. The Leadership Session immediately follows ASCLA Board I in the same room. Saturday, January 9, 10 – 11:30 a.m., Boston Convention & Exhibition Center, Room 205 B.

### ASCLA Midwinter Institutes

- Don’t miss ASCLA’s full-day Institute, “[Assembling a Consulting Toolkit](#),” held from 8 a.m. – 4 p.m. on Friday, January 8. It’s designed to prepare participants to begin – or advance – a successful consulting career. Sponsored by the Association of the Library Consultants Interest Group of ASCLA.
- ASCLA also offers a half-day Institute, “[Sustainable Staff Development](#),” held from 9 a.m. – 1 p.m. on Friday, January 8. This interactive workshop will show how to implement five simple, practical steps to grow and sustain a learning culture in your library. Sponsored by the State Library Development Interest Group of ASCLA.

## Revision of the Standards for Libraries Serving the Blind and Physically Handicapped

ASCLA has hired Lori Bell as the Project Manager for the [revision of the 2011 standards](#) for libraries serving the blind and physically handicapped.

### ASCLA Travels!

ASCLA's Scotland trip in October and November was a resounding success. The scenery, guides, and food (especially the seafood) were outstanding, according to the travelers. The next fundraising trip – Prague and Vienna in Fall 2016 – will include visiting gorgeous historical sites, indulging in local cuisine and wines, and trying our hands at local dishes with a cooking class. Stay tuned for more details.

## **Library and Information Technology Association (LITA)**

### LITA Forum Highlights

- In November LITA held its most successful Forum of the past three years. More than 270 attendees joined together in Minneapolis to participate in more than 55 sessions and hear three thoughtful keynote speakers: Lisa Welchman, President of Digital Governance Solutions at ActiveStandards; Mx A. Matienzo, Director of Technology for the Digital Public Library of America (DPLA) and Carson Block, a well-known and respected technology consultant.
- LITA partnered with LLAMA this year to provide content specifically for administrators and managers that was well received. Participants were also able to [experiment with telepresence robots](#) thanks to Double Robotics, one of the sponsors. There were even a few [remote people attending sessions virtually using the robots](#). View the program at <http://litaforum.org>, and watch for a posted notice of videos of the three keynote sessions.
- As part of the Forum, LITA worked with the Center for the Future of Libraries on its [digital badging experiment](#) and issued a badge to the participants in the Forum preconference about web page analytics.

### LITA's Golden Anniversary

Planning is underway for LITA's 50<sup>th</sup> anniversary. The year-long celebration will kick off in Orlando at the 2016 Annual Conference and end with a big party at the Annual Conference in Chicago in 2017.

### [Makerspaces: inspiration and action](#)

If you're coming to Midwinter or live within driving distance of Boston, you might be interested in the field trip to two local makerspaces, one of which is for families and kids. "Visit two outstanding makerspaces: [Artisan's Asylum](#) and [Parts & Crafts](#). Artisan's is one of the country's premier makerspaces, with 40,000 square feet of 3d printing, woodwork, metalwork, machining, artists' workshops, and more. Parts & Crafts is a neighborhood gem: a makerspace for kids that

runs camp, afterschool, and homeschooling programs, and is host to the Somerville Tool Library. The field trip will tour their spaces, learn the nuts and bolts of maker programming for kids and adults, and maybe even build some lightsabers. Parts & Crafts is also home to the [Somerville Tool Library](#). Want to circulate bike tools or belt sanders, hedge trimmers or hand trucks? They'll be on hand to tell you how they do it."

## **Library Leadership and Management Association (LLAMA)**

### Three Successful LLAMA Webinars

- Rebekkah Smith Aldrich was featured November 12 in a free "LLAMA Thought Leaders" webinar. She shared her successful initiatives as the Coordinator for Library Sustainability at the Mid-Hudson Library System (New York) where she assists 66 public libraries daily in the areas of leadership, funding and facilities.
- On November 17, Kim Nicol provided a follow-up webinar on "Mindfulness" for the participants in LLAMA's Career Institute at the Annual Conference in San Francisco this summer.
- On November 18, LLAMA presented "Management Success in an Unpredictable Landscape: Tools, Tips, and Tricks," featuring information/organizational strategist Rana Hutchinson Salzman, and business consultant Magda Pecsénye.

## **Public Library Association (PLA)**

### Twelve Preconferences Offer a Head Start on Learning at PLA 2016

Before the PLA 2016 Conference kicks off in Denver this April, eager learners can take advantage of in-depth, full and half-day preconferences on April 5 and 6. Take a look and you'll see there's something for everyone. Preconferences do require separate registration; however attendees are not required to be registered for the full conference. There are discounts for PLA, Colorado Association of Libraries, and American Library Association members. All full day preconferences include lunch. [Read the complete release online](#).

### PLA Offers Free Member-Exclusive Readers' Advisory Webinar With Becky Spratford

At 1 p.m. (Central) on December 16, PLA hosted "Attack of the 'Best' Lists: Becky's Practical Recap of 2015's Best Reads," exclusively for PLA personal members. This free webinar prepared members to end 2015 on a high note and handle the annual attack of the "best" lists with grace and skill. During the hour-long presentation, Becky Spratford, Readers' Advisory expert, provided practical advice on how to use "best" lists to help patrons find their next great read, under the radar "best" books for a wide range of readers, and plenty of readalike options. Registration was free and all PLA personal members will have complimentary access to the archived recording of the webinar. [Read the complete release online](#).

## 200 Public Libraries Are Measuring Their True Impact Through PLA's Project Outcome

(See highlights section)

## PLA Sponsors Emerging Leaders Erin Hollingsworth and Katrina Ortega

PLA is pleased to sponsor Erin Hollingsworth and Katrina Ortega as its representatives for the 2016 ALA Emerging Leaders program. The Emerging Leaders program is a leadership development initiative that enables newer library workers to participate in problem-solving work groups, network with peers, gain an inside look into ALA structure and have an opportunity to serve the profession in a leadership capacity. Hollingsworth and Ortega will each receive \$1,000 to attend the 2016 Midwinter Meeting in Boston, Massachusetts and the 2016 Annual Conference in Orlando, Florida where they will participate in Emerging Leader activities. In addition to their participation at the conferences they will also benefit from networking and online learning activities. The program concludes with a poster session presentation to showcase the results of their project planning work. [Read the complete release online.](#)

## Check out PLA's Debut Show – "FYI: The Public Libraries Podcast"

In Episode 1 of PLA's new podcast, PLA Manager of Publications Kathleen Hughes talks to new library director Douglas Crane of the Palm Beach County (Florida) Library System. Prior to and during his first year of serving as a library director, Crane embarked on a project to interview long-time public library directors to learn more about the job and to try to determine what makes a great library director. [Listen to Episode 1 online.](#)

## Author Sherman Alexie Added to PLA 2016 Conference Lineup

PLA announces the addition of the Children's Author Lunch with Sherman Alexie to the [PLA 2016 Conference](#) scheduled from noon to 1:30 p.m. on Thursday, April 7. Alexie connects readers around the world to the American Indian experience, making them laugh, cry and think through his semi-autobiographical writings. One of *The New Yorker's* 20 top writers for the 21st century, Alexie is, as *Men's Journal* describes, "the world's first fast-talking, wisecracking, mediagenic American-Indian superstar." His upcoming children's book, "Thunderboy Jr.," will be available in May 2016. [Read the complete release online.](#)

## PLA Hosts Video Contest to Win Registration and Travel to PLA 2016

PLA recently held a contest for two library professionals or library students to win their way to the [PLA 2016 Conference](#), April 5-9, in Denver. The contest required participants to submit a 60-second (or less) video telling PLA about themselves, their library and, most importantly, why they want to attend the PLA 2016 Conference and how it will help them to BE EXTRAORDINARY. Two winners received a free registration, four nights hotel and up to \$500 reimbursement for travel to and from the conference. The winners were Jodi Shaw, Brooklyn Public Library, and Max Nunez, New Hanover County Public Library. [Check out the videos on PLA's Facebook page.](#)

## **Reference and User Services Association (RUSA)**

### Book & Media Awards Ceremony and Reception

Join RUSA on Sunday, January 10, 5:00 p.m. – 7:00 p.m., Boston Park Plaza, Grand Ballroom A. For the first time, the [Andrew Carnegie Medals for Excellence in Fiction and Nonfiction](#) will be announced during this Midwinter Meeting event by the selection committee's inaugural chair, Nancy Pearl, reflecting the new calendar for these awards. As always, RUSA will also unveil this year's Notable Books List, Reading List, Listen List and Outstanding Reference Sources selections, the Dartmouth Medal for excellence in reference, the Sophie Brody Medal for Jewish literature, the Zora Neale Hurston Award for achievement in promoting African-American literature and the Louis Shores Award for book reviewing. All Midwinter attendees are welcome, no tickets required. The event is sponsored in part by NoveList.

### Deep Dive Session

RUSA will sponsor a [Deep Dive](#) program at Midwinter: "We are all user experience librarians: Creating change from the trenches," Saturday, January 9, 1:00 p.m.- 4:15 p.m. The program will focus on user testing and understanding your users' experience through a mix of discussion, presentations, and interactive experiences.

### RUSA Speed Mentoring Session

On Saturday, January 9, 3:30 p.m. – 5:30 p.m., Hyatt Regency Boston, Adrienne Salon joins a group of experienced RUSA leaders to engage in a fun, interactive "speed mentoring" session. Similar in format to "speed dating," MLS students, new librarians, and mid-career librarians are invited to participate in this session where they will have the opportunity to gain leadership advice from a number of senior librarians and RUSA leaders.

### RUSA Membership Social

On Saturday, January 9, 5:30 p.m. – 7:00 p.m., Hyatt Regency Boston, Grand Ballroom B, join members of RUSA for an opportunity to eat, drink, network, win door prizes and learn more about the division and its sections. The social is open to past, current and those interested in becoming – members. All attendees are welcome.

### RUSA Emerging Leader

Catherine Damiani has been selected as the [RUSA 2016 Emerging Leader](#). Damiani is currently the Digital Services Librarian at the East Providence Public Library in East Providence, RI.

### RUSA Selects 2016 Spectrum Scholar for Internship

RUSA has selected [Patricia Valdovinos](#), a 2016 Spectrum Scholar seeking her MLIS degree at the University of California, Los Angeles, as an Intern with RUSA. Valdovinos will work for a year and a half with RUSA's vice-president/president-elect, Alesia M. McManus. Valdovinos will

also receive \$3,000 to support travel expenses to attend the American Library Association's (ALA) Midwinter Meeting and Annual Conference.

## **United for Libraries: the Association for Library Trustees & Advocates (UNITED)**

Beth Nawalinski is Deputy Director

Beth Nawalinski, former director of marketing and communications for United for Libraries has been appointed Deputy Director as of September 15, 2015. Beth has been with this organization since 2002, then known as Friends of Libraries U.S.A. During her tenure, Beth conceived of and implemented National Friends of Libraries Week and has worked with United's many corporate sponsors to develop and extend special offers to members. She has developed numerous resources for members, has co-authored 100+ Great Ideas for Libraries and Friends, and has worked with the executive director in membership development and operations management.

Horror Writers of America Is a Gold Level Corporate Sponsor

United for Libraries recently welcomed the Horror Writers of America as a Gold level corporate sponsor. All 1000+ of its member authors will be entered into United's database "Authors for Libraries" which helps libraries find writers in their regions and authors find libraries with which to connect for programming and advocacy. The Authors for Libraries website can be found at [www.authorsforlibraries.org](http://www.authorsforlibraries.org).

Branding United for Libraries

The Board of Directors will be spending its meeting time during the 2016 Midwinter Meeting creating a branding plan for United. With the loss of recognition that came in the merge between Friends of Libraries U.S.A. (FOLUSA) a well-known organization for over 25 years and the Association of Library Trustees and Advocates (ALTA) to create ALTAFF, and with a subsequent change to United for Libraries, the board seeks to follow professional branding advice to raise its profile within ALA and to its external audiences.

## **Young Adult Library Services Association (YALSA)**

Share Your Expertise with others!

YALSA's [Badges for Learning program](#) helps learners earn seven micro-credentials that align with YALSA's [Competencies for Librarians Serving Youth](#). This is free professional development where library workers earn a micro-credential by completing lessons that enable individuals to develop skills they need to successfully work for and with teens. Seasoned library staff are needed to join and participate in the community and help others by vetting learners' projects and giving them a thumbs up or down. This is an easy and virtual way to make a difference for the profession.

Apply by January 1 for [Summer Learning Grants](#)

YALSA is giving away 20 \$1,000 grants to support libraries' summer learning efforts, as well as another 20 \$1,000 grants to support hiring teen interns over the summer.

Get Ready for Teen Tech Week™

[Teen Tech Week™](#) will be celebrated March 6 – 12, 2016 with the theme “Create It at your library.” This event is a great opportunity for libraries to raise awareness with their communities about all the great resources and services they provide teens to help them build the digital skills they need to succeed in school, careers and life.

Upcoming YALSA Activities & Events

- January 1, deadline to apply for [Teen Tech Week™ grants](#),
- January 8, [summer learning workshop](#) at ALA's Midwinter Meeting in Boston,
- January 11, all of YALSA's and ALA's [book and media award winners announced](#),
- January 21, webinar “[Accomplish More by Doing Less](#),”
- February 5, noon to 1pm (Eastern), Twitter Town Hall with YALSA's President via #yalsachat
- February 8 – March 20, e-course “[Reading with a Critical Eye: Evaluating YA Literature](#),”
- February 18, webinar “[Making the Leap from Summer Reading to Summer Learning](#)”
- March 6 – 12, [Teen Tech Week™](#)
- March 17, webinar, “[Partner with your local Museum to Reach more Teens!](#)”

For more events and information, visit [YALSA's wiki calendar](#) or [Google calendar](#)

## ROUNDTABLES

### **Learning Round Table (LEARNRT)**

Pat Carterette Professional Development Grant (LEARNRT)

There is nothing like attending a library conference or workshop to spark new interest, excitement and motivation in a library employee. That's why Pat Carterette, a former staff development specialist, was always in the forefront of encouraging people to sign up, go...learn something new! In her memory and to help further that legacy, the Learning Round Table of the American Library Association is offering the [Pat Carterette Professional Development Grant](#). The grant winner will award up to \$1,000 to attend a continuing education event. Monies can be used to cover registration, travel, lodging or other expenses. How can you win? Simply fill out an [online application](#) before March 1, 2016.

## ALA PUBLISHING

### ALA Editions

#### New Books from ALA Editions and ALA Neal-Schuman

Some of the new professional development books published include [Checklist of Library Building Design Considerations, Sixth Edition](#), by William W. Sannwald (ALA Editions); [Metaliteracy in Practice](#), edited by Trudi E. Jacobson and Thomas P. Mackey; and [Foundations of Library and Information Science, Fourth Edition](#), by Richard E. Rubin, foreword by Joseph Janes (ALA Neal-Schuman). Meet the Author events are planned for the [ALA Store at the 2016 ALA Midwinter Meeting & Exhibits](#). For a full listing of titles including books, online workshops, and eCourses, visit the [ALA Store](#).

### ALA Graphics

#### New Items

[ALA Graphics](#) winter 2015 catalog has been a quite success with the new [Star Wars poster](#) that was nicely tied in with the release of the new Star Wars movie. Just released are two new items ([banner](#) and [cling set](#)) that will be featured in the upcoming spring 2016 catalog and that help promote the Libraries Transform™ initiative.

#### eLearning

A wide selection of new and popular returning eLearning opportunities are available this winter, including new [Using Change Management to Transform Your Library Workshop](#); [20 Subjects in 90 Minutes: Themed Programs for Adults Workshop](#); and popular returning [Basic Reference Skills for Non-Reference Librarians eCourse](#). [www.alastore.ala.org](http://www.alastore.ala.org)

### **American Libraries**

#### January Referenda Roundup

American Libraries magazine's January issue features a Referenda Roundup by ORS Director Kathy Rosa, with some big wins in library funding.

#### BCALA's New e-Literary Award

AmericanLibrariesMagazine.org helped to promote BCALA's new e-literary award in November, and had its highest traffic day ever on November 3.

#### Top Stories Online

Top stories online in the last two months included:

- A story in the November print magazine: The Stereotype
- I Love My Librarian Awards
- Holiday Gift Guide for Librarians, which was also cited by another literary website and their guide.

### American Libraries Social Media Highlights

Twitter is now approaching 45,000 followers, and had 630,500 total impressions from November to mid-December. The highest Facebook reach ever was experienced with the post on the DuSable High School student protest for their librarian: 5200 likes and 1100 shares. This post and the Every Student Succeeds Act (ESSA) posts that week helped to gain more than 300 new followers in five days.

## **Booklist Publications**

### Booklist's New App

Complementing Booklist's [digital edition](#) launched in October, the free Booklist app in the [Apple](#), [Android](#), and [Amazon](#) stores was launched. The app allows subscribers to read current and past issues of Booklist and Book Links on their tablets or smart phones.

### Booklist Digital Edition

The digital edition, included free with all subscriptions, has had tremendous response from readers, with an average reading duration of 14 minutes. One subscriber told us she, "wrote a while ago asking if there was a PDF of the magazine on your site. Now you've gone one step further and provided full-on digital versions! This helps me immensely. Thank you."

[www.booklistonline.com/issues](http://www.booklistonline.com/issues)

### Booklist's Best Books of 2015

Booklist announced its [Editors' Choice and Top of the List](#) picks in six categories (Adult Books, Audio for Adults, Adult Books for Young Adults, Books for Youth, Audio for Youth, and Video) in the [December 15 issue of its Read Alert newsletter](#). The news has been met with great excitement from publishers and authors alike on social media. These lists will also appear in the January issue of Booklist and Book Links, distributed at the Midwinter Meeting in Boston.

[www.booklistonline.com](http://www.booklistonline.com)

## **Digital Reference**

### RDA Toolkit

The RDA Toolkit FY15 subscription revenue came in at budget. As of September 1, 2015, 50% of RDA Toolkit users were international customers. Since the start of FY16, accounts have opened up in Finland, and a trial has started for a consortia in Sweden. It is hoped that many more international groups will be using RDA as their cataloging standard. The RDA Development team will be hosting another linked data event at Midwinter in Boston. This

hackathon, called the "[Thing-athon](#)" involves catalogers, developers, and vendors getting together to explore RDA and its application beyond the MARC environment. The [October release](#) was made available on October 13, 2015. This release includes revisions to the French and German versions of RDA. On December 8, RDA Toolkit published the Finnish language translation of RDA and an update to the Spanish language translation.