Report to Council and Executive Board

September 16, 2015

Keith Michael Fiels
Executive Director

Libraries Transform Campaign to launch on October 29

ALA President Sari Feldman will be launching ALA’s new Libraries Transform public awareness campaign on October 29 in Washington, DC. There, Sari will be visiting and highlighting DC public, academic, school and special libraries, while “street teams” will be sharing the Libraries Transform message on the streets of downtown DC. Other libraries around the country will be doing their own local launches, and all ALA members are invited to participate in the campaign and launch in their libraries. A brief video from Sari has been sent to all ALA members, talking about the campaign and how every library can be part of the campaign and October 29 launch. The video and information is available at www.librariestransform.org. The goal of the campaign is to increase public awareness of the transformation occurring in libraries, the role that libraries play in transforming communities and individual lives, and to increase support for libraries of all types. ALA thanks Library Champion Overdrive for their support of this new campaign, and to all of the Library Champions who are helping to make the campaign possible.

September is Library Card Sign-up Month

As libraries prepared to celebrate Library Card Sign-up Month, ALA President Sari Feldman and other library experts discussed the changing role of libraries, community engagement and the value of a library card. ALA’s Public Awareness Office (PAO) has already secured interviews with NBC News; the Chicago Tribune; and Hubbard Radio Chicago (WTMX The Mix 101.9 FM and WSHE 100.3 FM). PAO also secured broadcast of Library Card Sign-up Month audio Public Service Announcements (PSAs) with WESB News Radio 1490 AM, Bradford, Pennsylvania; KFNN Money Radio 1510 AM & 99.3 FM, Scottsdale, Arizona; WLNA Real Country 1260 & 1420 AM, Hudson Valley, New York; and WCPT 820 AM & 92.5 FM, serving Chicago. These Audio PSAs will reach an audience of more than 200,000 listeners.

Banned Books Week

Banned Books Week will take place September 27 through October 3, 2015, and will focus on the themes of “Diverse Books Need Us” and Young Adult literature, both frequent targets of contemporary challenges. Over half of banned books on record are by authors of color or about topics affecting people of color. OIF staff will be (and has already begun) doing significant outreach to the press and the public about the event. A highlight for the week will be the virtual Banned Books Week Read-Out on YouTube, which will feature readings of banned and challenged works by librarians and authors attending ALA Annual in San Francisco. For the second year in a row, SAGE Publications has graciously sponsored the virtual readout booth and the video recordings.
Teen Read Week™ 2015

Visit www.ala.org/teenread for all the planning resources you need to help you celebrate Teen Read Week™ (TRW) this October 18 - 24. This year’s theme is “Get Away @ your library” and gives libraries the opportunity to encourage teens to get away from the day-to-day grind of school, jobs and family by escaping into a great book, graphic novel, magazine, etc.

News from the Center for the Future of Libraries

The Center for the Future of Libraries continues to promote trends thinking through its growing trends collection, including new write-ups of Haptic Technology, Badging, and more. Recent outreach has included a presentation at the Public Libraries and STEM Conference, webinars for the Tennessee Library Association and New York’s South Central Regional Library Council, and partner conversations with Arizona State University’s Center for Science and the Imagination, the Aspen Institute’s Leadership Roundtable on Library Innovation, and Democracy Fund. Upcoming events include the Minnesota Library Association’s Annual Conference (October 8) and the Illinois Academic, Public, School, and Special Libraries Conference (October 21).

Over 3,500 Friends and Trustee groups become ALA members

For the past several years United for Libraries and ALA have piloted a membership development initiative in which all friends and trustee groups within a state can become statewide group members and have access to United for Libraries and ALA training and support programs under a blanket agreement with the state library agency.

Based on the success of this program, on September 1, 2015, these group members became become official ALA/United for Library group members as part of the organizational member category. These represent more than 3,500 new organizational members. Five states are now participating in the ALA/United for Libraries statewide membership program: Kansas, Michigan, Nebraska, North Dakota and Texas.

Historic “School Library” Legislation Passed by Senate

After years of grassroots and Washington Office effort, school libraries have been explicitly recognized in legislation for expressly authorized uses of certain federal funds under the Elementary and Secondary Education Act (ESEA). The breakthrough came in mid-July with the full Senate’s approval, by the rare vote of 98-0, for an amendment to S. 1177, the Every Child Achieves Act (a bill to reauthorize ESEA) and S. 1177’s passage in the Senate. Senators Jack Reed (D-RI) and Thad Cochran (R-MS) authored the crucial amendment. (A complete list of school library provisions in S.1177 can be found here.) S. 1177 must now be reconciled with H.R. 5, the House’s quite different Student Success Act, which contains no similar “school library” provisions. Need for extensive further grassroots efforts are anticipated during the coming Senate/House negotiation and as the chambers’ joint legislation returns to the House and Senate floors.
ALA Releases National Policy Agenda for Libraries

On the eve of the Annual Conference, ALA released a National Policy Agenda for Libraries, developed in coordination with other major library organizations, as the latest activity from the Policy Revolution! initiative. “Too often, decision makers do not yet understand the extent to which libraries can be catalysts for opportunity and progress,” said 2014-2015 ALA President Courtney Young in a press release. “As a result, investments in libraries and librarians lag our potential to contribute to the missions of the federal government and other national institutions. We must take concerted action to advance shared policy goals.”

Free Advocacy Training Curriculum Now Available for Public Libraries

PLA’s advocacy training curriculum Turning the Page: Supporting Libraries, Strengthening Communities is now available. This training curriculum is an updated version of Turning the Page that was developed with input from PLA and other grantees of the Bill and Melinda Gates Foundation’s Global Libraries initiative. The package includes an Advocacy Training Implementation Guide and a set of 15 training sessions that each includes a trainer script, PowerPoint presentation, and handouts. An Advocacy Action Plan Workbook accompanies the training so participants can develop an advocacy plan for their libraries in real-time. All are welcome to download and use Turning the Page: Supporting Libraries, Strengthening Communities; the curriculum and other resources are free to use and share. For libraries interested in a more formal training experience, several PLA-trained Turning the Page facilitators are available to help implement the content. Read the complete release.

PLA Project Outcome launched at ALA Annual Conference

Library leaders from PLA’s Performance Measurement Task Force launched Project Outcome during a preconference session at the 2015 ALA Annual Conference in San Francisco by describing their experience in pilot-testing seven core performance measures. Attendees learned how to deploy outcome measures in their libraries, collect and use resulting data, and leverage the project support network to ensure successful adoption. The preconference was so successful that it sold out in April, more than two months prior to the Annual Conference.

FINRA Investor Education Foundation Grants ALA $1.6 Million for Financial Literacy Programming, Research

The Financial Industry Regulatory Authority (FINRA) Investor Education Foundation has given ALA more than $1.6 million to support financial literacy education in U.S. public libraries. The funding will support the development of a traveling exhibition on personal finance topics, which will tour over a two-year period to public libraries nationwide. (The Public Programs Office will issue a request for proposals for libraries interested in hosting the traveling exhibition in November.) The FINRA Foundation support will also fund a research study of financial literacy resources and services available in U.S. public libraries. The project will bring together several ALA offices and divisions, including the Public Programs Office (PPO), Development Office, the Public Library Association (PLA) and Office for Research and Statistics (ORS).
**Digital Content in Public Libraries: What Do Patrons Think?**

Kathy Rosa (Office for Research and Statistics - ORS), Carrie Russell (Office for Information Technology Policy - OITP), and Nadine Vasallo (Book Industry Study Group - BISG) presented early results of the study, *Digital Content in Public Libraries: What Do Patrons Think?*, at the 2015 ALA Annual Conference. The study report will be available in late September, 2015.

**PIO Becomes PAO**

The Public Information Office (PIO) has changed its name to the Public Awareness Office (PAO). This change has been made to better align the office with the new ALA strategic plan and strategic directions approved by Council at Annual Conference, and to reflect the office’s role in supporting a public awareness campaign that supports ALA advocacy goals and speaks loudly and clearly about the value of libraries, library professionals and the services they provide. A search is currently underway for a new Director for the Office, who will lead the campaign going forward.

**AASL Launches Survey to Inform New Learning Standards and Program Guidelines**

In preparation for the upcoming review and revision of its learning standards and program guidelines, the AASL has launched an online survey to assess attitudes and perceptions about the current AASL standards and guidelines documents. The survey will remain open until September 18, 2015.

**Curiosity Creates**

ALSC has received an $800,000 donation from Disney to support libraries in promoting exploration and discovery for children ages 6 to 14. 77 public and tribal libraries will be awarded mini-grants of up to $7,500 each to support libraries that are already implementing innovative maker-spaces as well as those that would like to use the funding to spark new programs. The *Curiosity Creates* grant application deadline is September 25, and awards will be announced on October 1, 2015. Through the grant and a culminating report of best practices, ALSC is thrilled to announce this opportunity to further support the informal learning that takes place in libraries across the nation.

**Booklist Webinars**

Booklist webinars closed out the fiscal year, which ended August 31, with a bang, offering six programs in three weeks. In FY15, Booklist hosted 45 free webinars, which resulted in 53,000+ registrations.
International Relations Office
 (IRO)

ALA Leads at IFLA Congress in Cape Town South Africa

Over 3,000 delegates from 120 countries attended the recent IFLA Congress held in Cape Town, South Africa, August 15-21. ALA President Sari Feldman and Past-President Courtney Young led a delegation of 275 U.S. library professionals. President Feldman represented ALA at numerous high level meetings and discussed ALA accreditation as a panelist at the “Quality assurance of library and information science” program. Executive Director Keith Michael Fiels hosted the U.S. Caucus meeting and made presentations on the new ALA Libraries Transform public awareness campaign and the PolicyRevolution! initiative. Both President Feldman and Past-President Young were able to interact with ALA members and non-members from around the world at the always popular ALA stand with its attractive Graphics posters. ALA member Donna Scheeder was inaugurated as the new IFLA President on August 21, and will serve a two-year term. ALA Executive Board Member Loida Garcia-Febo was re-elected to another two-year term on the IFLA Governing Board. For more on the activities in Cape Town see the posts from American Libraries

ALA and IFLA 2016 in Columbus

The International Relations Office will be coordinating the large fellowship effort of the IFLA 2016 National Organizing Committee that will assist the participation of library professionals from around the world at the Congress in Columbus, August 13-19, 2016. Jim Neal has been leading the fund-raising effort, which has raised $375,000, including a recently announced $50,000 grant from IMLS to provide support for U.S. library professionals from diverse backgrounds to experience an IFLA Congress. More information on travel grants will be available in early October.

Office for Government Relations
 (OGR)

ALA Grassroots Mobilized Successfully to Stop Dangerous “Cybersecurity” Legislation

In early August, proponents of S. 754, the privacy-hostile Cybersecurity Information Sharing Act (CISA), strenuously attempted to bring the bill to the Senate floor just prior to Congress’ summer recess. ALA actively promoted and participated in a massive, multi-organization grassroots lobbying effort that produced more than 6 million total communications to every Senate office, successfully stopping action on the bill. Now that Congress has returned from its summer recess, ALA’s direct and joint grassroots efforts in opposition to CISA have resumed.
FASTR, Bill to Assure Access to Publicly Funded Research, Clears Key Senate Committee

After many years of effort by ALA members and the open access community, the Fair Access to Science and Technology Research Act of 2015 (FASTR) was approved unanimously by voice vote of the Senate Committee on Homeland Security and Governmental Affairs in late July. With the strong backing of Committee Chair Ron Johnson and the Senate’s second-ranking Republican, John Cornyn (the bill’s lead sponsor), S. 779 is expected to come before the full Senate before year’s end and potentially as early as September.

Historic “School Library” Legislation Passed by Senate

(See highlights section)

Stalled Federal Appropriations Process a “Mixed Bag” for Libraries

Despite proposed cuts in many other similar programs, federal appropriations bills pending in both chambers of Congress (and the President’s budget) would provide FY 2016 funding for the Library Services and Technology Act (LSTA) at last year’s level. In addition, the Senate would similarly treat FY 2016 funding for Innovative Approaches to Literacy (IAL). Neither the President’s budget nor the House’s bill provide funding for IAL. Both House and Senate funding bills, however, also include an attack on the ALA-supported net neutrality rules by eliminating funding for the FCC to implement the new rules. The fate of all appropriations bills are uncertain at this writing as Congress and the White House seek a path forward that will avoid a government shutdown October 1, and fund both national and ALA priorities.

Office for Information Technology Policy (OITP)

ALA Releases National Policy Agenda for Libraries

(See highlights section)

ConnectHome Courtesy of the U.S. Department of Housing and Urban Development

After months of planning and coordinating, the U.S. Department of Housing and Urban Development (HUD) and the White House launched the ConnectHome initiative, with ALA as a named national partner. This initiative seeks to extend broadband access to public housing through 27 pilot cities; libraries provide digital literacy training and access to the varied user services on the internet. Susan McVey, State Librarian of Oklahoma (and member of the Policy Revolution! advisory committee) represented ALA at the national launch in Durant, Oklahoma.

Lifeline Comments

ALA submitted comments on the Lifeline program proceeding to the Federal Communications Commission (FCC). ALA supported the FCC’s proposal to extend the program to provide subsidies for broadband communications for low-income people, not just for phone service, and emphasized how libraries help people make use of technology. ALA recommended that libraries
should be eligible for Lifeline funds for WiFi hotspot lending programs when patrons are eligible for the Lifeline program.

Oakley Scholarship awarded

ALA awarded Kathleen DeLaurenti the 2015 Robert L. Oakley Memorial Scholarship, which supports research and advanced study for librarians in their early-to-mid-careers who are interested and active in public policy, copyright, licensing, and open access. DeLaurenti serves as the arts librarian at the College of William & Mary.

OITP Special Reports

The special reports in the just-released 2015 Library and Book Trade Almanac (Bowker Annual) focus on the future of libraries (school, public, & academic) and include a number of ALA-affiliated authors such as Barbara Stripling, Chris Harris, Robert Wolven, Jamie LaRue, Miguel Figueroa, and Larra Clark. Alan Inouye served as consulting editor.

Office for Intellectual Freedom
(OIF)

Online Education Initiative on Intellectual Freedom and Privacy Webinars

The Office for Intellectual Freedom hosted two webinars this month, part of its revamped online education initiative on intellectual freedom and privacy. The first, "Angry and Scared: Embracing the Concerned Parent," was presented on August 19. It featured librarians Jamie LaRue and Pat Scales discussing how to handle difficult conversations with parents who are concerned and upset about library materials and are trying to protect their children. The second, "Before the Mud Flies: Conversations for Banned Books Week," presented on September 1, offered librarians tips on working with and preparing colleagues for Banned Books Week. Millie Davis, Director for the National Council of Teachers of English (NCTE) Intellectual Freedom Center, and Kristin Pekoll, OIF's Assistant Director, led the discussion.


Banned Books Week

(See highlights section)
Office for Research and Statistics
(ORS)

Digital Content in Public Libraries: What Do Patrons Think?
(See highlights section)

Financial Literacy Collections and Programs in Public Libraries

ORS has contracted with FINRA to complete research about financial literacy collections and programs in public libraries. The contract is part of the Smart investing @ your library, Round VII-VIII, Exhibit, Research Project. The project will run from September, 2016, through September, 2017.

Public Awareness Office (formerly called the Public Information Office, PIO)
(PAO)

PIO Becomes PAO
(See highlights section)

ALA Annual Conference

The Public Awareness Office (PAO) worked closely with ALA leadership, divisions and offices to secure media coverage of the 2015 ALA Annual Conference. Nearly 90 press members attended and represented top-tier media outlets, including Time magazine, CNN.com, Associated Press Broadcast, Forbes Media, San Francisco ABC Affiliate KGO, the Epoch Times and a variety of library trade press. PAO secured more than 890 mentions/articles, resulting in a circulation rate of more than 863 million. Press groups were interested in securing sources to discuss the transforming role of libraries, community engagement, advocacy, ebooks, privacy and other conference issues. Publicity efforts achieved multiple placements within national and local San Francisco publications such as Publisher’s Weekly, The Washington Post, and The Bay Area Reporter. The articles highlighted the changing role of libraries and how librarians and libraries are becoming change agents within the communities that they serve. Interviews with ALA leadership took place with media outlets prior to the Annual Conference. For example, ALA Past President Courtney Young participated in an interview with the San Francisco Chronicle focusing on how libraries are transforming in the digital age to continue to meet the needs of their patrons; and GLBTRT Chair Peter Coyl spoke with the The Bay Area Reporter regarding GLBT Book Month activities and conference events.

Carnegie Medal Announcement

During the ALA Annual Conference, the winners of the Andrew Carnegie Medals for Excellence in Fiction and Nonfiction were announced. PAO was able to secure placement of the award announcement with the Associated Press. The AP story was picked up by U.S. News & World Report, ABC News, The New York Times, Salon, Miami Herald and thousands of others media outlets. Within the first 24 hours of the announcement, a Google search captured more than
25,300 results for the AP story. Media outlets also ran their own bylined stories about the award announcement including the Los Angeles Times and the Idaho Statesman.

Libraries Transform

PAO continues work with the Public Programs Office (PPO) to promote its Community Engagement initiative and highlighted the changing role of libraries with Entertainment Weekly (EW) Radio. EW Radio aired an hour long segment which included Ferguson Public Library Director Scott Bonner, Enoch Pratt Free Library Director Carla Hayden and Hartford (Connecticut) Public Library Director Matthew Poland for a program regarding the changing role of libraries. Additional PPO coverage was achieved with NBC News.com regarding its Latino Americans: 500 Years of History initiative which featured ALA President Sari Feldman.

September is Library Card Sign-up Month

(See highlights section)

New Librarian of Congress

PAO worked with ALA leadership to respond to media queries regarding the next Librarian of Congress. ALA Past President Courtney Young participated in an interview with the New York Times, and Publishers Weekly. ALA President Sari Feldman also participated in interviews and spoke with the Los Angeles Times.

Noteworthy placements

Reuters interviewed Booklist’s Donna Seaman regarding Harper Lee’s “Go Set a Watchman.” Thomson Reuters news and insights reach 1,000,000,000 people every day. TIME magazine interviewed ALSC President Andrew Medlar regarding tips on how to encourage youth summer reading. Time magazine has a circulation rate of more than 2.3 million.

Future Publicity Efforts

PAO is currently working on publicity efforts to support Banned Books Week, September 27 – October 3; the Libraries Transform Launch, October 29; and the AASL National Conference, November 5 – 8.

Public Programs Office (PPO)

Applications to be Accepted for ‘Native Voices’ Traveling Exhibition

PPO, in partnership with the U.S. National Library of Medicine (NLM), will soon invite applications for 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. Up to 104 selected sites will receive the traveling exhibition for a six-week loan period; a $250 programming grant; and training,
support materials and a publicity kit. The opportunity is open to public libraries, academic libraries, tribal libraries, tribal college libraries and special libraries; libraries serving Native populations are especially encouraged to apply. The opportunity was announced on September 9, and applications must be received by November 6.

**Deadline Approaching for Great Stories Club program, Explore Traveling Exhibitions**

Applications are being accepted until September 15 for the *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. Funded by the National Endowment for the Humanities (NEH), the *Great Stories Club* will introduce more than 8,000 young adults to accessible and thought-provoking literature selected by humanities scholars to resonate with reluctant readers struggling with complex issues like incarceration, violence and poverty. The awards are available to libraries of all types that are located within, or working in partnership with, organizations that serve at-risk young adults. The theme for this round – the first of three such offerings – is “Hack the Feed: Media, Resistance, Revolution.”

**Deadline Approaching for Explore Traveling Exhibitions**

Public Libraries are invited by apply by September 18 to host one of three STEM traveling exhibitions: *Explore Earth: Our Changing Planet*; *Explore Tech: Engineers Make a World of Difference*; and *Explore Space: Our Solar System and Beyond*. These exhibits require only 200 square feet of space, making them ideal for smaller spaces. (PPO offered a similar trio of exhibitions — *Discover Earth, Discover Tech, and Discover Space* — earlier this year; they cover similar subject matter but are larger in size.) The exhibitions are offered in collaboration with the Space Science Institute’s *National Center for Interactive Learning*, the Lunar and Planetary Institute and the Afterschool Alliance. The *Explore opportunities* are open to public libraries, and the application deadline is September 18.

**ALA Participates in Public Libraries & STEM Conference**

ALA was a partner in the *Public Libraries & STEM: A National Conference on Current Trends and Future Directions*, which was held August 20-22 in Denver. The conference brought library and STEM professionals and funders together to build productive relationships and explore practices in designing effective programs. It was organized by the Space Science Institute’s *National Center for Interactive Learning* in partnership with the Lunar and Planetary Institute and with support from the National Science Foundation. Miguel Figueroa, Director of ALA’s Center for the Future of Libraries, was one of the conference speakers.
American Association of School Librarians (AASL)

AASL Launches Survey to Inform New Learning Standards and Program Guidelines

(See highlights section)

AASL and Dollar General Literacy Foundation Award Two $50,000 Beyond Words Disaster Relief Grants

Old Dock Elementary School in Whiteville, North Carolina, and James Monroe Elementary in Edison, New Jersey, are the recipients of the 2015 catastrophic disaster relief grants offered as a part of the AASL Beyond Words Grant funded by the Dollar General Literacy Foundation. Since 2012, two catastrophic grants are awarded yearly to schools that suffered a 90 percent or greater loss to the school library program due to a natural disaster, fire or an act recognized by the federal government as terrorism.

Free School Library Advocacy Packs Now Available Through the ALA Online Store

School library advocacy packs containing tools to spread the word about the many ways school librarians are transforming teaching and learning are now freely available through the ALA online store. Generously sponsored by Bound to Stay Bound Books (BTSB), these specially created packs are available while supplies last. Valued at $29.99, school library advocates pay only for shipping.

Applications Open for 2016 AASL Awards Program

Applications for the AASL 2016 awards season are now available using AASL’s online awards application. AASL members are encouraged to nominate a colleague or themselves to be lauded for their outstanding talent and dedication to the profession as part of this prestigious program. AASL awards and grants recognize excellence and showcase best practices in the school library field in categories that include collaboration, leadership and innovation.

Public Relations for School Libraries Made Easy

AASL has released a new member-created resource to help school librarians promote the ways their programs transform teaching and learning. Available on the AASL website or as a PDF download, the tool offers strategies, practical tips and key messages school librarians can implement immediately.
AASL Announces 2015 Best Apps and Best Websites for Teaching & Learning

AASL announced its 2015 list of Best Apps for Teaching & Learning and Best Websites for Teaching & Learning at ALA Annual Conference in San Francisco. The lists of 25 tools provide technology resources for school librarians and their teacher collaborators.

Heidi Hayes Jacobs and Eszter Hargittai to Speak at AASL National Conference

Heidi Hayes Jacobs, an internationally recognized expert in the fields of curriculum and instruction, will speak during the opening general session on the evolving educational environment. Eszter Hargittai, a Delaney Family professor in the communication studies department at Northwestern University, will share her research on the social implications of digital media during the closing general session.

Performance-Based Evaluations/ELL Research Projects Studied in School Library Research

Two new research articles are now available in AASL’s peer-reviewed online journal, School Library Research. The articles cover the topics of performance-based evaluations and the factors that impact the way English language learners’ (ELL) complete research.

Association of College and Research Libraries (ACRL)

ACRL Joins Call on White House to Open Up Access to Federally Funded Educational Resources

ACRL joined a broad coalition of more than 90 education, library, technology, public interest, and legal organizations in a letter calling on the White House to take administrative action to ensure federally funded educational materials are made available as Open Educational Resources (OER) that are free to use, share, and improve. The call comes in response to the White House Office of Science and Technology Policy’s request for ideas to strengthen the U.S. Open Government National Action Plan. The executive action envisioned by the coalition would build upon the Administration’s strong leadership in advancing public access to publicly funded resources with a strong Executive Branch-wide policy for the open licensing of educational, training, and instructional materials created with federal funds. More details are available on the ACRL Insider blog.

Difficult Decisions: Closing and Merging Academic Libraries

ACRL published Difficult Decisions: Closing and Merging Academic Libraries, edited by Sara Holder and Amber Butler Lannon, in mid-August. In response to factors such as the decline in circulation of print materials, cuts to library budgets, decreasing demand for in-person reference service, and the implementation of new service models as well as the increasing interdisciplinary nature of academic research—research libraries across North America are merging and consolidating library branches. Difficult Decisions explores library consolidation
through commentary, research, and case studies written by librarians with experience navigating these events. Individual chapters address either the entire process of a consolidation or closure, multiple aspects of one or more experiences, or one aspect that is particularly important such as communicating with faculty or using data to make decisions about collections. Difficult Decisions: Closing and Merging Academic Libraries 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.

Classroom Assessment Techniques for Librarians

ACRL released Classroom Assessment Techniques for Librarians in late July. Authored by Cassandra Kvenild and Melissa Bowles-Terry, Classroom Assessment Techniques for Librarians provides the tools librarians need to quickly and meaningfully assess student knowledge in the classroom. Kvenild and Bowles-Terry share 24 tried and true assessment tools, along with library-specific examples, to help librarians assess students’ ability to recall, analyze, and apply new knowledge. The assessment tools in Classroom Assessment Techniques for Librarians actively engage students by asking them to think, write, and reflect. Librarians can use results of these assessments as a starting point to define and measure information literacy learning outcomes as well as to improve their teaching skills and instructional design. Classroom Assessment Techniques for Librarians 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.

Navigating the Future with Scenario Planning: A Guidebook for Librarians

ACRL published Navigating the Future with Scenario Planning: A Guidebook for Librarians in early July. Edited by noted scenario planning expert Joan Giesecke with Jon Cawthorne and Debra Pearson, Navigating the Future with Scenario Planning, also featuring contributions from Tyler Walters, introduces and describes the use of scenario planning in libraries. This guidebook explains the uses of and processes for conducting scenario planning as both a futuring technique and as a planning tool. Combining practical step by step chapters with chapters on research using scenarios, Navigating the Future with Scenario Planning explains how libraries can use scenario planning tools to develop strategic agendas to help libraries to survive and thrive in turbulent times. Navigating the Future with Scenario Planning: A Guidebook for Librarians 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 Goes Mobile With New Tablet App

Choice has announced the release of the new Choice tablet app, which makes Choice magazine available for the iPad and Android tablets. Current Choice or Choice Reviews Online subscribers can access the Choice app for free by downloading it from the App Store and Google Play.
Keeping Up With… The EdTech Surge

The latest edition of Keeping Up With…, ACRL’s online current awareness publication featuring concise briefs on trends in academic librarianship and higher education, is now available. This month’s issue features a discussion of The EdTech Surge by Steven Bell. ACRL is currently accepting topic suggestions for future editions of Keeping Up With… . Visit the Keeping Up With…website for more information.

Teaching Information Literacy Threshold Concepts Webinar Archive

The video archive of the ACRL Presents webinar “Teaching Information Literacy Threshold Concepts: Lesson Plans for Librarians” held on July 29 is now freely available. The webinar featured a conversation with Gayle Schaub and Hazel McClure, two of the editors of the ACRL publication Teaching Information Literacy Threshold Concepts discussing how their early exploration of threshold concepts led to this collection of lesson plans from librarians around the country.

ACRL Presents Webcast - Academic Freedom in the Digital Age

In 1915, the American Association of University Professors issued its first statement on academic freedom. One hundred years later, how do these principles apply in the digital age? With social media firmly entrenched as a communication tool, faculty have many platforms for expression, and recent cases highlight the challenges of extending the traditional protections of academic freedom to the digital world. Join the ACRL Professional Values Committee for an informative, free ACRL Presents webcast Academic Freedom in the Digital Age on September 30. A panel featuring Hans-Joerg Tiede of the American Association of University Professors along with ACRL committee members will discuss the current state of academic freedom, with special attention to social media and electronic communications, and ACRL’s newly adopted Statement on Academic Freedom.

Fall ACRL-Choice Webinars

ACRL-Choice webinars connect academic and research librarians with content and service providers, publishers, authors, and other experts. Since the launch of the program in 2013, thousands of participants have attended these free interactive webinars, with topics ranging from using social media to build library communities and the latest reference databases to open access. The ACRL-Choice webinar series is an ongoing program, offering approximately thirty presentations each academic year. This late summer/early fall, ACRL-Choice webinars will present a cornucopia of subjects including library technology, data mining, research design, patron-driven acquisition (PDA), open access, and more.

e-Learning Update

ACRL’s e-Learning program offered four live webcasts during this report period. 72 individuals and 20 groups participated in the e-Learning events focusing on open educational resources (OER), high impact educational practices, and reshaping collections. Upcoming online seminars and webcast topics include critical library pedagogy, assessment of student learning, and collection development.
ALCTS Offers New Title on Library and Information Standards

ALCTS has published a new book edited by Todd A. Carpenter, the Executive Director of the National Information Standards Organization (NISO). *The Critical Component: Standards in the Information Exchange Environment* explores the process of developing information standards, the value of standards for libraries, publishing and the intermediaries that serve both communities. The book includes chapters on: the overall need for standards in content distribution; the formality of standards; the process and players involved in standards development; the description of information objects, digital preservation, identifiers, marketing standards, getting involved in the process as well as the future needs for information standards. Following each chapter is a case study describing real-world implications of these themes. This title is the first in the new ALCTS Monographs series. The book is published by ALCTS Publishing and is available in both print and electronic-book format in the ALA Store.

ALCTS E-Forum Focuses on Strategic Plan

The ALCTS Board of Directors approved a three-year strategic plan at the 2015 ALA Annual Conference in San Francisco. On September 1 and 2, the ALCTS Executive Committee will host an e-Forum discussion with members about the new plan. The 2015 plan, similar in design to its 2011 predecessor, is not meant to encompass the whole of ALCTS activities, but rather those areas where increased focus is needed. This e-Forum will allow attendees to ask questions about the plan, make suggestions for achieving its objectives, and offer ideas for additional areas where strategic focus should be placed.

ALCTS Fall Continuing Education Calendar

[ALCTS fall continuing education offerings](#) are available for registration. They cover a variety of topics from RDA and copy cataloging to technical services fundamentals to collections and discovery. As always, LIS students and faculty who wish to use the webinar in their classroom can register for free.

ALCTS Partners with Charleston Conference on Data Curation Event

An ALCTS preconference to the Charleston Conference focuses on “An Introduction to Library Research Data Management Services.” The preconference takes place on Tuesday, November 3, 2015, from 9:00 a.m. to 12:00 p.m. Data are a core research output. Scientific and scholarly communities, research funders, universities, and policy makers are recognizing the importance of and addressing challenges related to organizing, describing, sharing, and preserving borne digital data. Increasingly, academic libraries and librarians are contributing to efforts to address these challenges. This panel workshop will offer attendees a thoughtful, interactive, and actionable introduction to building and delivering research data management 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.

Programming Review Task Force Submits Final Report

After a year of deliberation, the ALCTS Programming Review Task Force submitted its final report to the ALCTS Board of Directors this past Annual Conference. The report's recommendations were discussed at the ALCTS Board meeting in San Francisco. The charge of the group was to examine ALCTS programming, broadly conceived, and make recommendations for strategic directions, structural and procedural improvements, and new approaches. A Programming Coordinating Group was formed to help implement the recommendations of the Task Force.

Association for Library Service to Children (ALSC)

Building STEAM with Día Toolkit

ALSC has launched its free downloadable Building STEAM with Día Toolkit. The toolkit provides a research-based overview of the importance of intentionally planning for the inclusion of diverse content and community partners in programming centered on science, technology, engineering, arts and math. The toolkit also includes sample turnkey programs from recipients of ALSC’s Everyone Reads @ your library grant, made possible by the Dollar General Literacy Foundation. Amy Koester, chair of the Public Awareness Committee, and contributor to the toolkit, shared the toolkit during a poster session at the Lunar and Planetary Institute’s Libraries and STEM conference.

Curiosity Creates

(See highlights section)

Babies Need Words Every Day

Eight Babies Need Words Every Day posters, in English and Spanish versions, and the accompanying book list are all available for free download. These shareable resources were designed to help bridge the 30 Million Word Gap by providing parents with proven ways to build their children’s literacy skills. Reach Out and Read has incorporated the materials into their newly launched Prescription for Success Toolkit, as additional resources to help libraries and museums collaborate to serve young children. An ad placement will appear in the November edition of National Association for the Education of Young Children’s journal, which has a reach of 90,000 members in the early childhood field.

ALSC Professional Award Applications

ALSC is now taking applications and nominations for the Professional Awards and Grants. Each year ALSC gives away over $100k in awards, grants, and scholarships to its members. Applications and nominations are open for The Penguin Young Readers Group Award, ALSC
Distinguished Service Award, The Maureen Hayes Author/Illustrator Award, ALSC Baker & Taylor Summer Reading Grant, and the Louise Seaman Bechtel Fellowship.

May Hill Arbuthnot Honor Lecture Location

The Santa Barbara Public Library System (SBPLS) has been named the host site for the 2016 Arbuthnot Lecture. SBPLS will collaborate with the Santa Barbara City College, a U.S. Department of Education Hispanic-Service Institution, and the University of California at Santa Barbara, which includes the Gervitz Graduate School of Education and the Center for Chicano Studies to plan the lecture. Pioneering author and literacy advocate Pat Mora, who has written more than three dozen books for young people representing the Mexican-American experience, will deliver the lecture. Information about registration for this free event will be available in January 2016.

Great Websites for Kids

In 2015 to date, ALSC has added 11 sites to Great Websites for Kids, its online resource containing hundreds of links to exceptional websites for children. Sites are reviewed and chosen for inclusion by ALSC’s Great Websites for Kids Committee.

- Ask a Biologist - http://askabiologist.asu.edu/
- Bug Guide - http://bugguide.net/node/view/15740
- Center for Game Science, University of Washington - http://centerforgamescience.org/games/
- CSI: Web Adventures - http://forensics.rice.edu/
- I Was Wondering - http://iwaswondering.org/
- Middle Shelf - http://issuu.com/middleself/docs/
- San Diego Zoo Kids - http://kids.sandiegozoo.org/
- Smart Girls - http://amysmartgirls.com
- Smithsonian Tween Tribune - http://tweentribune.com/
- Wonderville - http://www.wonderville.ca/

Children and Libraries Receives Apex Award

This summer, ALSC’s quarterly journal, Children and Libraries, received a 2015 Apex Award of Excellence in journal writing. The issue recognized, Summer 2014, included a balance of peer-reviewed and best practice articles covering library education in the 21st century, cultural competence development, and a study of early literacy skills in storytime, among other topics, along with regular columns on everyday advocacy, children and technology, research and development, and Every Child Ready to Read.

ALSC National Institute

The ALSC National Institute with the theme of “Believe. Build. Become.” was held September 15 – 17, 2016 in Charlotte, North Carolina. The Institute featured quality educational programming and inspirational speakers. A number of award-winning authors and illustrators were present at the Institute and a special reception, held at ImaginOn, was a highlight event.
Fall Online Education Courses

ALSC is pleased to announce that three courses are available for the Fall season. Fall Online Courses began on September 14, 2015 and included the newest course, The Newbery Medal: Past, Present and Future. This course is part of an awards-based series taught by KT Horning that will also include The Sibert Medal: Evaluating Books of Information (offered in Winter 2016) and The Caldecott Medal: Understanding Distinguished Art in Picture Books (offered in Spring 2016). Other fall courses include Storytelling with Puppets and It’s Mutual: School and Public Library Collaboration.

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

Applications for the Bill Morris Seminar: Book Evaluation Training have been submitted and an advisory group consisting of ALSC member leaders who have previously served and/or chaired evaluation committees have begun their review of the applications and letters of nomination to select the attendees. The seminar will take place at the 2016 ALA Midwinter Meeting in Boston. More information about this exciting event is available on the ALSC website.

Association of Specialized and Cooperative Library Agencies (ASCLA)

Scotland Trip

The ASCLA trip to Scotland in October 2015 is sold out. Stay tuned for the next trip in 2016. If you have a suggestion or recommendation for a place/city/country to visit, please send it to shornung@ala.org.

ASCLA Seeks Online Learning Proposals

ASCLA is currently seeking online learning proposals for webinars and online classes. Suggested topics range from ADA updates for libraries and future trends in library services, to law librarianship for correctional librarians and how to hire a library consultant.
Library Leadership and Management Association
(LLAMA)

Two Speakers in the LLAMA Thought Leaders Series

On August 20 LLAMA presented Pilar Martinez, Chief Executive Officer of the Edmonton Public Library, discussing a wide range of topics, including strategic leadership and management. The series continued on September 16, with Jason Griffey, discussing his experience as a successful and innovative leader in library technology. The free webinars are part of an ongoing series featuring thought leaders from a wide variety of library types and size.

Public Library Association
(PLA)

Free Advocacy Training Curriculum Now Available for Public Libraries

(See highlights section)

Cooper, Huffington, and Notaro to Speak at PLA 2016 Conference

PLA is excited to announce the addition of Anderson Cooper and Tig Notaro as speakers at the PLA 2016 Conference Opening and Closing sessions, respectively. Also joining the all-star lineup is Arianna Huffington who will speak during the Author Lunch series. Advanced and Early Bird registration opened September 15, 2015. Learn more about PLA 2016 Conference.

PLA Hosts Successful Member Breakfast at 2015 ALA Annual Conference

For the first time, PLA hosted an exclusive PLA members-only breakfast during the 2015 ALA Annual Conference in San Francisco. The complimentary event included recognition of the 15 individuals and libraries that received PLA awards this year. Additionally, PLA presented a special recognition to the Ferguson (MO) Public Library and its director Scott Bonner for the response to recent events of civil unrest and school closures in their community. The event also featured a special appearance by Al Roker, host and weatherman of NBC’s Today Show. Due to the event’s great success, PLA will continue to host a breakfast for its members at future ALA Annual Conferences.

PLA Project Outcome launched at ALA Annual Conference

(See highlights section)

PLOnline Included in Internet Scout

In July, PLOnline (Public Libraries magazine’s online companion site) was chosen for inclusion in Internet Scout. The weekly Scout reports are read by tens of thousands of subscribers (and passed around to thousands more) and seek to separate the proverbial wheat from the chaff when it comes to the innumerable resources available on the Web. They have found PLOnline
to be a “resource of great quality and merit, and one that will be useful to our subscribers.”
Read the complete review online.

Reference and User Services Association (RUSA)

RUSA Seeks Online Learning Proposals

RUSA is currently seeking online learning proposals for webinars and online classes. Suggested topics range from Copyright in the digital age to Reference fundamentals.

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

New Gold Corporate Sponsor

United for Libraries is excited to welcome the Horror Writers of America as new Gold Corporate Sponsors. Their writers will be featured on the Authors for Libraries website. This website allows librarians and writers to connect for programs and to request advocacy materials (letters to the editor, phone calls, emails, etc.) from local writers when the library’s budget is in trouble. With this group in hand, pitches will be made to other genre based writers groups such as Romance Writers of American and Mystery writers of America.

Group Sales of Webcasts

United for Libraries continues to receive significant interest in group sales of webcasts that are designed to assist trustees and the librarians who work with them to create highly functional relationships. Most recently, Reach Across Illinois Library Systems (RAILS), purchased “Short Takes for Trustees” for every member library in their system.

Corporate Sponsorships, a Number One Priority

President Ed McBride (SAGE Publications) has made increasing corporate sponsorships as his number one priority during his presidential year. Corporate donations for United have been declining over the past several years, and his goal is to bring back the higher levels of support enjoyed prior to the 2008 recession.

Young Adult Library Services Association (YALSA)

Register for YALSA’s YA Services Symposium

YALSA’s symposium will be held November 6 - 8, 2015, in Portland, Oregon. The two day event will explore the theme “ Bringing it All Together: Connecting Libraries, Teens & Communities.”
Teen Read Week™ 2015

*(See highlights section)*

A New and Improved Hub!

Beginning in September, YALSA’s blog, The Hub, will expand its focus beyond YA literature to include information, news and resources about all types of formats and materials that go into a teen services collection, including video, digital content, comics, graphic novels & graphic nonfiction, periodicals and more.

Upcoming YALSA Activities & Events

- Now - October 1, volunteer for a 2016-2017 selection committee
- October 5 – 31, e-course on Creating a Welcoming Library Environment for and with Teens
- October 6, Teen Read Week™ webinar [http://www.ala.org/teenread](http://www.ala.org/teenread)
- October 15, webinar on Adolescent Development and Preparing Teens for Success
- October 18 – 24, Teen Read Week™

For more events and information, visit YALSA’s [wiki](http://www.ala.org/teenread) or YALSA’s [Google calendar](http://www.ala.org/teenread).

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**ALA PUBLISHING**

**ALA Editions**
[www.alastore.ala.org](http://www.alastore.ala.org)

New Books from ALA Editions and ALA Neal-Schuman


Meet the Author Events at the Annual Conference

Several Meet the Author events took place at the ALA Store at the 2015 ALA Annual Conference & Exhibits. Additionally, ALA Editions and ALA Neal-Schuman sponsored programs led by ALA authors: “Time for Storytime,” “Library Innovation in Action,” and “Rightsizing Your Library: From Weeding to Services.”

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**Fall/Winter Catalog**

The ALA Editions/Neal-Schuman Fall/Winter 2016 catalog features over 30 new titles and will be in homes starting September 1.
ALA Graphics
www.alastore.ala.org/alagraphics/

Graphics Fall Catalog with New Products

The ALA Graphics fall 2015 catalog that began arriving in mailboxes in August, featured two new Celebrity READ© posters – Bella Thorne and Octavia Spencer. Other new products included Click Clack Read poster, in honor of Click Clak, Moo: Cows that Type; Books and Friends poster; and inspired by 2015 Newbery Honor book El Deafo by Cece Bell – El Deafo poster.

eLearning

September is in full swing with new eCourses, including an advanced eCourse in collaboration with the San Jose State University School of Information, Copyright 101; New on the Job eCourse/eBook bundle; and Intermediate Instructional Design for Information Literacy.

www.alastore.ala.org

American Libraries

New Faces at American Libraries

Terra Dankowski joined American Libraries as associate editor on July 13, and Rebecca Lomax joined the staff as art director on July 20.

May Cover Article Goes International

Marshall Breeding’s library systems May cover article has been translated into Spanish and has been published with attribution in the El profesional de la información, a well-known scholarly publication for Spain and the Spanish-speaking community. The article has also been translated into Arabic and Chinese.

IFLA Special Supplements

A special IFLA print issue was available for attendees at the World Library and Information Congress (WLIC) in Cape Town, South Africa, and a digital edition with a full report of the congress will launch in September. American Libraries’ Senior Editor George Eberhart blogged daily from the WLIC.

Booklist Publications
booklistonline.com

Booklist at the Annual Conference

Booklist had a thrilling ALA Annual Conference. A few of the many highlights included Jandy Nelson’s speech at the Booklist/YALSA Printz Awards; hearing six collection development
rarians book-talk at Booklist’s Read ‘n Rave; hosting Kareem Abdul-Jabbar in the Booklist booth before his keynote speech at the Andrew Carnegie Medals for Excellence; and, of course, hearing Bryan Stevenson and Anthony Doerr’s incredible acceptance speeches at the Carnegie award ceremony.

BlueInk Reviews

Booklist has partnered with BlueInk Review, a Denver-based publication that reviews self-published e-book originals. Booklist will now occasionally feature a special section of BlueInk reviews to provide the Booklist audience with the best in self-publishing.

Booklist Webinars

*(See highlights section)*

Digital Edition and App

Booklist has been developing its digital edition and app, which will be included free with Booklist subscriptions this fall. These new ways to access Booklist—in addition to the current print and online options—will allow subscribers to read Booklist whenever and however they choose.

Digital Reference

RDA Toolkit

RDA Toolkit FY15 subscriptions have exceeded projections for the year. The second Jane-athon hosted at the annual conference was a success with over 70 people in attendance. A Jane-athon is a hackathon for metadata about Jane Austen and her works, where catalogers, developers, and vendors get together to explore RDA: Resource Description and Access and its application beyond the MARC environment. On August 11, there was a new release to the RDA Toolkit. This release includes *revisions and fixes to the French and German translations*. The release also includes changes to the Library of Congress-Program for Cooperative Cataloging Policy Statements (LC-PCC PS), British Library Policy Statements, and Music Library Association Best Practices (MLA BP), as well as policy statements from Committee for Library Standards for the application of RDA in Germany, Austria, and Switzerland, known as Anwendungsrichtlinien (D-A-CH AWRs). Finally, in August, the 2015 print edition of RDA was released.