Report to Council and Executive Board

October 19, 2015

Keith Michael Fiels
Executive Director

Libraries Transform Campaign Launching Nationwide

ALA President Sari Feldman is working with the DC Library Association to launch ALA’s new public awareness campaign, Libraries Transform, in Washington, DC, on October 29. She and a cohort of press will be touring DC public, academic, school and special libraries, while “street teams” will be sharing Libraries Transform messaging on the streets of downtown DC via coffee giveaways and large banners showcasing “Because” statements. In addition, more than 20 locations across the country will be participating in the launch of Libraries Transform at that time. 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 ultimately increase support for libraries of all types. Libraries around the country are being asked to participate in this multi-year campaign. It is being promoted to the ALA membership via emails, videos and a website presence. It is being promoted to chapters and affiliates via increased presence at state conferences, including the following fall conferences: Arkansas Library Association, California Library Association, Colorado Association of Libraries, Georgia Library Association, Illinois Library Association, Kentucky Library Association, Maine Library Association, Nebraska Library Association, New York Library Association, North Dakota Library Association, Ohio Library Council, South Carolina Library Association, South Dakota Library Association, Washington Library Media Association, and Wisconsin Library Association. Promotion is being planned for the AASL conference, the ALA Midwinter Meeting and spring chapter conferences.

Teen Read Week

Libraries across the country are joining with YALSA to celebrate Teen Read Week (TRW) this October 18 – 24 with the theme “Get Away at your library.” TRW is an opportunity for libraries to showcase all the great literacies, resources and services they provide for and with teens and their families. TRW is also the last chance for the nation’s teens to vote for their favorite books from 2014. The poll closes October 24 and the Teens’ Top Ten winners will be announced the week of October 26. Encourage your teen patrons to cast their vote at http://www.dogobooks.com/book_clubs/teens-top-reads/. Learn more at www.al.org/teenread or join the conversation on Twitter with #TRW15.

AASL Conference

The AASL 17th National Conference & Exhibition takes place November 5-8 in Columbus, Ohio. School librarians from all over the nation will gather for preconferences, tours, concurrent sessions, special events, and an exhibition featuring companies relevant to the profession. This conference features new experiences including an expanded author track with signing opportunities, a hands-on makerspace on the exhibit floor, and the opportunity for school administrators to learn side-by-side with their school librarian – for free. Each school librarian
registration is eligible to add on a complimentary administrator registration and *Experience Education Evolution*.

**Carnegie Medals Longlist Announced**

The 2016 [Andrew Carnegie Medals for Excellence in Fiction and Nonfiction Longlist](http://www.rusa.org/carnegie) has been announced. Forty books (20 fiction, 20 nonfiction) comprising the longlist for the 2016 Andrew Carnegie Medals for Excellence in Fiction and Nonfiction have been selected. The six-title shortlist—three each for the fiction and nonfiction medals—will be chosen from these 40 titles and announced on October 19. The two medal winners will be announced by Selection Committee Chair Nancy Pearl at RUSA’s Book and Media Awards (BMAs) event at the ALA Midwinter Meeting from 5 p.m. – 7 p.m. on Sunday, January 10 in Boston.

**Banned Books Week**

Banned Books Week (September 27 through October 3), the annual celebration of our freedom to read, had over 88 in-person events as well as eight online events. Included in the online events was the webinar "*How to Protect the Freedom to Read in Your Library,*" generously sponsored by SAGE and organized by OIF. The webinar featured OIF Assistant Director Kristin Pekoll and librarians Kate Lechtenberg, and Scott DiMarco. Another highlight was the Banned Books Virtual Read-Out!, which is in its fifth year. It featured over 400 participants, including 200 videos received from the SAGE/OIF Read-Out Booth at the ALA’s 2015 Annual Conference in San Francisco. Frequently challenged authors, Leslea Newman (*Heather Has Two Mommies*) and Ellen Hopkins (*Crank*) and many other young adult authors joined this year’s Virtual Read-Out.

**September was Library Card Sign-up Month**

Library Card Sign-up Month served as a national platform for Libraries Transform messaging and ALA President Sari Feldman and other library experts discussed the changing role of libraries. Coverage highlights included a segment by NBC News entitled *Modern Libraries Go Way Past Books, With 3-D Printers and Laser Cutters*. Feldman was featured in the segment which was posted to the NBC News website. The NBC News website receives more than 24 million visitors per month. The segment also aired on the NBC News Channel which serves more than 200 NBC affiliates throughout the United States. Other Library Card Sign-up Month coverage examples include Libraries expand tools available for patrons, Mississippi News Now; and Library Card Spokesdog Snoopy helps unleash 2015 Library Card Sign-Up Month, American Libraries. Library Card Sign-up Month /Libraries Transform successes also include audio Public Service Announcements (PSAs) that aired on 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. Audio PSAs reached an audience of more than 200,000 listeners. Snoopy served as honorary chair of Library Card Sign-up Month and more than 1,000 libraries received permission to use free Peanuts artwork on their library cards.

**Prepare for Open Access Week with ACRL Scholarly Communication Toolkit**

ACRL’s [Scholarly Communication Toolkit](http://www.acrl.org/scholarly communication) will help with individual preparation to lead events on campus during Open Access Week, October 19-25, 2015. The ACRL Scholarly Communication Toolkit provides context and background by summarizing key issues to offer quick, basic information on scholarly communication topics. It also links to examples of specific tools,
including handouts, presentation templates and videos for librarians to adapt and use on their own campuses, and for library school students seeking to incorporate these issues into their course work. The toolkit, developed and maintained by the ACRL Research and Scholarly Environment Committee, serves as a valuable resource for scholarly communication discussions inside the library and for outreach programs to faculty and administrators.

LITA National Forum

LITA is ramping up for its 2015 National Forum in Minneapolis on November 12-15 and welcoming keynote speakers Lisa Welchman, author of Managing Chaos: Digital Governance by Design, Mx A. Matienzo, Director of Technology for the Digital Public Library of America (DPLA) and Carson Block, Carson Block Consulting. The Forum in will offer Two very practical preconferences, Poster sessions and more than 50 programs. (For more information, see the LITA section of this report)

Registration Now Open for PLA 2016 Conference in Denver

Housing and registration for PLA’s 2016 Conference, April 5-9 in Denver, are now open. For complete details, visit placonference.org. The PLA 2016 schedule is packed with extraordinary education, inspiration and entertainment. Keynote speaker Anderson Cooper, anchor of CNN’s Anderson Cooper 360®, will welcome attendees at the Opening Session, while comedian Tig Notaro will send them off from the Closing Session. In between, nearly 100 educational programs; PLA’s Big Ideas Series; author events with Arianna Huffington and others; unique networking opportunities and a bustling exhibits floor will keep attendees busy. With 300 days of sunshine, a walkable downtown, thriving arts and culture and the Rocky Mountains, there won’t be any shortage of things to explore while in Denver. Read the complete release.

News from the Center

The Center for the Future of Libraries presented two programs at the recent Minnesota Library Association Annual Conference and a webinar for ALA’s Sustainability Round Table. A new weekly blog feature, Read for Later, summarizes the best articles from the Center’s trend scanning efforts each week. The Center continues to promote trends thinking through its growing trends collection, including new write-ups of Badging, Fandom, and more. Upcoming events include the Illinois Academic, Public, School, and Special Libraries Conference (October 21) and Marquette University’s The Future of the American Public Library dialogue (October 29).

Library Support Staff Resource Center

The newly-revised Library Support Staff Online Resource Center website is now available. It is designed to provide resources of interest for library support staff, paraprofessionals and those interested in library work. It is divided into several major sections for ease of use, including: education/training, certification and financial assistance. There is also certification information by state section which provides links to information regarding statutes mandated in each state. The Colleague Connection section consists of national, regional, and state associations that library paraprofessionals may be interested in joining. This Library Support Staff Online Resource Center is the result of research and diligence of the ALA Emerging Leaders (EL) 2015 Team F members Tiffany K. Chow, Rebecka Embry, Valerie Kingsland and their member guide,
Jennifer Kutzik. The hard work and commitment exhibited by the members of this 2015 Emerging Leaders team are greatly appreciated.

Curiosity Creates

ALSC awarded 79 Curiosity Create grants of up to $7,500 each, made possible through a $800,000 donation from Disney. The grants span a broad range of geographic regions and service populations to support creativity programming for children ages 6-14. ALSC received over 400 grant proposals, and the robust response to this grant opportunity resulted in a corresponding increase in membership. In August and September 2015, ALSC accrued 60% more new members than the same two months in 2014. ALSC is eager to further support creativity programming and the informal learning that takes place in libraries across the nation and will disseminate a report of best practices at the conclusion of the grant. For an update on the grant programs and to learn more about creativity programming, join us at the ALA Midwinter Meeting in Boston for a News You Can Use Session: Research and Best Practices in Creativity Programming for Children. Additional resources, including a free webinar in early January, will be added to the ALSC website on an evolving basis.

ALA OFFICES

Center for the Future of Libraries

News from the Center

(See highlights section)

Membership Development

Ongoing Recruitment and Retention Activities

- Life Members: A FY15 Life member recruitment campaign garnered 16 new life members. A FY16 campaign is planned, with similar results expected.
- Organizational Members: A FY16 rejoin promotional campaign, targeted to small and very small libraries launched in September 2015. A FY16 year-long campaign to non-member libraries began in October.
- Personal Members: Ongoing development activities include quarterly e-mail (Informz) campaigns to lapsed and prospective personal members. FY16 efforts will include printed direct mail, which generally helps increase positive response rates.
- Chapter Collaboration: The number of participating chapters in the ALA-Chapter joint student membership program grew from 26 to 43.
- Supporting MLIS Students and ALA Student Members: Enhanced efforts to support students and build membership continue. This includes expansion of the student portal on the web site to offering pathways to engagement; developing a FY16 student information resource to help MLIS students learn more about the value of professional associations and the role of ALA as their professional association; and expanded information in Student AL Direct, a quarterly e-newsletter with news and insights for students.
Membership Outreach

- **ALA 140th Anniversary—Calendar Year 2016:** Under the direction of ALA’s Membership Committee, Membership Development is implementing a 2016 program to recognize ALA’s 140th anniversary, which will help communicate the “Libraries Transform” public awareness campaign and communicate the value and importance of membership.

- **I Am ALA:** In 2016, in conjunction with the launch of ALA’s redesigned website, Membership and ALA Marketing will introduce a new home page feature profiling “everyday members,” letting other members “connect” with ALA by seeing and relating to facing similar real-life situations, challenges, and successes.

Office for Government Relations (OGR)

**70th Anniversary Reception for the ALA Washington Office**

The ALA Washington Office welcomed over 75 luminaries to a 70th Anniversary reception on October 1 to celebrate 70 years of advocacy to our nation’s legislators and policy makers on behalf of libraries and librarians. The mix of congressional staffers, federal and local government officials and representatives of allied organizations descended upon 1615 New Hampshire Avenue with good wishes and promises to continue our collaborative efforts for the next 70 years and beyond. The themed gift bags contained a list of highlights of those accomplishments achieved over the past seven decades of promoting library services to Washington thought leaders.

**ALA Boosts Broad Campaign to Petition the President to “Save Crypto”**

ALA has long opposed legislation, or any other government mandate, that would require the makers of electronic devices (including cell phones) or privacy-protecting encryption software to build in “back door” access for the benefit of law enforcement or national security agencies. On September 30, ALA joined nearly 40 other national organizations from across the political spectrum and many major technology companies to launch and support the SaveCrypto internet campaign calling upon anyone opposed to such “back doors” to visit the White House’s We the People website to sign a petition asking the President to flatly oppose such mandates. Any We the People petition that garners 100,000 or more signatures in 30 days is guaranteed a substantive response from the White House. The SaveCrypto petition tally stood at just under 60,000 signatures in a mere 12 days.

**ALA Backs Bill to Narrow the “Homework Gap”**

On September 29, ALA President Sari Feldman issued a statement urging prompt passage of the Digital Learning Equity Act of 2015, H.R. 3582, introduced in the U.S. House of Representatives on that date by Reps. Peter Welch (D-VT) and David McKinley (R-WV). ALA also signed a joint letter of support for the bill with many members of the education community. Recognizing that at-home access is critical to homework completion, H.R. 3582 authorizes an innovative grant program for schools to promote for student access, prioritizes rural and high-density, low-income schools, and requires the Federal Communications Commission (FCC) to study the growing homework gap. The bill also expressly recognizes that libraries can provide access tools, on-line tools, and provide research and guidance for students complementing the
work of teachers and school librarians. A Senate companion bill, S. 1606, was introduced this past June by Sen. Angus King (I-ME) and is being considered by the Senate Health, Education, Labor and Pensions Committee.

“IP” Provisions of Trans Pacific Partnership (TPP) Pact a Mixed Bag for the Public Interest

Years in the making, and now much in the political news, the Trans Pacific Partnership trade agreement contains extensive language concerning both intellectual property rights and exceptions to those rights. ALA and many other groups joined in a coalition to successfully pressure the US Trade Representative for the first time in history to include clear language emphasizing not only intellectual property owners’ rights, but also the importance of the public domain and limitations (like fair use in the US) on those rights. Disappointingly, however, compliance with the “rights” language in the agreement is mandatory, while literally all provisions pertaining to access to information are optional. In addition, the pact requires signatory nations to adopt a copyright term of the author’s life, plus 70 years (as currently provided in US law). ALA and others pushed strongly but unsuccessfully for retention of a shorter common global standard. Efforts to prevent corporate copyright holders from being granted 120 years of copyright protection were successful. That term is set in the agreement at 70 years.

Office for Human Resource Development and Recruitment (HRDR)

Library Support Staff Resource Center

(See highlights section)

Office for Information Technology Policy (OITP)

ALA Advocates with FCC to Broaden the Lifeline Program

ALA submitted comments to the Federal Communications Commission (FCC) on the Lifeline program, which was established in 1985 to help make phone service more affordable for low-income consumers. ALA’s comments agree with the Commission that broadband is no longer a “nice-to-have,” but a necessity to fully participate in civic society. Many library services are not only dependent themselves on access to broadband, but also provide patrons with access to the wealth of digital resources, whether they are in the library building or remotely accessing these resources. ALA supports making sure everyone, regardless of geographic location or economic circumstances, has access to broadband and the internet as well as the ability to use it.

ALA and Others File Amicus Brief on Net Neutrality with Federal Appeals Court

ALA (with ACRL) joined with the Association of Research Libraries (ARL) and Chief Officers of State Library Agencies (COSLA) to argue in support of the Federal Communications Commission’s (FCC) strong, enforceable rules to protect and preserve the open internet with an amici filing with the U.S. Court of Appeals for the District of Columbia Circuit. This filing continues ALA’s position for strong net neutrality articulated in its comments to the FCC during the Commission’s rulemaking.
Numerous Outreach and Engagement Activities to Librarians, National Decision Makers

At the Association of Rural and Small Libraries conference, Marijke Visser and Alan Inouye made numerous presentations and attended meetings to further ALA’s outreach to librarians from rural and small libraries, focusing on national policy, E-rate, and broadband. Inouye also presented to the Library of Congress FEDLINK Advisory Board, Petroleum Abstracts Industry Advisory Council, and leadership fellows of the Association of Academic Health Sciences Libraries. Finally, OITP appointed Dr. Yoonmo Sang as a Research Associate for the fall to work on copyright and broadband issues. In January 2016, Dr. Sang will be joining the faculty of Howard University.

Office for Intellectual Freedom (OIF)

Banned Books Week

(See highlights section)

September 17 Censorship Panel

OIF Assistant Director Kristin Pekoll participated on a September 17 censorship panel with representatives from the Comic Book Legal Defense Fund, the Media Coalition, Simon & Schuster and Robie Harris, author of It’s Perfectly Normal. The program was sponsored by the Association of American Publishers’ Young to Publishing group, whose members are junior publishing employees who meet to build a community outside of their own publishing houses and to educate themselves about the industry as a whole.

3D Printing Article Published


The Newsletter on Intellectual Freedom Ceases Publication in December 2015

The Newsletter on Intellectual Freedom, published by the Office for Intellectual Freedom, will cease publication in December 2015. It will be recast in 2016 as In Libris Libertas: A Journal of Intellectual Freedom and Privacy, with Vol. 1, No. 1 to be published in Spring 2016. An editorial board has been appointed, and the new journal will include peer reviewed articles, giving academic librarians and graduate students and faculty an outlet for publication for promotion and tenure. It will retain the featured content included in the Newsletter on Intellectual Freedom: reports on challenges to reading and privacy, court cases addressing First Amendment and privacy, and a bibliography.

New Webinar

OIF presented a new webinar to encourage librarians to engage in advocacy about intellectual freedom all year round. "Advocating for Intellectual Freedom: Beyond Banned Books Week" took place on October 13 and featured speakers Marci Merola, Director of ALA’s Office for Library Advocacy, and Susan Brown, Director of the Chapel Hill Public Library.
Challenge Report, September – October 2015

- At the Hood County Library in Texas, parents requested the removal of *This Day in June* by Gayle E. Pitman and *My Princess Boy* by Cheryl Kilodavis because of their homosexual and transsexual themes. After a public hearing, the director and board retained the books in the library but *This Day in June* was moved to the adult section. Subsequently, the challengers have made considerable attempts to influence and change library policies by removing the ALA Library Bill of Rights, restricting access to books, and eliminating librarian professionalism from the organizational structure.

- Books included on school summer reading lists were a popular target for challenges this year and several books were removed from reading lists and curricula by administrators without any due process. In South Carolina, *Some Girls Are* was removed from the reading list after a complaint, but after media covered the challenge and removal, the author of *Some Girls Are*, Courtney Summers, organized an effort to donate copies of her book to the libraries in Charleston, South Carolina, where students were able to obtain the book at no cost. In Tallahassee, Florida, *The Curious Incident of the Dog in the Nighttime* by Mark Haddon was removed by administrators when a parent complained about the book's language.

Office for Library Advocacy (OLA)

Libraries Transform Campaign Launching Nationwide

*(See highlights section)*

Public Awareness Office (PAO)

September was Library Card Sign-up Month *(See highlights section)*

Banned Books Week (See highlights section)

Banned Books Week, September 27 – October 3, focused on the themes of "Diverse Books Need Us" and Young Adult literature, both frequent targets of contemporary challenges. PAO tracked more than 1,600 articles/mentions which resulted in a circulation rate of more than 4.8 billion and a publicity value of more than $44 million. An op-ed from Sari Feldman appeared on HuffingtonPost.com, entitled "Celebrate The Freedom To Read." A quote from Feldman regarding patrons’ right to choose materials for themselves and their families also appeared within a CNN.com article entitled "Banned Books Week champions challenged literature." PAO also worked closely with ALA’s Office for Intellectual Freedom to secure coverage and vetted more than 25 interview and information requests from a variety of media. Coverage highlights include American Libraries; MTV News; National Geographic Education Blog; The Guardian; Parade.com; Entertainment Weekly; Smithsonian.com; Washington Post; Kojo Nnamdi Show; New York Times; Quartz; and MSN.com.

*(See also highlights section)*
Libraries Transform

PAO continued to fold Libraries transform messages into ALA initiative materials. Several articles featured quotes that mirrored Sari’s message “libraries are not what we have for people, but what we do for and with them.” Highlights include the Chicago Tribune, Got a library card? Here’s what to do with it; and Brookline Tab At Brookline library, you take the cake...pans. Feldman also was interviewed on SCITECH NOW for a segment called Sari Feldman discusses the state of libraries in the digital age. PAO and ALA’s Washington Office joined forces to craft a statement regarding Pew Research Center’s “Libraries at the Crossroads” Survey. The statement was posted to ALA.org and distributed to mainstream and library trade press members. The statement highlighted the vital role libraries play within their communities as well as promoted the Libraries Transform campaign. American Libraries and several other library trade publications picked up the statement as well as Galley Cat. Feldman’s statement also was picked up in Paris by ActualLitté L’ère numérique et l'espace des bibliothèques.

(See also highlights section)

Future Publicity Efforts

PAO is currently working on publicity efforts to support the following initiatives within mainstream and library trade media:

- Libraries Transform Launch, October 28 and 29
- AASL National Conference, November 5 – 8
- ALA Midwinter Meeting & Exhibits, January 8 – 12
- ALA Youth Media Awards, January 11

Public Programs Office (PPO)

Applications Now Accepted for ‘Native Voices’ Traveling Exhibition

PPO, in partnership with the U.S. National Library of Medicine (NLM), is accepting 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, as well as other organizations that partner with a library on their application. Organizations serving Native populations are especially encouraged to apply by November 6.

Creative Aging Pre-Conference Announced at 2016 Midwinter Meeting

PPO has partnered with the nonprofit Lifetime Arts to host a day-long pre-conference workshop at ALA’s 2016 Midwinter Meeting in Boston. The workshop, “Creative Aging in America’s Libraries: Improving Older Adult Services through Arts Education” (Friday, January 8) will teach participants about the fast-growing field of creative aging and the difference it’s making in the lives of older adults. Curriculum topics will include an introduction to the field of creative aging (research and best practices); community partnerships; planning and implementation strategies for creative aging programs; determining community interests; selecting and working with a
teaching artist; recruiting participants; documentation and evaluation approaches; promotion and communications; and strategies for sustainability.

Applications Open November 2 for Thinking Money Financial Literacy Traveling Exhibition

Applications will open on November 2 for 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. Visit www.programminglibrarian.org after November 2 for more information and a link to the online application.

Latino Americans: 500 Years of History Grantees Celebrate Hispanic Heritage Month

More than 150 libraries, museums and other nonprofit organizations across the country commemorated Hispanic Heritage Month (September 15 – October 15) with celebrations, exhibitions, film screenings and other public events as part of Latino Americans: 500 Years of History, a public programming initiative of ALA and the National Endowment for the Humanities (NEH). More than 470 public programs were held during the month. In June, NEH and ALA distributed more than $1 million in programming grants to 203 libraries, museums and other nonprofit organizations as part of the Latino Americans project.

50 Sites Selected for Great Stories Club Grants

PPO has announced 50 sites that will receive grants 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. Among the grantees are four prison libraries, three school libraries, and 43 public libraries working in partnership with alternative education programs, after-school programs, group homes, family services agencies, and therapeutic/substance abuse programs. The grantees and project advisors will convene next month for a one-day workshop in Chicago, where they will discuss the program theme – “Hack the Feed: Media, Resistance, Revolution” – and the three selected titles and discuss program logistics.

ALA, Harwood Institute Offer 2016 Public Innovators Lab for Libraries

ALA and The Harwood Institute for Public Innovation will offer the 2016 Public Innovators Lab for Libraries from October 14 to 16 in Detroit. More than 80 library professionals, representing approximately 50 libraries, have registered for the event. The Public Innovators Lab for Libraries is based on Harwood’s “turning outward” approach, which emphasizes making the community the reference point for getting things done. This shift in orientation is achieved through practical steps: taking measures to better understand communities, being proactive about community issues, and putting community ambitions first.

ALA DIVISIONS

American Association of School Librarians (AASL)

AASL Conference

(See highlights section)
AASL Names Members of Standards and Guidelines Implementation Task Force

AASL has named the members of its new task force responsible for developing a plan to support states, school systems and individual schools preparing to implement the association’s new learning standards and program guidelines. Chair Mary Keeling will be joined by members Judy Deichman, Sara Kelly Johns, Kate Lechtenberg, Ellen McNair, Jeanie Phillips and Joyce Valenza.

AASL Awarded IMLS Grant for Causal Research

AASL has been awarded a 2015 Laura Bush 21st Century Librarian Program grant from the Institute of Museum and Library Services (IMLS). Laura Bush program grants support the recruiting and educating of library students, continuing education for those already in the profession, research and new programs that build institutional capacity. The purpose of the AASL grant is to discover what works at that intersection of formal and informal learning in the school library learning space, in order to provide reliable information by which to assess the impact of specific actions in library programs and by certified school library staffing.

AASL Opens Call for Researchers

AASL invites researchers to submit their interest to be part of the CLASS II: Causality: School Libraries and Student Success II research team. Two applicants will be selected to join researchers from Old Dominion University and Florida State University for the three-year IMLS funded research project. The project will begin on January 1, 2016, and conclude in the fall of 2018.

Follett Continues Support of School Library Professionals

Follett continues to support school library professionals and ongoing learning with its sponsorship of the opening general session speaker at the AASL 17th National Conference & Exhibition. Curriculum and instruction expert Heidi Hayes Jacobs will open the conference, taking place in Columbus, Ohio, on November 5, 2015, by speaking on the evolving educational environment.

Supervisors of School Librarians Share Advice on Knowledge Quest

The AASL Supervisors Section will carve out a corner of Knowledge Quest with monthly blog posts from its members. Posts will be written from the perspective of supervisors advising school librarians on best practices and tips for building-level librarians using AASL standards. The Supervisor’s Corner launched with the post “Might As Well Face It: I’m Addicted to Conference,” written by Cassandra Barnett, public school program advisor (library specialist) for the Arkansas Department of Education.

Association of College and Research Libraries (ACRL)

2016 ACRL Awards Nominations

Made possible by generous corporate support, the annual presentation of ACRL’s awards, grants, and fellowships enables ACRL to honor the very best in academic librarianship. This
year, ACRL once again seeks to celebrate and recognize the accomplishments of its peers. ACRL urges members to nominate colleagues whose work has influenced their thinking and growth as an academic librarian, and whose contributions merit recognition by the profession. Member nominations will ensure that the pool of candidates for each award remains both competitive and distinguished. Nominations and supporting materials for most awards must be submitted by December 4, 2015. More information, including submission procedures, past winners, criteria and contact information, is available in the awards section of the ACRL website.

Prepare for Open Access Week with ACRL Scholarly Communication Toolkit

(See highlights section)

Scholarly Communication Roadshow Applications

To help empower its community in accelerating the transformation of the scholarly communication system, ACRL is once again taking its popular workshop “Scholarly Communications: From Understanding to Engagement” on the road to five locations in 2016. The day-long workshop is led by two expert presenters at locations across the country, and the content is updated annually to meet the evolving needs of the community. The program continues its cost-sharing model, as ACRL is committed to underwriting the bulk of the expense for delivering the road show. The cost for successful host institutions is $2,000. The application to host is now available. Apply by Tuesday, November 10, 2015, at 5 p.m. (Central). Find out more on the program website.

ACRL Launches New Annual Survey

Since 1999 the ACRL Academic Library Trends and Statistics Survey has gathered statistics at the national level from all types of academic libraries in the United States and Canada. The survey is developed and overseen by the ACRL Academic Library Trends and Statistics Editorial Board. Earlier this year, the ACRL Board of Directors approved a recommendation from the editorial board that ACRL create and administer its own survey instrument to make it more relevant and responsive to the needs of academic libraries. Formerly, ACRL had been using the Association of Research Libraries survey instrument with permission. Following a ten-month development process involving scores of librarians and opportunities for review and feedback, the ACRL Annual Survey has been overhauled and opened on September 18, 2015 to collect data for the 2015 fiscal year. Fiscal year 2015 is defined as the most recent 12-month period that ends before October 1, 2015. Complete details on the new survey are available on the ACRL Insider blog.

Creating Leaders: An Examination of Academic and Research Library Leadership Institutes

ACRL released Creating Leaders: An Examination of Academic and Research Library Leadership Institutes this September. Edited by Irene M. H. Herold, and featuring a foreword by Maureen Sullivan, the work focuses on leadership development programs for academic and research librarians. The eighteen programs studied in Creating Leaders provide a diverse array of possibilities for those contemplating attending or implementing an academic leadership development program. The final chapters compile the eighteen programs into one research study and draw conclusions that facilitate a better understanding of issues in leadership development in academic and research libraries. Creating Leaders: An Examination of Academic and Research Library Leadership Institutes 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.
Reviewing the Academic Library

ACRL published *Reviewing the Academic Library: A Guide to Self-Study and External Review*, edited by Eleanor Mitchell and Peggy Seiden, in late September. Whether the library assessment is driven by external pressure or by an organizationally inspired desire to improve, library managers are expected to be able to plan and implement both comprehensive and targeted evaluations of their impact, services, resources, programs, virtual and physical spaces, and partnerships. In a series of sixteen chapters, Mitchell and Seiden present essays by key thinkers and leaders in the field that address the major aspects of the formal assessment and review of academic libraries. *Reviewing the Academic Library* offers practical and applicable information, contextualized through current theory and approaches. *Reviewing the Academic Library: A Guide to Self-Study and External Review* 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.

Keeping Up With… National Credentialing and Academic Libraries

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 *National Credentialing and Academic Libraries* by Cinthya Ippoliti. ACRL is currently accepting topic suggestions for future editions of Keeping Up With… . Visit the Keeping Up With… website for more information.

National Credentialing and Academic Libraries Online Discussion

ACRL held an online discussion forum on “National Credentialing and Academic Libraries” on September 24. ACRL and nearly 80 other organizations recently joined the Lumina Foundation in co-sponsoring a national dialogue on credentialing which calls for ways to transform our nation’s highly diverse and fragmented credentialing system into one that is student-centered and learning-based. The online discussion forum offered a chance to share best thinking around what changes are needed and the potential role academic librarians and/or ACRL could play in transforming credentialing in the United States. A recording of the discussion is available on the ACRL YouTube channel.

ACRL Presents Webcast – Academic Freedom in the Digital Age

ACRL held a 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 discussed the current state of academic freedom, with special attention to social media and electronic communications, and ACRL’s newly adopted Statement on Academic Freedom. An archive of the webcast is available on the ACRL YouTube channel.

Women’s Leadership Institute Registration

ACRL is once again collaborating with higher education associations to offer the 2015 Women’s Leadership Institute. The institute will be held December 6-9, 2015, at Amelia Island, Florida.
Co-produced by several higher education associations, this unique program will bring together administrators from across campus functions. Through presentations, small-group exercises, and discussion, attendees will gain a practical understanding of what it takes to be a leader on a college or university campus—both the challenges and the rewards. The program is designed for women who aspire to become senior leaders in higher education. Complete details and registration materials are now available. Register by November 4 to receive a special Early Bird discount.

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 30 presentations each academic year. This late summer/early fall, ACRL-Choice webinars presented a cornucopia of subjects including library technology, data mining, research design, PDA, open access, and more. Full details, including links to archived webinars, are available on the Choice website.

E-Learning Call for Proposals

Submit a proposal for a live webcast or asynchronous online course and share your cutting-edge practices and innovative developments with colleagues. Proposals must be submitted via the online submission form by November 6, 2015. Complete details, including session formats, are available on the ACRL Insider blog.

e-Learning Update

ACRL’s e-Learning program offered one live webcast during this report period. Twenty-five individuals and five groups participated in the e-Learning event focusing on assessment of student learning. Upcoming online seminars and webcast topics include critical library pedagogy, public relations, and collection development. Full details and registration information are available on the ACRL website.

Association for Library Collections & Technical Services (ALCTS)

ALCTS Offers Two Symposia on Staff and Personal Development

The Association for Library Collections and Technical Services presents two symposia on Friday, January 8, 2016, at the American Library Association Midwinter Meeting in Boston:

- “Re-envisioning ‘Technical Services’ to Transform Libraries: Identifying Leadership and Talent Management Practices” will explore how libraries can recruit and cultivate staff who can serve as both leaders and contributors and provide insight into talent management, including identifying and nurturing leaders; succession planning; promoting diversity; and connecting staff with the best training options throughout their careers. Confirmed speakers include Keith Webster, Jenica Rogers, Meredith Taylor, Cory Tucker, Chelcie Rowell, Elyssa M. Gould, Angela Kinney, Jacob Nadal, and Sylvia Hall-Ellis.
“Strategize Me! Personal Career Planning” is an engaging half-day session that invites participants to explore ways to energize their career paths by giving them tools, ideas and a renewed sense of focus. Through personal hands-on work and small group discussions, participants will be empowered by their own personal planning and through brainstorming with colleagues. Confirmed speakers are non-profit cultural leadership consultants Anne Ackerson, co-author of *Leadership Matters* and Linda Norris, co-author of *Creativity in Museum Practice*.

Registration is through the [ALA Midwinter site](http://midwinter.ala.org).

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

**ALSC performs Communication and Messaging Survey**

This fall, ALSC is performing a survey to measure the preferences and awareness of members in regards to communication, publications, and messaging. The survey measures opinions related to its journal, newsletter, blog, and social media accounts. Survey results will help ALSC measure the impact of its communications and messaging on members and inform future communications decision-making.

**ALSC Roadshow Goes to Minnesota, Idaho and North Carolina**

As part of the [ALSC Roadshow](http://roadshow.ala.org), members will be presenting or hosting a booth this fall at conferences in Minnesota, Idaho, and North Carolina. These appearances give attendees the opportunity to learn more about membership with ALSC and ALA. The ALSC Roadshow provides limited funding to members who are interested in staffing booths, presenting programs or coordinating social events at conferences, alumni events, or even local get-togethers.

**Curiosity Creates**

*(See highlights section)*

**Babies Need Words Every Day**

ALSC continues to promote efforts to close the 30 million word gap through the promotion and use of the [Babies Need Words Every Day](http://alsc.ala.org/programs/policy-and-advocacy/babies-need-words-every-day) posters and book list. ALSC has collaborated with Reach Out and Read, an organization that is actively seeking to connect libraries, pediatricians and museums to amplify their respective efforts to support children's literacy and development. Reach out and Read has included *Babies Need Words Every Day* materials as a highlighted resource in their recently launched [Prescription for Success Toolkit](http://alsc.ala.org/programs/policy-and-advocacy/). They have also agreed to reproduce and distribute the Babies Need Words Every Day materials within their three pilot states, in addition to collaborating with local ALSC members in those areas.

**ALSC Receives Sixth Dollar General Literacy Foundation Grant**

ALSC has received a sixth year of funding from the Dollar General Literacy Foundation to support *El día de los niños/El día de los libros - Children's Day/Book Day (Día)* activities. 2016 marks the 20th anniversary of the Dia initiative. In addition to distributing a second round of Building STEAM with Dia mini-grants to ten libraries, ALSC will use the funding to distribute 20
mini-grants to libraries for the purpose of implementing multicultural literacy programs that celebrate Día’s 20th. ALSC plans to host a 20th anniversary Día event on Capitol Hill, with coordinated subsequent events in local communities.

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 Maureen Hayes Author/Illustrator Award; ALSC Baker & Taylor Summer Reading Grant; The Light the Way Grant; ALSC Distinguished Service Award, and the Louise Seaman Bechtel Fellowship.

2016 May Hill Arbuthnot Lecture Date

The 2016 Arbuthnot Lecture, hosted by the Santa Barbara Public Library System, will be held on April 15, 2016. The lecture, titled: Bookjoy!/Alegría en los libros!, will be delivered by pioneering author and literacy advocate Pat Mora.

Association of Specialized and Cooperative Library Agencies (ASCLA)

Request for Proposal (RFP) Announced for Project Director

A Project Director is being sought to manage the revision of the 2011 Standards and Guidelines of Service for the Library of Congress Network of Libraries for the Blind and Physically Handicapped. The Project Director will facilitate and coordinate all phases of the standards development process including managing a working team and project advisory committee of consumers and librarians.

ASCLA Awards

ASCLA is now accepting nominations for its 2016 awards. ASCLA recognizes projects focused on library services to people with disabilities; the advancement of library services for the blind and physically handicapped; exceptional achievement in extension and outreach services; exemplary leadership and achievement in consulting, state library services and library cooperatives; and service to ASCLA.

ASCLA Travels

ASCLA is already working on its next fundraising trip to Prague in Fall 2016. Attendees will visit gorgeous historical sites, indulge in local cuisine and wines, and try local dishes with a cooking class. Stay tuned for more details.

Library and Information Technology Association (LITA)

Keynote Speakers at the LITA National Forum

LITA is ramping up for its 2015 National Forum in Minneapolis on November 12-15 and welcoming three inspiring keynote speakers:
• **Lisa Welchman**, author of *Managing Chaos: Digital Governance by Design*, has paved the way in the discipline of digital governance, helping organizations stabilize their complex, multi-stakeholder digital operations.

• **Mx A. Matienzo**, Director of Technology for the Digital Public Library of America (DPLA), focuses on promoting and establishing digital library interoperability on an international scale.

• **Carson Block**, Carson Block Consulting, is often brought in to help solve complex institutional issues and to help align the library’s public service mission with its technology efforts to serve the needs of patrons and staff.

**LITA National Forum Highlights**

The LITA National Forum in Minneapolis on November 12-15 will offer:

• **Two very practical preconferences** – “Beyond Web Page Analytics: Using Google tools to assess searcher behavior across web properties,” and “So You Want to Make a Makerspace: Strategic Leadership to support the Integration of new and disruptive technologies into libraries.”

• **Poster sessions and more than 50 programs** covering everything from creating lean user personas, an integrated user experience via APIs, and an emerging technology loan program to recruiting and retaining library IT staff, privacy literacy, gamification, virtual browsing of library collections, project management, app-building competitions for engaging students, and building the library of the future.

• There will be **experimenting with Slack** for attendee interactions. [The Forum Wiki provides more information](#) about social activities, lightning talks, birds of a feather sessions, and networking dinners—and there will be robots to play with.

• The hotel room block is expected to fill; [register and book a room soon](#).

**Fall Webinar**

LITA is offering one more webinar for the fall, “**Top Technologies Every Librarian Needs to Know, part 2.**” This popular learning opportunity highlights a selected set of technologies that are just starting to emerge and describes how libraries might adapt them in the next few years. Other recent webinars and courses included two sessions about patron privacy with the Library Freedom Project’s Alison Macrina, [Personal Digital Archiving for Librarians](https://www.lita.org/courses/personal-digital-archiving-for-librarians), and a Creative Commons Crash Course.

**ITAL**

LITA continues to publish its open access, peer-reviewed journal, *Information Technology and Libraries (ITAL)*. The current issue includes an analysis of job listings in LIS for developer positions, an evaluation of semi-automatic metadata generation tools, a discussion about user testing for self-archiving microinteractions of faculty members with an institutional repository, and a paper exploring librarians’ professional responsibility to protect their patrons’ privacy.

**LITA Blog**

[Keep up with LITA on the blog](https://www.lita.org/blog), where recent posts include topics such as scholarly engagement and Twitter, a plan for triaging technologies to determine ROI, an introduction to linked data, and a monthly library tech roundup.
Applications for Awards and Scholarships

**LITA is accepting applications for its awards and scholarships.** The four awards offer recognition for taking risks in the field of library automation, research and development around technologies that have a positive and substantive impact, student writing, and excellence in educating the profession about cutting edge technology. The three scholarships bring new people into MLS programs, with two of them focusing on increasing the number of minorities in the field of library technology.

Library Leadership and Management Association (LLAMA)

Three 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.
- On September 16, LLAMA presented Jason Griffey, discussing his experience as a successful and innovative leader in library technology.
- On November 12, the series will continue with featured speaker Rebekkah Smith Aldrich, Coordinator for Library Sustainability at the Mid-Hudson (New York) Library System where she assists 66 public libraries daily in the areas of leadership, funding and facilities.

The free webinars are part of an ongoing series featuring thought leaders from a wide variety of library types and size.

Next LLAMA Management Webinar Scheduled

LLAMA will present the first in its new series of fee-based webinars on November 18. “Management Success In An Unpredictable Landscape: Tools, Tips, and Tricks” will feature speakers Rana Hutchinson Salzmann and Magda Pecsenye.

Public Library Association (PLA)

Public Libraries to Promote Free Access to Federal Lands and Waters for Fourth Graders

PLA is proud to help launch the *Every Kid in a Park* program, as part of President Obama’s commitment to protect our nation’s unique outdoor spaces and ensure that every American has the opportunity to visit and enjoy them. Fourth graders nationwide can now visit the new *Every Kid in a Park website* to obtain a pass that provides free access to students and their families to all federally managed lands and waters – including national parks, forests, wildlife refuges and marine sanctuaries. The pass is valid for the 2015-2016 school year and grants free entry for fourth graders and three accompanying adults (or an entire car for drive-in parks) at more than 2,000 federally-managed sites. Public librarians nationwide can help families access the *Every Kid in a Park* web site, learn about the federal lands and waters, and plan educational activities that teach communities about their regional National Monuments, local history, the environment, conservation, and more. [Read the complete release](#).
Registration Now Open for PLA 2016 Conference in Denver

(See highlights section)

PLA Now Accepting Nominations for Nine Service Awards and Grants

Through the generosity of sponsors, PLA is offering nine awards/grants designed to highlight the best in public library service and to honor those bringing innovation, creativity and dedication to public libraries. Many of the awards include an honorarium; please visit the website for details on each award and nominate yourself, your colleague or your library through December 2, 2015. An award jury appointed by the PLA President will review each nomination. Winners will be announced in February 2016, and awards will be presented at 2016 ALA Annual Conference in Orlando. Read the complete release.

Learn How to Prevent and Treat Bed Bugs in Upcoming PLA Webinar

Join the Public Library Association (PLA) to learn everything you need to know, from identifying bed bugs, to ways they are introduced into the library, to treatment and mitigation options that will help you protect your library's facilities and collections on a daily basis. "Don't Let the Bed Bugs Bite: Prevention and Treatment in Public Libraries" will take place at 1 p.m. (Central) on October 28. Whether your library has already discovered bed bugs, or you just want to be prepared, instructor Sarah Kitrell, author of the forthcoming PLA publication, "Bed Bug Abatement in Public Libraries," will share everything she’s learned so you can successfully deal with bed bugs. Read the complete release.

PLA Participates in ICMA Conference

The PLA Fall Board meeting was held in conjunction with the International City-County Management Association (ICMA) conference. This allowed the board to attend the conference and network with city-county manager colleagues. It was an important opportunity to ensure that local government is reminded of the contributions public libraries make to community vitality and success and to “be in the room” with local leaders when discussions about issues and problems libraries can impact are taking place, and it provided a way for PLA leaders to create new and strengthen existing connections with city and county government counterparts. PLA is building a formal partnership with ICMA, created when PLA and ICMA collaborated on the PLA Leadership Academy curriculum. PLA also used the conference as an opportunity to make city-county managers aware of the work it’s doing on outcome measurement. A program was presented at the ICMA conference which highlighted how library staff used measurement results to become more efficient and effective through PLA’s new program, Project Outcome. Like presentations PLA leaders and staff have held—at the Association for Rural and Small Libraries (ARSL) conference, state library conferences, as well as at The Center for Library Leadership and Management: Outcomes, Value and Impact: Metrics for Library Success conference at California State University—response to Project Outcome continues to be very positive.

PLA Opens Video Contest to Win Registration and Travel to PLA 2016

PLA has opened 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 requires 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 will receive a free registration, four nights’ hotel and up to
$500 reimbursement for travel to and from the conference. The deadline to submit a video is 4:30 p.m. (Central), Wednesday, November 11, 2015. The top six videos (determined by PLA) will be posted to the PLA Facebook Page for voting beginning Friday, November 13, 2015. Voting closes at noon (Central) on Thursday, November 19, 2015. The winners will be announced later that day. Read the complete release.

Reference and User Services Association (RUSA)

New President Steps Up; New Vice-President Elected in Special Election

Anne Houston, Director of Teaching, Learning & Research, Smith College Libraries, Northampton Massachusetts, is forgoing her president-elect year to step in as RUSA President for 2015-2016 in accordance with RUSA bylaws and due to the resignation of the previous RUSA president-elect in June. Alesia McManus, Director of the Howard Community College Library, Columbia, Maryland, was elected the 2015-2016 new Vice-President/President-Elect for RUSA in a special election in the summer.

Carnegie Medals Longlist Announced

(See highlights section).

RUSA Achievement Awards

RUSA is seeking nominations for its annual series of awards and grants. Nominations and supporting materials for most awards must be submitted by December 4, 2015. RUSA encourages members to nominate their colleagues whose work has influenced their thinking and performance and whose contributions merit recognition by the profession. With over $20,000 generously donated annually by industry sponsors, RUSA has, and will continue to, nominate, select and honor the very best in the field of reference and user services.

Young Adult Library Services Association (YALSA)

Teen Read Week

(See highlights section)

Free Continuing Education for Library Staff

Check out the Badges for Learning program, which 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. The badges can be used on resumes and in online spaces to demonstrate expertise to colleagues, administrators and current and potential employers.

Announcing the Teen Programming HQ

Check out YALSA’s new one-stop-shop for teen programming ideas and networking to join the free site and to find and share programming ideas.
Apply by January 1 for Summer Learning Grants

Twenty (20) $1,000 grants to support libraries’ summer learning efforts will be awarded, as well as another twenty (20) $1,000 grants to support hiring teen interns over the summer.

YALSA’s 2015 & 2016 YA Services Symposia

Join YALSA in Portland, Oregon, for the 2015 YA Services Symposium this year on November 6 – 8. Join the conversation on Twitter with #yalsa15, and be sure to save the date for November 4 – 6, 2016 when this event will be in Pittsburgh. Travel grants and a call for programs and papers will open next month.

Upcoming YALSA Activities & Events

- Week of October 26, Teens’ Top Ten winners announced
- October 30, deadline for YALSA members to apply for a free 3D printer
- Not a member yet? Join now for as low as $60
- November 1, deadline to apply for literacies grant via this online form
- November 2, Teen Tech Week™ web site launches
- November 6-8, YALSA Young Adult Services Symposium
- November 19, webinar on accomplishing more by doing less
- December 1, most of YALSA’s grants, awards, and scholarship applications due
- First week of December, finalists announced for the Morris and Nonfiction awards
- December 17, webinar on life hacks programming for teens
- January 1, deadline to apply for summer learning grants
- January 7, summer learning workshop at ALA’s Midwinter Meeting in Boston
- January 11, all of YALSA’s book and media award winners announced

For more events and information, visit YALSA’s wiki or Google calendar

ALa Publishing

ALA Editions

New Books from ALA Editions and ALA Neal-Schuman

Some of the new professional development books published include Becoming an Embedded Librarian: Making Connections in the Classroom, by Michelle Reale; The Handbook for Storytime Programs, by Judy Freeman and Caroline Feller Bauer; The Student’s Survival Guide to Research, by Monty L. McAdoo (ALA Editions); and Essential Classification, Second Edition, by Vanda Broughton (ALA Neal-Schuman). For a full listing of titles including books, online workshops, and eCourses, visit the ALA Store. www.alastore.ala.org

ALA Graphics

New Catalog

ALA Graphics winter 2015 catalog will begin arriving in mailboxes the end of October.
New Products

The new Star Wars poster and bookmark are the highlight of this catalog. Included are two new Celebrity READ© posters – Pharrell Williams and Derek Jeter. Other new products include Magnus Chase, in honor of Rick Riordan’s newest series – Magnus Chase and the Gods of Asgard; Little Elliot poster and bookmark; Beekle poster and bookmark in honor of Dan Santat, winner of the 2015 Caldecott Medal; Zen poster and bookmark that features an original haiku; and new National Library Week products that highlight Libraries Transform.

www.alastore.ala.org/alagraphics/

eLearning

October has been a big month for introducing new workshops and eCourses. Some of the new eLearning opportunities include Improve Your Library: Using the 5 Phases of Project Management; Serving Spanish Speakers in the Library; Rethinking Social Media to Organize Information and Communities; and Decoding the ACRL Framework for Information Literacy: Applying the “Decoding the Discipline” Model for Instructional Planning.

www.alastore.ala.org

American Libraries

Recent Highlights

The September/October issue of American Libraries featured the 27th annual library design showcase, as well as AIA/ALA library building awards. The IFLA Digital Supplement, with coverage from IFLA’s World Information Congress in Cape Town, South Africa, went online in October.

Spikes in Online Readership

Two significant spikes in online readership happened in the last few weeks: a story about the ALA Facebook hack at more than 7,000 reads, and coverage of ProQuest’s acquisition of Ex Libris at more than 10,000 reads.

Booklist Publications

Calendar Change for the Carnegie Medals

With the memory of the Andrew Carnegie Medals for Excellence award ceremony fresh in our minds, it was hard to believe that it was already time to announce the 20 fiction and 20 nonfiction titles that made the 2016 Carnegie longlist on September 21. The calendar for the Carnegie Medals shortlist and winners announcements has changed, and now syncs with the announcements of the Youth Media Awards at the ALA Midwinter Meeting, for 24 hours of ALA book and media award excitement. The 2016 shortlist will be announced on October 19, and the 2016 Carnegie Medal winners will be announced at the RUSA Book and Media Awards in Boston on Sunday, January 10, from 5:00 to 7:00pm. The popular celebratory event, with the Carnegie Medals presentation and author speeches, will take place at the ALA Annual Conference as in past years.
Digital Edition of Print Magazines

Booklist has been developing a digital edition of both print magazine (Booklist and Book Links, the quarterly supplement), which will be included free with all Booklist subscriptions. This new format will offer readers a page-by-page reproduction of the print magazines with the added convenience of online access. Subscribers will also have access to past issues of the digital edition, which will serve as an issue-by-issue archive. While Booklist Online is a powerful database and search tool, the digital edition archive will allow for easy browsing and skimming of each issue’s contents. The digital edition debuted on Wednesday, October 14 and will be available for non-subscribers to read for a limited time.

The Oral History Podcast

The Booklist Reader is the first official sponsor of The Oral History Podcast, a show where YA authors Christa Desir and Carrie Mesrobian candidly discuss sexuality and culture in YA fiction. Each episode debuts on the Reader; the most recent of which focused on body image. booklistonline.com

ALA Digital Reference: RDA Toolkit

RDA Toolkit FY15 subscription revenue came in at budget. As of September 1, 2015, 50% of RDA Toolkit users were international customers. An account was opened with a consortia in Finland in September, and it is hoped that many more international groups will be using RDA as the cataloging standard. The RDA Development team will be hosting another linked data event at Midwinter in Boston. This hackathon, 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.

ALA-APA

Volunteers Sought For ALA-APA Committees

ALA-APA President-elect Julie Todaro is seeking volunteers for appointments to 2016-2017 ALA Allied Professional Association committees. The press release contains links to the online committee volunteer form, which is now open and closes on Tuesday, December 1, 2015. To volunteer, please complete and submit the form electronically. Appointments will be made to the following committees: Certification Program, Certified Public Library Administrator Certification Review, Library Support Staff Certification Review, Promotion and Fundraising, Publishing, and Salaries and Status of Library Workers (see charges, visit APA Committee’s page). Appointments take effect at the conclusion of the 2016 Annual Conference. In order to ensure broad representation and diversity on all committees, geographical location, type of library, gender, ethnicity, previous committee work (ALA, ALA-APA and other), relevant experience, and other factors are considered when the committee appointments are made.