

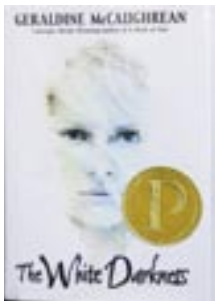
ALA Names the Best in Youth Media



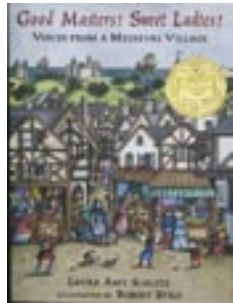
Robert F. Sibert Informational Book Award
The Wall: Growing Up Behind the Iron Curtain
Peter Sis
Farrar/Frances Foster



Theodor Seuss Geisel Award
There Is a Bird on Your Head
Mo Willems
Hyperion



Michael L. Printz Award
The White Darkness
Geraldine McCaughrean
HarperTempest



John Newbery Medal
Good Masters! Sweet Ladies!: Voices from a Medieval Village
Laura Amy Schlitz
Candlewick



Coretta Scott King Author Award
Elijah of Buxton
Christopher Paul Curtis
Scholastic

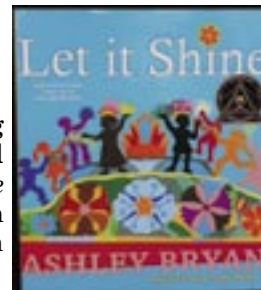


Pura Belpré Illustrator Award
Los Gatos Black on Halloween
Yuyi Morales
Marisa Montes, author
Holt

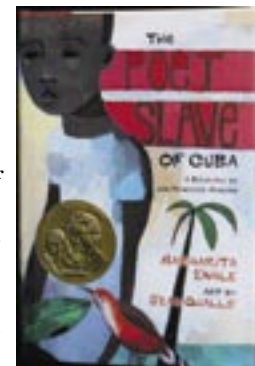
Randolph Caldecott Medal
The Invention of Hugo Cabret: A Novel in Words and Pictures
Brian Selznick
Scholastic



Coretta Scott King Illustrator Award
Let it Shine
Ashley Bryan
Simon & Schuster/Atheneum



Pura Belpré Author Award
The Poet Slave of Cuba: A Biography of Juan Francisco Manzano
Margarita Engle
Holt



Alex Awards

Bad Monkeys
Matt Ruff
HarperCollins

Mister Pip
Lloyd Jones
Random/Dial

Genghis: Birth of an Empire
Conn Iggulden
Delacorte

The Spellman Files
Lisa Lutz
Simon & Schuster

A Long Way Gone: Memoirs of a Boy Soldier
Ishmael Beah
Farrar/Sarah Crichton

Essex County Vol. 1: Tales from the Farm
Jeff Lemire
Top Shelf

The Night Birds
Thomas Maltman
Soho

The Name of the Wind
Patrick Rothfuss
DAW

American Shaolin: Flying Kicks, Buddhist Monks, and the Legend of Iron Crotch: An Odyssey in the New China
Matthew Polly
Penguin/Gotham

The Gods of Animals
Aryn Kyle
Scribner

CSK/John Steptoe New Talent Award
Brendan Buckley's Universe and Everything in It
Sundee T. Frazier
Delacorte

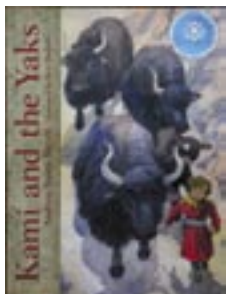
Margaret A. Edwards Award
Orson Scott Card
Ender's Game and
Ender's Shadow

Andrew Carnegie Medal
Kevin Lafferty and John Davis, producers
Jump In!
Disney Channel

May Hill Arbuthnot Honor Lecture Award
Walter Dean Myers

Odyssey Award
Live Oak Media
Jazz

Mildred L. Batchelder Award
VIZ Media
Brave Story
Miyuki Miyabe



Schneider Family Book Award — Picture Book
Kami and the Yaks
Andrea Stenn Stryer, author
Bert Dodson, illustrator
Bay Otter



Schneider Family Book Award — Middle School
Reaching for Sun
Tracie Vaughn Zimmer
Bloomsbury



Schneider Family Book Award — Teen
Hurt Go Happy
Ginny Rorby
Tom Doherty/Starscape

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ALA President's Program Keynoted by Dr. Kareem Abdul-Jabbar

By Frederick J. Augustyn, Jr.
The Library of Congress

NBA all-time leading scorer Dr. Kareem Abdul-Jabbar was the keynote speaker for the President's Program on Sunday. President Lorian Roy introduced him as someone who brings "his convictions to education, history, and, yes, to basketball." He highlighted basketball's importance to Native Americans in his book *A Season on the Reservation: My Sojourn with the White Mountain Apache* which was informed by his volunteer work on an Indian reservation.

"I am not standing here as a basketball player but as an author, an historian, and a book lover, all because of a library and librarians like you," he began. He asserted that he is an "old school" researcher who never works from the Internet. His father, a police officer and a jazz musician, was a voracious reader who bought books by the pound.

Born in Harlem, Jabbar's family moved away physically from his cultural roots before he actually realized what they were. In 1964, the 17-year-old Jabbar joined the Harlem Youth Action Program which first introduced him to the historical riches

of the Harlem Renaissance. After the searing experience of witnessing riots that summer in Harlem, Jabbar left for school at UCLA in the fall of 1965. But he noted, "Harlem never left me." That is one reason why he returned to studying it in his book *On the Shoulders of Giants: My Journey Through the Harlem Renaissance*.

Through his years of reading, research, and publishing primarily in the area of history, Jabbar learned many truths, "It is not just enough to read history, we must understand it and learn thereby to improve our lives." He came to understand the value of educating himself both within and outside the classroom and emphasized that librarians and educators must develop a sense of curiosity and skepticism among young learners and promote financial literacy as well as reading literacy.

Jabbar imparted four principles: study your own people's history to know what you are capable of; educate yourself to think critically; dedicate yourself to your community; and "sing, dance, laugh, and generally be joyful and steadfast." He concluded his presentation with this summation: "passing along the weight of words...we are part of a larger community that extends beyond neighborhoods, beyond borders, and, thanks to librarians and libraries, beyond time."

Kareem Abdul-Jabbar and ALA President Lorian Roy chat backstage before the ALA President's Program.



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Attendees Enjoy Storytelling and Yiddish at Sunrise Series

By Ericka Patillo
Radford University

Introduced as the “Yiddish Indiana Jones,” Aaron Lansky displayed his storytelling skills Sunday at the second Philadelphia Sunrise Speaker Series event. Lansky, a 1989 recipient of a genius grant from the MacArthur



Aaron Lansky

Foundation, is the founder of the National Yiddish Book Center, which has recovered almost 1.5 million volumes and has 30,000 members. The entire collection is digitized, with plans to make it accessible via the Open Content Alliance (OCA).

“Yiddish is the language in which Jews first encountered the modern world,” said Lansky, and it began to be widely used in original works and translations in the 1890s. The literature was controversial because

some Jews dismissed it as a radical departure from tradition. In one story Lansky told of a yeshiva (Jewish school or institution) that threw 18,000 books into the cellar.

Lansky was eager to rescue the “world that was sadly fading before our eyes.”

At age 23, with a rental truck and a one-day, mid-Atlantic itinerary, Lansky set out on what he thought would be a two-year hiatus from graduate school to collect Yiddish books from older Jews. The first stop was the small apartment of a man

of meager means who had a wealth of 500 books. Lansky was compelled to hear the story of each one. Four hours later, he realized he would not make his one-day timeline, and that he was in a 12-story building full of older Jews with Yiddish books like the first gentleman.

“Everybody I was going to meet was going to have a story,” Lansky opined. Calling Jews “intensely bookish people,” he said that for them, books are “the portable homeland.” Through his collection travels, Lansky not only rescued the literature,

he learned the stories of the owners and now he is sharing them as he did during his presentation as well as in his new book, *Outwitting History*.

Lansky talked about the future of the Yiddish Book Center, which will add a new building soon, with plans to establish the first Yiddish University. And, through participation with OCA, about 20,000 discrete titles will become “instantly available and searchable. From the brink of destruction, [Yiddish] will become the first universally accessible literature.”

What They Don't Teach You in Library School

By Kay Ikuta
Inglewood Public Library

On Saturday morning Merinda Hensley, instruction librarian in reference at the University of Illinois at Urbana-Champaign, convened the ACRL New Member Discussion Group to address “What Do You Wish You Had Learned in Library School?” An overflow crowd of recent library school graduates and a few old-timers gathered to learn and to inform. Hensley said that there are a lot of gaps after finishing library school, e.g. there is little training in marketing and teaching.

Participants shared their marketing ideas which included drop-in classes, workshops, personalized one-on-one networking, attendance at new student orientations, chat, formal liaison with faculty, sitting in classes, recreation of instructional materials, referrals from tutors, and statistical and anecdotal reports.

One of the greatest challenges to new librarians seems to be the lack of collection development training. Learning on colleagues or trial-and-error were the methods mentioned as being the “usual” way to learn.

The mentoring relationship is one of the most effective ways a new

librarian learns. Examples given included: job shadowing; meeting experienced librarians at conferences; and signing up for a mentor through groups, such as ALA's New Members Round Table.

Professional development is important to all librarians, especially recent graduates. There are many free opportunities available such as vendor workshops, joining committees of local or national library associations, online learning through Web 2.0, and various colloquia.

Hensley asked that suggestions for future discussion group topics be sent to her at mhensle1@uiuc.edu.

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Ellen Levine, author
Scholastic

First the Egg
Laura Vaccaro Seeger
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Leo and Diane Dillon
Scholastic/Blue Sky

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Peachtree

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Carmen T. Bernier-Grand
Marshall Cavendish

Los Gatos Black on Halloween
Marisa Montes
Holt

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Raúl Colón
Luna Rising

My Colors, My World/Mis colores, mi mundo
Maya Christina Gonzalez
Children's Press

Printz Honor Books

One Whole and Perfect Day
Judith Clark
Front Street

Your Own, Sylvia: A Verse Portrait of Sylvia Plath
Stephanie Hemphill
Knopf

Repossessed
A.M. Jenkins
HarperTeen

Dreamquake: Book Two of the Dreamhunter Duet
Elizabeth Knox
Farrar/Frances Foster

Sibert Honor Books

Nic Bishop Spiders
Nic Bishop
Scholastic

Lightship
Brian Floca
Simon & Schuster/Atheneum

Batchelder Honor Books

The Cat: Or, How I Lost Eternity
Jutta Richter
Phaidon Press

Nicholas and the Gang
René Goscinny and Jean-Jacques Sempé

Geisel Honor Books

Hello, Bumblebee Bat
Darrin Lunde, author
Patricia J. Wynne, illustrator
Charlesbridge

Vulture View
April Pulley, author
Steve Jenkins, illustrator
Holt

First the Egg
Laura Vaccaro Seeger
Roaring Brook

Jazz Baby
Lisa Wheeler, author
R. Gregory Christie, illustrator
Harcourt

Odyssey Honor Awards

Weston Woods
Dooby Dooby Moo

Listening Library
Treasure Island

Listening Library
Harry Potter and the Deathly Hallows

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Abraham Yu, University of California, Irvine, CA, poses with a likeness of Hillary Clinton for a souvenir photo at the Highsmith booth.



Young Emerging Leaders eager to get involved gather during a day-long session as part of an initiative begun by ALA Past-President Leslie Burger.



Oblivious to the hustle and bustle of the passing crowd, Stephanie Law, Brooklyn, N.Y., reads Dorothy Parker's *The Lovely Leave* on the floor of the convention center.



Jackie Morris, left, signs *The Snow Leopard* for Coleen Salley, New Orleans, LA, during the Adult Literature Spotlight.



A Presidential gathering occurs at the Library Champions Reception of Immediate Past President Leslie Burger 2006-07, left, Barbara Ford 1997-98, ALA President Lorlene Roy, Betty Turock 1995-96, and Patricia Schuman 1991-92.























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12:30 p.m. - 12:55 p.m.
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2:00 p.m. - 2:25 p.m.
MyiLibrary for public libraries

Sunday, January 13

9:30 a.m. - 9:55 a.m.
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12:00 noon - 12:25 p.m.
MyiLibrary for public libraries

1:30 p.m. - 1:55 p.m.
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Monday, January 14

10:30 a.m. - 10:55 a.m.
MyiLibrary for public libraries

Ingram Digital Group

Saturday, January 12

9:30 a.m. - 9:55 a.m.
MyiLibrary

12:00 noon - 12:25 p.m.
MyiLibrary

1:30 p.m. - 1:55 p.m.
MyiLibrary

Sunday, January 13

10:30 a.m. - 10:55 a.m.
MyiLibrary

1:00 p.m. - 1:25 p.m.
MyiLibrary

2:30 p.m. - 3:00 p.m.
MyiLibrary

Monday, January 14

10:00 a.m. - 10:25 a.m.
MyiLibrary

Coutts Information Services

Saturday, January 12

10:30 a.m. - 10:55 a.m.
MyiLibrary for academic libraries

1:00 p.m. - 1:25 p.m.
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2:30 p.m. - 3:00 p.m.
MyiLibrary for academic libraries

Sunday, January 13

10:00 a.m. - 10:25 a.m.
OASIS

12:30 p.m. - 12:55 p.m.
MyiLibrary for academic libraries

2:00 p.m. - 2:25 p.m.
OASIS

Monday, January 14

9:30 a.m. - 9:55 a.m.
MyiLibrary for academic libraries



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2008 John Cotton Dana Library Public Relations Award Winners Announced

Five libraries are winners of the John Cotton Dana Library Public Relations Award, which recognizes and honors outstanding achievement in library public relations. The John Cotton Dana honor has been awarded continuously since 1946 and is sponsored by the H.W. Wilson Company, the H.W. Wilson Foundation, and the Library Administration and Management Association (LAMA), a division of the American Library Association (ALA).

"The John Cotton Dana Award is the most prestigious of all library awards in the public relations field and is important not only to the winning library, but also to the communities so positively impacted by these thoughtful and imaginative campaigns," said award committee chair Sherrill Smith.

The 2008 awards will be presented to:

- Gail Borden Public Library, Elgin, Illinois, for "Space: Dare to Dream," a dynamic interactive exhibit that was also an innovative approach to marketing traditional summer reading programs. Mounted in conjunction with the library's Summer Reading program, and making exemplary use of partnerships, the library leveraged the exhibit to rocket its way to record numbers for summer reading participation, as well as library card registration, materials circulation and

program attendance, culminating with a live chat with an astronaut aboard the International Space Station.

- Hamilton Public Library, Hamilton, Ontario, for "One Book, One City Tackling Poverty Through the Arts." This multi-faceted "one book" campaign, featuring the book *Looking for X* by Deborah Ellis, championed art as a common language and mobilized the community to raise public awareness about the issue of poverty. Nearly 8000 participants were reached through innovative use of partnerships to fund the campaign and engage the community,

- Metropolitan Library Service Agency of St. Paul, Minnesota, for its "Museum Adventure Pass" program presented by Macy's. The Pass transforms the library card into up to four free tickets to any of the community's participating cultural organizations. The well-planned campaign was implemented using a broad range of public relations tactics including stunning promotional materials, generating significant media exposure, community excitement and participation.

- Richmond Public Library in Richmond, British Columbia for creating a unique campaign that promoted the library to school age children from kindergarten to grade seven. The campaign brand was enhanced by the illustrations of local artist and illustrator Trevor Lai. The highlight of the

promotion was Ralphie library card for kids, possibly the world's first round library card.

- University of California Santa Barbara for UCSB Reads for Earth Day 2007. Reflecting the values of the Santa Barbara community, home of the original Earth Day, the UCSB library led a campus-wide initiative to read, discuss, and even recycle (for other readers) the book *Field Notes from a Catastrophe*. Held in collaboration with the Santa Barbara Public Library, Patagonia Company, and many campus partners, the program reached a wide range of community members beyond the university, from high school students to Patagonia employees to users of recordings for

the blind and dyslexic.

Winning entries will be displayed at the John Cotton Dana Library Public Relations Award booth in the exhibit area during the 2008 ALA Annual Conference, June 27-July 2, in Anaheim, California. Conference participants may also view the winners Sunday, June 29, from 11:00 a.m. to 1:30 p.m. at the "Best of Show/Swap and Shop" program presented by the Public Relations and Marketing Section of LAMA.

Other members of the committee are: Denis Cunningham, Linda Holt-slander, Nancy Magnuson, Patricia Marvel, Amy Shaw, Mary Anne Tri-cario, Tim Wadham, Evelyn Walker and Marilyn Wilt.

John Cotton Dana Development Grant Raised to \$5,000

The H.W. Wilson Company, sponsor of the John Cotton Dana Library Public Relations Award since 1946, has now increased the cash prize that comes with the award by \$2000. Libraries that receive the award this year will enjoy a \$5000 development grant.

The John Cotton Dana Award is one of the most coveted accolades among U.S. libraries, an honor that

cuts across boundaries of library size and type. Named for librarian John Cotton Dana (1856-1929), the JCD award celebrates Dana's vision of the library as a beacon for the building of community through the public affairs programs that strengthen bonds between libraries and the citizenry. For more on the JCD Award, visit www.hwwilson.com/jcdawards.



MIDWINTER meeting philadelphia
January 11-16, 2008



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Conference Booth Schedule

Pennsylvania Convention Center, Philadelphia, PA www.loc.gov/ala/ Conference Booth #1946



Friday, January 11, 2008

5:30 – 6:00 / Webcast of Gail Carson Levine speaking at the 2007 National Book Festival

6:00 – 6:30 / Webcast of Dr. Sanjay Gupta speaking at the 2007 National Book Festival

6:30 – 7:00 / Webcast of Cat Cora speaking at the 2007 National Book Festival

7:00 – 7:30 / Webcast of Stephen Carter speaking at the 2007 National Book Festival

Saturday, January 12, 2008

9:00 – 9:30 / Webcast of David Baldacci speaking at the 2007 National Book Festival

9:30 – 10:00 / National Digital Newspaper Program / Deb Thomas

10:00 – 10:30 / The Semantic Web and the Classification Web tool / Jan Herd

10:30 – 11:00 / Cataloger's Desktop / Colleen Cahill

11:00 – 11:30 / News from your National Library: New Public Outreach Efforts at the Library of Congress / Matt Raymond

11:30 – 12:00 / Handbook of Latin American Studies / Katherine McCann

12:00 – 1:00 / News from the Center for the Book / John Y. Cole and special guest

1:00 – 1:30 / American Folklife Center / Maggie Kruesi

1:30 – 2:00 / Preserving Our Digital Heritage / Guy Lamolinara

2:00 – 2:30 / Update from the Associate Librarian for Library Services / Deanna Marcum

2:30 – 3:00 / Electronic CIP: Text Capture and Electronic Conversion (TCEC) / Diane Barber, Gene Kinnaly, Patricia Hayward

3:30 – 4:00 / Lifelong Literacy Program and Educational Resources for K-12 Teachers / Sherrie Galloway

4:00 – 5:00 / Webcast of the November 13, 2007 presentation by the Working Group on the Future of Bibliographic Control.

Sunday, January 13, 2008

9:00 – 9:30 / Webcast of Holly Black speaking at the 2007 National Book Festival

9:30 – 10:00 / Lifelong Literacy Program and Educational Resources / Cheryl Lederle-Ensign

10:00 – 10:30 / Preserving Our Digital Heritage / Guy Lamolinara

10:30 – 11:00 / Cataloger's Desktop / Colleen Cahill

11:00 – 11:30 / Update from the Associate Librarian for Library Services / Deanna Marcum

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2:30 – 3:00 / The Semantic Web and the Classification Web tool / Jan Herd

3:00 – 3:30 / National Digital Newspaper Program / Teri Sierra

3:30 – 4:00 / Handbook of Latin American Studies / Katherine McCann

4:00 – 5:00 / Webcast of the November 16, 2007 lecture by celebrated cookbook editor Judith Jones. This program was sponsored by the Science, Technology, and Business Division at the Library of Congress

Monday, January 14, 2008

9:00 – 9:30 / Webcast of Patricia Schultz speaking at the 2007 National Book Festival

9:30 – 10:00 / National Digital Newspaper Program / Deb Thomas

10:00 – 10:30 / Lifelong Literacy Program and Educational Resources / Cheryl Lederle-Ensign

10:30 – 11:00 / Handbook of Latin American Studies / Katherine McCann

11:00 – 11:30 / The Semantic Web and the Classification Web tool / Jan Herd

11:30 – 12:00 / Cataloger's Desktop / Colleen Cahill

12:00 – 12:30 / News from your National Library: New Public Outreach Efforts at the Library of Congress / Matt Raymond

12:30 – 1:00 / Introducing the Hispanic Division / Everette Larson

1:00 – 2:00 / Webcast of the November 16, 2007 presentation by Richard Kurin, director of the Smithsonian Center for Folklife and Cultural Heritage, about the history and curse of the Hope Diamond. This event was sponsored by the Center for the Book and was part of the Books and Beyond series.

Hot Topics in Community College Librarianship

By Frederick J. Augustyn, Jr.
The Library of Congress

David Wright, Associate Dean of Learning Resources at Surry Community College in North Carolina, coordi-

nated a lively discussion on Saturday, with a group of primarily community college librarians informally assembled at different tables to identify discussion topics of great concern to their academic communities. The discussion

sponsored by ACRL's Community & Junior College Section (CJCLS) combined issues into the five umbrella categories of: practical methods of imparting information literacy to incoming students; marketing of the colleges and the retention of students; multi-sites and redesign of spaces; "development education" aimed at those students who have previously had only marginal learning; and staff and collections for unique populations.

Each participant engaged in a discussion of one topic, then moved on to another table and topic, and pooled their ideas at the end. There was agreement that elemental understanding of research tools such as tables of contents, journal articles, and the use of both print and electronic resources needs to be taught or reviewed soon upon the beginning of the community college curriculum. These skills go beyond the basic library orientation or tour, for students have to engage in problem solving and be tested and assessed. Traditionally this was done in English 101, but increasingly that course is not always among the first taken by non-literature students. Separate required modules or short courses might be suitable—required because many students who need them may not be aware that they are deficient in this essential knowledge, especially considering open admission

policies at many of these institutions. Some members noted that many faculty members would resist having librarians teach this course for credit, although a portion of it might be given in the library. A key to acceptance would be to make this course's credits transferable to four year colleges.

The dual enrollment of high school students in some community college courses creates unexpected challenges. Often uncontrolled access to the Internet becomes available on campus to those as young as fourteen who do not have such easy access elsewhere. The "dually enrolled concept" in community colleges has changed their basic role from training and retraining adults to accelerating younger students through their academic programs with college-level credits. Library services must be provided, and not just electronically, to community college centers that have gone beyond the dimensions of physical campuses.

The desire to retain more students through graduation relates to the goal of bringing their research and information literacy up to par as well as offering more ESL courses to those of different backgrounds. Appropriate staff members, librarians as well as instructors, and collections must match these needs. But new programs frequently require new sources of funding which are not always forthcoming.

Robert L. Oakley Memorial Scholarship Fund

In memory of Bob Oakley, Professor and Law Librarian, who died unexpectedly in late 2007, Mrs. Barbara Oakley, his wife, in collaboration with the ALA and the Library Copyright Alliance, are establishing a scholarship in his name. The scholarship will be designed to support research and advance study for librarians in their early-to mid-careers who are interested and/or active in the fields that Oakley was expert in—intellectual property, public policy, copyright and their impacts on libraries and the ways libraries serve their communities.

Over the last 25 years, Oakley had built the Georgetown Law Library into one of the best in the world. During Oakley's tenure, the Georgetown Law Library was transformed from a collection housed on two floors of an academic building to one that fills the Edward Bennett Williams Law Library and the John Wolff International and Comparative Law Library.

Oakley, who joined the Law Center in 1982 as Law Librarian and Professor, was a national leader in his field. He served on the executive board of the American Association of Law Libraries and as its president in 2000-2001. He represented the Association's interests in Washington for 18 years, providing testimony and expertise on Capitol Hill.

Oakley was an expert on copyright law and wrote and lectured on the subject. He was a member of the Section 108 Study Group, a select committee of copyright experts convened by the Library of Congress and charged with updating the Copyright Act for the digital world. His other scholarly interests included information policy and preservation.

Donation checks can be made out to the Robert L. Oakley Memorial Scholarship Fund, and be sent to American Library Association, Development Office, 50 East Huron Street, Chicago, IL 60611.



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Friday, January 11	Saturday, January 12	Sunday, January 13	Monday, January 14
5:45 pm SwetsWise Subscriptions with License Bank	10:00 am SwetsWise Subscriptions with License Bank	10:00 am SwetsWise Subscriptions with License Bank	10:00 am SwetsWise Subscriptions with License Bank
6:15 pm ScholarlyStats	11:00 am ScholarlyStats	11:00 am ScholarlyStats	10:30 am ScholarlyStats
6:45 pm SwetsWise Searcher with Content Mining	2:00 pm SwetsWise Searcher with Content Mining	2:00 pm SwetsWise Searcher with Content Mining	11:00 am SwetsWise Searcher with Content Mining
7:15 pm SwetsWise and MyiLibrary	3:00 pm SwetsWise and MyiLibrary	3:00 pm SwetsWise and MyiLibrary	11:30 am SwetsWise and MyiLibrary

Sharing Marketing Strategies in Virtual Reference

By Frederick J. Augustyn, Jr.
The Library Congress

The Virtual Reference Discussion Group under the auspices of Reference and User Services Association/Machine-Assisted Reference Section (RUSA/MARS) convened on Saturday to address the questions of the current status of VR and methods of sharing working strategies. Samuel Stormont, Head Librarian at Penn State Abington, coordinated and introduced the format in which participants sat at tables with appointed facilitators, note takers, and spokespeople and discussed a list of twelve questions. Alex Hodges from American University (DC) started the discussion for all the tables by displaying techniques of the program AIM: AskAULibrary (www.library.american.edu/ask). AU utilizes labels and flyers with visuals and user-friendly slogans such as "IM Reference—no shirt, no shoes, no problem." In a similar way, Beth Kakowski of the New Jersey library system showcased a low budget video (made at the cost of \$2,100) broadcast on MTV and You Tube titled "Now Your Library Is Open Late Night Too" (www.qandanj.org).

Among the topics addressed in the table groups were: pressing issues relating to the marketing (or advertising) of VR; whether your library has a VR publicity plan; how saving

transcripts of VR queries can be used when addressing subsequent questions; meeting the needs of patrons with different learning styles; how marketing efforts can reach users with low written communication or English skills; and the appropriateness and effectiveness of promoting VR through social networking sites such as MySpace and Facebook.

At some libraries, more traditional staffers may fear that there will be too many inquiries with increased awareness of VR, taking them away from other duties. There is also apprehension over additional costs regarding employees' time. Many asserted that their institutions did in fact have marketing strategies for VR, which often employed glitzy commercials to attract those who ordinarily do not use libraries. With the saving of transcripts, as long as privacy is preserved, similar questions can be more quickly answered and frequent requesters' needs can be tracked and assessed. Depending on the library's policy, inquirers posing similar questions can be linked to in-house specialists as well as to others doing similar research.

Reference librarians often can be more effective by adapting to the question styles of their researchers, such as using abbreviations, especially in live chat. Some younger users do not like "canned" answers, that is, copied scripts,

which they might deem robot-like.

More visual marketing tools not only attract younger Web generation users, but also more easily reach those lacking college-level English language skills. While paid marketing of social networks does indeed get the word out, "reaching people where they are"

(which also works on municipal and university home pages rather than just on cataloging websites), some academic institutions might feel these venues are not appropriate. The session concluded with a call for suggestions of possible topics on VR for Annual 2008 in Anaheim.

REFORMA Announces 3rd National Conference

REFORMA is pleased to announce its 3rd National Conference, taking place September 18-21, 2008 in El Paso, Texas. We are currently accepting submissions for presentations for the conference. Submission deadline is January 30th.

In our effort to fundraise for the conference, please join us for the REFORMA fundraiser, tonight from 8:30 – 10:30 p.m., Dr. Lorie Roy's Presidential Suite, Philadelphia Marriott Hotel, Suite 2147.

Our conference theme, Bridging the Gaps: Juntos @ the Border, emphasizes the diversity of issues not only in relation to libraries but the social, cultural and political aspects that surround, divide and bring our communities together.

As librarians we wish to explore the current status of library services to Latinos: the "digital divide," Latino and

Spanish language collections, outreach, the number of Latino professionals; the representation of Latinos in library administration, boards, schools, etc.

As community members and because we are "@ the Border" during this conference, we will explore the issues of services to immigrants, the socio-economical and political challenges faced by Latinos and libraries in the U.S. and south of the border and the opportunities for collaboration with our colleagues.

We are meeting "@ the Border" to address the challenges and opportunities facing the diverse Latino populations on both sides of the border. Our aim is not only to illuminate the issues but also to propose solutions for the improvement of library services in the United States, Mexico and Latin America.

REFORMA is the National Association to Promote Library and Information Services to Latinos and the Spanish Speaking. For more information visit www.REFORMA.org

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Nathan Englander Recipient of the 2008 Sophie Brody Medal

Nathan Englander is the recipient of the 2008 Sophie Brody Medal. The award, which consists of a medal for the winner and citations for honor books, is funded by Arthur Brody and the Brodart Foundation, and is given to encourage, recognize and commend outstanding achievement in Jewish literature. The Brody Medal is administered by the Reference and User Services Association (RUSA), a division of the American Library Association (ALA).

Englander is receiving the award for his book *The Ministry of Special Classes* published by Knopf. "Set in Buenos Aires, during the Dirty War, Englander's Kafkaesque novel uses dark humor to make a chilling statement about the elimination of cultures and peoples who do not conform to the new regime," said Barbara Bibel, award committee.

Three books received 2008 honorable mentions. *Foreskin's Lament: A Memoir*, by Shalom Auslander and published by Riverhead Books; *The Zookeeper's Wife: A War Story*, by Diane Ackerman and published by Norton; and *You Never Call! You Never Write! A History of the Jewish Mother*, by Joyce Antler and published by Oxford University Press.

Research Into Action: Leveraging Research Into Information Literacy Instruction

By Frederick J. Augustyn, Jr.
The Library of Congress

Have you ever wondered how to access, understand, and then incorporate social science action research, including that in the information sciences, into your Information Literacy instruction? On Sunday, the Association of College & Research Libraries' Research and Scholarship Committee's Instruction Committee hosted a panel presentation followed by small group discussions on how to do just that. The panel consisting of Lisa Janicke Hinchliffe, University of Illinois at Urbana-Champaign; Scott Walter, University of Illinois Urbana-Champaign; and Michelle Zafron, University of Buffalo recommended wider use by instructional librarians of published findings in the fields of marketing, training, and social psychology, as well as library science.

Zaffron contended that recurrent lack of time and money should not prevent one from adding the insights of others to professional judgment and anecdotal evidence. Librarians should also contribute to the professional community with published observations. To that end, a pamphlet published by Elsevier titled *How to Get Published in LIS Journals* was distributed to all of the session's at-

tendees.

Scott pointed out that academic librarians should join a professional community on campus imbued with the importance of "active learning," "critical thinking," and "action-based research," which can inform and improve teaching techniques. He further observed from personal experience that knowledge of such research helps administrators foster faculty development.

Hinchliffe suggested looking at various sources bearing variations of

the titles *Handbook of Educational Research*, *Handbook for Action Research*, and education encyclopedias as well as Ernest Boyer's classic *Scholarship Reconsidered*. In particular, Boyer noted that teaching methods need to be customized for those with different learning styles.

In addition to the lack of time at some libraries for professional reading there was a felt need for reading circles or other methods of mentoring support to librarians not fully accustomed to the "density"

of some of the research outside of their areas. Experts on campus or members of other organizations more communally can compile summaries of research studies which would save librarians time and provide guidance. Matching librarians with scholars may result in a lesser fear of failure when experimenting with newer instructional techniques. Finally, "Dummies" style workshops can empower instructional librarians to read critically and comprehend, and evaluate some of the literature.

RUSA Announces the 2008 List of Outstanding Reference Sources

The 2008 list of Outstanding Reference Sources for small and medium-sized libraries has been announced by the Reference and User Services Association (RUSA), a division of the American Library Association. The titles, selected by RUSA's Reference Sources Committee, represent high-quality reference works that are suitable for small to medium-sized libraries.

The annotated list will appear in the May 2008 issue of *American Libraries* and also is available on RUSA's Web page at www.ala.org/rusa/bestref.html. The selected titles are:

APA Dictionary of Psychology, ed.

by Gary R. VandenBos, published by American Psychological Association

Encyclopaedia Judaica, ed. by Staff, Macmillan Reference U. S. A. published in 22 vols. as a Rev. ed. by Gale

Blackwell Encyclopedia of Sociology, ed. by George Ritzer, published in 11 vols. by Blackwell

Encyclopedia of Body Adornment, by Margo Demello, published by Greenwood

Encyclopedia of Race & Racism, ed. by John Hartwell Moore, published in 4 vols. by Gale

The Oxford Encyclopedia of Maritime History, ed. by John B. Hattendorf, published in 4 vols. by Oxford

Schirmer Encyclopedia of Film, ed. by Barry Keith Grant, published in 4 vols. by Gale

Encyclopedia of Asian Theatre ed. by Samuel L. Leiter, published in 2 vols. by Greenwood, 2007

Brave New Words: the Oxford Dictionary of Science Fiction, ed. by Jeff Prucher, published by Oxford

Postwar America: An Encyclopedia of Social, Political, Cultural and Economic History, by James Ciment, published in 4 vols. by ME Sharpe

Oxford Companion to World Exploration, ed. by David Buisseret, published in 2 vols by Oxford.

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BCALA Announces the 2008 Literary Awards Winners

The Black Caucus of the American Library Association (BCALA) has announced the winners of the 2008 BCALA Literary Awards. The awards recognize excellence in adult fiction and nonfiction by African American authors published in 2007, including the work of a first novelist and a citation for Outstanding Contribution to Publishing. The recipients will receive the awards during the 2008 Annual Conference of the American Library Association in Anaheim.

The winner in the fiction category is *New England White*, by Stephen L. Carter (Knopf). *New England White* is an intricately detailed literary thriller that sheds light on the lifestyles of the ultimate power couple. The author reveals all the rich complexities of their lives while giving readers an in-depth view of the social life, politics, power and traditions of these "old money" families, against a backdrop of murder

and intrigue.

The fiction Honor Book winner is *Cold Running Creek* by Zelda Lockhart (LaVenson Press).

The winner in nonfiction is *Ralph Ellison: A Biography*, by Arnold Rampersad (Knopf). *Ralph Ellison: A Biography* must be characterized as the definitive biography of Ellison. It is both compelling and thought provoking as it provides different insights into the life of one of America's most elusive yet acclaimed writers. Rampersad had free access to Ellison's papers and his close acquaintances.

Two nonfiction Honor Books were also selected: *Supreme Discomfort: The Divided Soul of Clarence Thomas*, by Kevin Merida and Michael A. Fletcher (Doubleday) and *Silent Gesture: The Autobiography of Tommie Smith*, by Tommie Smith with David Steele (Temple University Press).

The recipient of the First Novelist Award is Chantal Ellen for *The Rise: Where Neighbors Are Sometimes More* (Lion's Den Publishing). This debut novel skillfully portrays the lives of neighbors in a high rise apartment complex offering a spirited depiction of urban living and a dynamic portrait of Washington, D.C.

The Outstanding Contribution to Publishing Citation is presented to

Deborah Willis for *Let Your Motto Be Resistance: African American Portraits*, (Smithsonian's National Museum of African American History and Culture). One hundred and fifty years of well-known African American lives are preserved through remarkable and stunning photographs that evoke a wide range of emotions. The photographs are accompanied by a scholarly text.

Bustin' Loose from the Reference Desk

By Kay Ikuta
Inglewood Public Library

On Sunday morning the RUSA/RSS Reference Services in Small and Medium-Sized Libraries Discussion Group sponsored an informal discussion about reference librarians breaking away from the traditional reference desk. The organizers of the event were Dawn Lowe-Wincentsen of Florida State University, Tallahassee and Margaret Yuen of the University of Waterloo (Ontario, Canada).

To tackle this phenomenon called "roving" or "roaming" reference, 45 minutes of boisterous brainstorming

took place with a volunteer recorder at each table noting the experiences and ideas of the group.

Numerous examples were given as to what techniques are working such as new furniture including pods, podiums, kiosks, and rolling desks. Innovative equipment replaced the desk phone; some libraries used laptops, walkie talkies, or instant messaging.

The biggest challenge was getting staff to buy into the concept. To accomplish this, some libraries tried scheduling on a voluntary basis.

A summary of the results and a related bibliography will be accessible in the near future on the RSS wiki.

Technology Showcase Today

The Technology Showcase returns to Midwinter today, with ten different exhibitors showcasing the latest trends in library technology, from metasearching to deep indexing, and RFID to ebooks.

Simultaneous presentations will take place every forty minutes on the exhibit floor, in theaters next to aisle 2000, from 10:00 a.m. – 1:10 p.m. today.

Presenters are: Collexis and ebrary at 10:00 a.m.; IndexData and OverDrive at 10:40 a.m.; Innovative Interfaces and 3M at 11:20 a.m.; ProQuest and Useful at 12:00 p.m.; and SerialsSolutions and Centurion Technologies at 12:40 p.m.

Join the PLA Board as it Continues to Discuss Organizational Restructuring

Midwinter attendees are invited to join the Public Library Association (PLA) Board of Directors today at 1:30 in the Pennsylvania Convention Center, Room 203B, as they continue the conversation about creating a more nimble organizational structure.

In response to concerns about the availability of people to populate various committees, the PLA Board began to discuss how PLA might work differently in order to more effectively utilize its members as a volunteer workforce. Members have expressed interest in opportunities to become involved in ways that do not require them to attend in person meetings.

To make the organization's structure more flexible to member needs, the PLA Board is considering the restructuring committees and creating Communities of Practice, virtual interest groups supported by the organization. Any member of PLA will be able to participate in Communities of Practice. Committees that conduct the business of the organization will remain. In addition, task forces will be created to accomplish specific projects and will disband upon completion of projects.

To hear more about the proposed changes, join the PLA Board of Directors today.

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Hurry to Choice Booth #524

Today is the last day to stop by the **Choice** booth to receive a free 2008 desk calendar.



Already a *Choice Reviews Online* subscriber?

Come to the CRO2 Clinic in the ALA Office (*Choice* table) today from 11 a.m. - 1 p.m. to have questions about your account answered.

If you are interested in a free trial to *Choice Reviews Online*, please go to Booth #524 for more information.

AILA Announces American Indian Youth Literature Award

The American Indian Library Association (AILA), an affiliate of the American Library Association (ALA), is pleased to announce the recipients of its American Indian Youth Literature Award. This new literary award was created as a way to identify and honor the very best writing and illustrations by and about American Indians. Books selected to receive the award present Native Americans in the fullness of their humanity in the present and past contexts.

The award is presented in each of three categories-picture book, middle school, and young adult. Each winner receives \$500 and a custom-made beaded medallion, which will be presented at a ticketed event during the ALA Annual Conference in Anaheim, CA.

Winner of the award in the Picture Book category is *Crossing Bok Chitto: A Choctaw Tale of Friendship and Freedom* by Tim Tingle, illustrated by Jeanne Rorex Bridge, and published by Cinco Puntos Press, 2006. This is a beautifully inspired story of a friendship between Martha Tom, a Choctaw girl and Li' Mo, a slave boy and how their relationship brought wholeness and freedom to Mo's family and also to many slaves. Bridge's illustrations enhance the story by

resonating the joy of friendship, the light of faith, and the leadership of children.

In the Middle School category, the award goes to *Counting Coup: Becoming a Crow Chief on the Reservation and Beyond*, by Joseph Medicine Crow, published by National Geographic, 2006. In this appealing autobiography, Dr. Joseph Medicine Crow (Absarokee) recounts his adventures and training as a traditional Crow warrior and his service as a decorated World War II veteran. In a text that is not preachy, but honest and real, Joseph Medicine Crow tells how he over came many challenges to fulfill his role as Chief of the Crow Nation.

The winner in the Young Adult category was *The Absolutely True Diary of a Part-Time Indian* by Sherman Alexie, published by Little Brown Publishers, 2007. A realistic, bitter-sweet yet, humorous look at the life of Arnold, a Spokane Indian teenager making his way in life on the reservation while attending an all white high school. Part autobiography, Alexie's Arnold reminds us of the complexities of coming of age, bigotry, bullies, loyalty to family and the meaning of love.

In the near future an American Indian Youth Literature Award free downloadable bookmark and brochure will be made available on the AILA Web site at www.nativeculturelinks.com/aila.html.

Members of the American Indian Youth Literature Award are: Naomi Caldwell, chair, GSLIS, University of Rhode Island, Kingston, R.I.; Carlene Engstrom, D'Arcy McNickle Library, Salish Kootenai College, Pablo, MT; and Gabriella Kaye, Mashantucket, Pequot Museum & Research Center, Mashantucket, CT, Lisa A. Mitten, *Choice Magazine*, Sarah Kostecky, Institute of American Indian Art, Santa Fe, NM, Cindy Carrywater, Montana State Library Commission, and Jolena Tillequots, School Library Media Specialist, Yakima Nation.

The American Economic Association Announces New Journals!

The AEA is launching four new peer-reviewed field journals:

- *The American Economic Journal: Applied Economics* will focus on empirical micro issues.
- *The American Economic Journal: Economic Policy* will examine the role of economic policy in economic outcomes.
- *The American Economic Journal: Macroeconomics* will feature studies of economic fluctuations and growth.
- *The American Economic Journal: Microeconomics* will accept articles on microeconomic theory, industrial organization, and aspects of international trade, political economy, and finance.

Like the *American Economic Review*, the *Journal of Economic Literature*, and the *Journal of Economic Perspectives*, the new journals will be available in print and online. The AEA also publishes EconLit.



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Tickets for the 2008 Scholarship Bash are available at the Bash Booth, in the Grand Hall near Registration. Get yours now!

Meeting Cancellation

HarperCollins Seasonal Book Review, scheduled for today, 1:30-3:30 p.m., has been CANCELLED.

Avery, Doty Win 2008 Stonewall Book Awards

The Gay, Lesbian, Bisexual and Transgendered Round Table (GLBTRT) of the American Library Association (ALA) is pleased to announce the winners of the 2008 Stonewall Book Awards. Ellis Avery, author of *The Tea House Fire*, published by The Penguin Group, is the winner of the Barbara Gittings Book Award in Literature, and Mark Doty, author of *Dog Years: A Memoir*, published by HarperCollins Publishers, is the winner of the Israel Fishman Book Award for Nonfiction.

This year marks the 37th anniversary of the Stonewall Book Awards. The awards will be presented to the winners at the 2008 ALA Annual Conference in Anaheim, CA on June 30.

Set against the background during the opening of Japan to the West, *The Tea House Fire* draws the reader into the world of Aurelia Bernard, an American orphan who finds refuge in the household of a Japanese tea master. Avery's complex historical novel weaves the transformation of Japanese culture and tradition with Aurelia's coming of age and emerging sexuality.

Dog Year's: A Memoir is, on its surface, the story of the day-to-day life of Doty, his partner and their two dogs. In spare and unsentimental prose, Doty reflects on love and loss and takes the reader through his process of grieving for his human and canine

companions.

The 2008 Stonewall honor books in literature are:

- *Bow Grip* written by Ivan E. Coyote and published by Arsenal Pulp Press

- *Dark Reflections* written by Samuel R. Delaney and published by Avalon publishing Group, Incorporated

- *The IHOP Papers* written by Ali Liebegott and published by Avalon Publishing Group, Inc.

- *The Indian Clerk*, a Novel written by David Leavitt and published by Bloomsbury US

The 2008 Stonewall honor books in non-fiction are:

- *Grand Surprise: The Journals of Leo Lerman* written by Leo Lerman and Stephen Pascal and published by Knopf Publishing Group

- *Mississippi Sissy* written by Kevin Sessums and published by St. Martins Press

- *Transparent: Love, Family, and Living the T with Transgender Teenagers* written by Cris Beam and published by Harcourt

- *Two Lives: Gertrude and Alice* written by Janet Malcolm and published by Yale University Press

Members of the 2008 ALA Stonewall Book Award Committee are: Richard DiRusso (chair), Tucson-Pima Public Library, AZ; Robin Imhof (immediate past chair), Elizabeth Briggs (vice,

chair, elect), East Carolina University, Greenville, NC; James Carmichael, University of North Carolina, Greensboro, NC; Beth Gallego, Los Angeles Public Library; James Simonis, librarian emeritus, LeMoyne College, Syracuse, NY; Arla Jones, Lawrence High School, Lawrence, KS; Eric Johnson, Southeastern Louisiana University; Dale McNeil, Queens Library, Queens, NY; and Andy Johnson, Palm Springs, CA.

The Stonewall Award, formerly called the ALA Gay, Lesbian, Bi-

sexual and Transgendered (GLBT) Book Award, was established in 1971 and is the most enduring and oldest award of its kind. Each year the GLBTRT bestows two book awards: one for literature and one for non-fiction to English-language books of exceptional merit relating to the gay, lesbian, bisexual and transgender experience.

For additional information on the Stonewall Book Awards, please visit: <http://www.ala.org/ala/glbtrt/stonewall/stonewallbook.htm>.



Author/illustrator Duncan Weller autographs a copy of *The Boy from the Sun* at the Simply Read booth.

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This intensive program reviews foundational leadership concepts, applies them to the current competitive environment facing libraries, and extends them to the new challenges confronted by senior leaders.

The institute enhances your strategic leadership skills, strengthens your capacity for effective teamwork, hones your ability to forge effective partnerships, and helps you position your library for future success.

10th Annual

Leadership Institute for Academic Librarians

AUGUST 3–8, 2008

This annual institute is designed for library deans and directors and those who report to them.

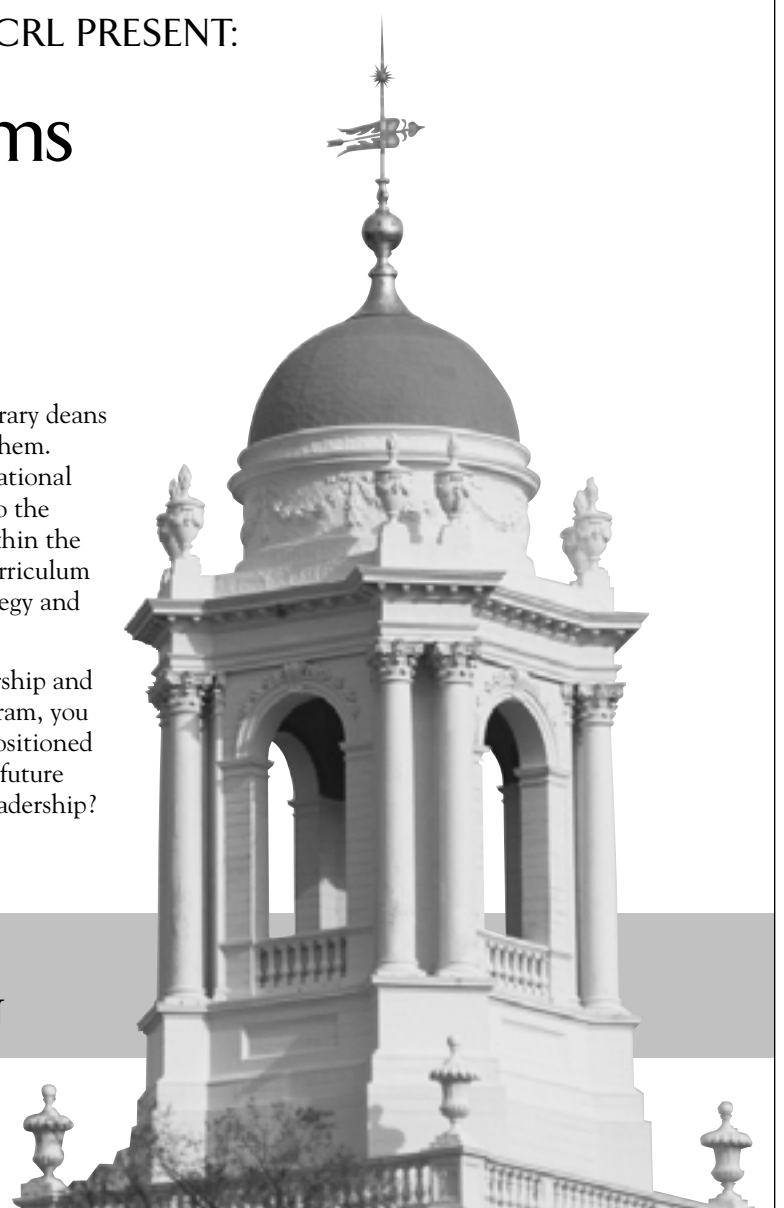
The institute presents important foundational leadership concepts and applies them to the challenges of leading and managing within the contemporary academic library. The curriculum addresses planning, organizational strategy and change, and transformational learning.

The institute helps increase your leadership and management capacity. During the program, you explore two key questions: How well-positioned is my organization to meet current and future challenges? How effective is my own leadership?



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Ann Chambers Theis Awarded 2008 Louis Shores-Greenwood Publishing Group Award

The Louis Shores/Greenwood Publishing Group Award is presented annually to an individual reviewer, group, editor, review medium or organization to recognize excellence in reviewing books or other media for libraries. The award recipient is selected for significant achievement related to a reviewing process that helps librarians make selection decisions. The winner is chosen by a jury of librarians who are experts in the review process and understand the role reviews play in selecting materials for library collections. The award consists of a citation and a \$3,000 cash prize.

This year the Louis Shores/Greenwood Publishing Group Award is pre-

sented to Ann Chambers Theis for the creation and ongoing development of her site Overbooked.org. Overbooked.org specializes in providing timely information about fiction and select nonfiction titles to readers and librarians. The site highlights well-reviewed titles, provides lists of forthcoming books, and offers original content related to collection development. Overbooked.org offers invaluable assistance to the profession, from new library school students, to solo librarians working with limited budgets, to large metropolitan collection development departments needing a quick way to double check an acquisition decision.

Oxford Encyclopedia of Maritime History Chosen for 2008 Dartmouth Medal

The Oxford Encyclopedia of Maritime History has been chosen as the 2008 Dartmouth Medal recipient. The medal, donated by Dartmouth College and presented by the Reference and User Services Association (RUSA), a division of the American Library Association (ALA), is given for creating current reference works of outstanding quality and significance.

Of all the titles the Dartmouth Medal Committee considered for this year's award, one left the others in

its wake. *The Oxford Encyclopedia of Maritime History* is the first English-language scholarly reference log of its kind. Its four volumes hold a cargo of nearly one thousand signed entries and four hundred illustrations. It contains all the seafaring topics you may expect, and many you may not. Not only did the international crew of naval, academic, and independent authors admirably achieve their goal of creating an interdisciplinary resource, they also made it fun.

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Defining Your Library Through Standards

By Stacy L. Voeller
Minnesota State
University Moorhead

The ACRL College Libraries Section (CLS) Medium-Sized Academic Libraries Discussion Group tackled the topic, "Standards, What to Do When the Accreditors Come?" The discussion centered around the following three questions: "How have standards been used in preparation for accreditation visits? How do the standards help assess the effectiveness of a library? And how are results explained to administrators?"

The discussion began as one participant related the experience of a successful accreditation process. It began with the library doing a self-study using questions from the suggested points of comparison found in the standards.

Another library also used the questions and presented the results to their administrators who were quite alarmed at the low scores. Several of the participants indicated that they used four or five peer institutions for comparison.

In benchmarking, which institutions are used for comparison can be a point of contention and it was suggested that using the director of institutional research or someone in a similar position on campus is

important when choosing peer institutions. Questions to think about include: Are you choosing your peer group or your aspiration group? What do you do when your institution's list differs from who you would compare your library to? Peer groups always seem to be difficult to find and can differentiate vastly from department to department on a single campus. Accreditation is focused more on outcomes and assessment.

According to Tim Richards, University of Michigan Dearborn, "peer comparison gets in the way of talking about how my library is doing. The standards encourage libraries to be careful about choosing peer groups." He is not interested in what other libraries are doing, but rather wants his administration to focus on what their library is doing.

Richards was able to hire an outside consulting firm to develop surveys and focus groups specific to his library. They now "interview a lot of faculty to garner whether or not the library's instruction program is having an impact. We have established our own benchmarks and have a sense internally of how we are doing." Often, surveys reflect what users want their library to be. This kind of data does not seem to be useful in the accreditation process.

Bill Nelson, a member of the stan-

dards committee, emphasized that the standards "are guidelines and that every place is different. The sharing of ideas about everything that's been done and how it has worked is essential."

The standards help by providing guidelines for libraries to use about what information to gather when facing an accreditation visit. The questions can be used as an internal vehicle

for starting conversation that will be used to prepare for the visit and can make the campus more knowledgeable about the vocabulary accreditors will use.

In 2009, the ACRL Standards for Libraries in Higher Education Accreditation Committee is set to review the current standards and is looking toward forming a task force to do this.



Victoria Kinnear, Baltimore, MD, picks up a book at the Harper Collins booth to as she makes her way through the exhibits.

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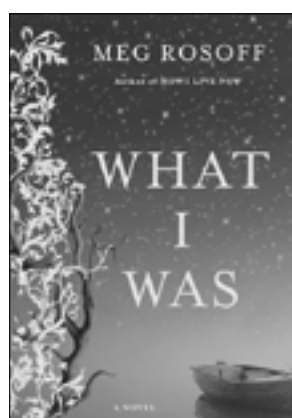
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