

Report to Council and Executive Board

April 7, 2008

Keith Michael Fiels
Executive Director

ALA President-Elect Testifies on EPA Libraries

On March 13, ALA President-Elect Jim Rettig testified before the U.S. House of Representatives on the closure of libraries at the Environmental Protection Agency (EPA).

Speaking to the House Committee on Science and Technology's Subcommittee on Investigations and Oversight, Mr. Rettig addressed several questions that have raised alarm within the library community, the science community, and several other affected fields.

"Overall, from the library standpoint, the key issue to determine is whether or not the EPA's library plan is based on the end users' needs. We think not," Mr. Rettig said. "Our sources have repeatedly told us that there has been no outreach to the EPA Library user community.... Indeed, there has been a lot of talk about getting information to a "broader audience," which EPA has repeatedly claimed is its primary goal, but how do the steps being taken by EPA accomplish that? ALA doesn't see how what's being done is connected to users' needs."

Full testimony is available at <http://wo.ala.org/districtdispatch>.

OIF Receives OSI Grant for Privacy Conversation

The Office for Intellectual Freedom (OIF) and the Intellectual Freedom Committee are pleased and excited to report that the Open Society Institute (OSI) has awarded a grant for \$350,000 to OIF to help underwrite its initiative for a national conversation on privacy, as requested by the "Resolution on National Discussion on Privacy," adopted by the ALA Council at the 2006 ALA Annual Conference. The three-year project, now entitled "Privacy for All: Rallying Americans to Defend Our Freedoms," is designed to ignite a recommitment to privacy rights in the 21st Century by providing librarians and libraries with the tools they need to educate their communities about privacy issues.

Topping Off the New *Choice* Building

Choice magazine celebrated the ground-breaking of its new office on March 25, 2008. *Choice* will occupy the third floor of the new Liberty Square building, located on Main Street in Middletown, Connecticut.

Concerned with environmental issues, Liberty Square is being built as a “green building.” This will include extra insulation for energy efficiency, high-efficiency systems and windows, recycled steel materials, and other green products. *Choice* will continue this green theme inside the office as well with green furniture. This means the furniture will be made out of durable, recycled wood with all nontoxic materials from a local retailer. Energy-efficient light bulbs will also be used.

In honor of the going green theme, a live evergreen tree was placed on the top of the building for the groundbreaking ceremony. The tree not only symbolizes the green building, but is also an old Scandinavian tradition to bring good luck to new steel buildings.

Irving Rockwood, *Choice* Editor and Publisher, and Greg Calloway, ALA Associate Executive Director of Finance, were in attendance for the ground-breaking, along with the *Choice* staff. At the ceremony, Rockwood said, “None of this could have happened without the active support and cooperation of ACRL and ALA. Everyone involved brought crucial assets to the table.”

EthnoMetrics to Monitor Traffic on the Exhibit Floor.

ALA's Conference Services Department has hired an ethnographic consulting firm called EthnoMetrics to monitor the traffic on the exhibit floor. The company looks at what parts of the exhibit floor draw the most traffic, how the traffic flows each day and each hour, as well as various other aspects of the exhibition. This was done in response to exhibitors who complained about the lack of traffic on the show floor, while others did not. With upwards of 22,000 people visiting the exhibits throughout the Annual Conference and over 10,000 at Midwinter, there was a need to see where the discrepancies were and why some exhibitors were so pleased while others were so displeased that they decided not to buy space at subsequent shows.

The Ethnographer, having done this for numerous other conferences and trade shows, could see common behaviors of attendees that kept them away from some booths or caused them to just walk by others without stopping. The results have been fascinating not only to exhibitors, but also to ALA staff members. A preliminary report will be put on the website for members to view. It will be password protected, so the information is only available to ALA members.

Conference Services will continue to have EthnoMetrics monitor the exhibit floor at the 2008 Annual Conference in Anaheim and in Denver for the Midwinter Meeting in 2009. The Ethnographer will be making a more detailed presentation to the exhibitors at both the Annual Conference in Anaheim and the Midwinter Meeting in Denver. The time, date and location will be posted and members are invited to attend.

ALA Cultural Communities Fund Makes Final Push to Meet Fundraising Deadline

In order to meet its ambitious fundraising goals, the Public Programs Office began a campaign to raise a final \$310,000 in contributions and pledges for the Cultural Communities Fund (CCF) before July 31. All contributions and pledges made before July 31 will be matched by the National Endowment for the Humanities (NEH). Member support is urgently needed to take full advantage of this opportunity to leverage funds from NEH. Contributions can be made online at www.ala.org/ccf.

ALA OFFICES

ALA Membership Development

Student Members to Receive *Student AL Direct*

All student members of the Association have begun to receive *Student AL Direct*, the new E-newsletter specifically addressing professional news and information about becoming more involved in the Association. Membership Development anticipates three issues per semester plus an Annual Conference wrap up. This project compliments a Keep-In-Touch program for students, designed to ensure smooth delivery of member benefits and publications as well as facilitating easy Student-to-Regular-membership conversion.

Strong Membership Numbers

Membership continues to be strong in this second year of the dues increase. YTD renewals are 7.8% ahead of last year; new memberships are ahead by 8.5%; reinstatements are ahead by 28.5%; and drops are almost 8% fewer than last year. This growth is attributable to four key factors - improved renewal cycle messaging, more frequent membership invitational mailings, a very successful reinstatement telemarketing campaign, and strong Annual Conference pre-registration. Overall, membership activity YTD is ahead of last year by 7.2%.

Office for Government Relations (OGR)

EPA Report to Congress

On March 27, the Environmental Protection Agency (EPA) submitted its Report to Congress on the state of the EPA National Library Network. Included in the report were the following points:

- The five libraries that were closed will be reopened on or before September 30, 2008; Region 5 in Chicago, Region 6 in Dallas, Region 7 in Kansas City, the EPA Headquarters Repository and the Chemical Library in Washington, DC.
- All libraries will have a librarian, appropriate staff, reference and book collections, electronic services, interlibrary loan and public access.

This comes in response to an order from Congress, as written into the fiscal year 2008 omnibus appropriations bill, to re-open the libraries that had been closed over the course of the past year.

Senator Russ Feingold Honored with James Madison Award

United States Senator Russ Feingold (D-WI) is the recipient of the 2008 James Madison Award, presented by the American Library Association to honor those who, at the national level, have championed, protected, and promoted public access to government information.

"His work in the United States Senate to promote the public's right to know has been extensive and effective," said ALA President Lorienne Roy in her opening remarks. "In short, he has put his money where his mouth is on open government legislation and his record reflects just that."

Video of the presentation is available at <http://wo.ala.org/districtdispatch>.

Office for Information Technology Policy (OITP)

Changes in OITP

On March 25, OITP Director Dr. Alan Inouye released a letter outlining several changes in OITP. "The need for changes was identified and discussed last fall at the retreat of our advisory committee," Dr. Inouye said. "Based on the discussions at the retreat and subsequent work, a strategic plan was developed. At the 2008 Midwinter Conference, this plan was endorsed by the OITP Advisory Committee and, consequently, the reorganization of OITP is now underway."

OITP is being reorganized into four programs. The large majority of existing activity is being incorporated into the Program on Public Access to Information and the Program on Networks. This new structure will provide an improved organizational basis for addressing topics beyond copyright and Internet policy, which were previously the two major categories.

OITP also created the OITP Fellows Program as a mechanism for increasing access to leading thinkers in the library and allied communities. Finally, OITP is creating the Program on America's Libraries in the 21st Century to explore future directions in libraries, technology, and society in a systematic way, and to provide the basis for proactive action by the library community — to help shape the future.

International Copyright Advocates in Geneva for WIPO Meeting

Earlier in March, International Copyright Advocate Lori Driscoll and OITP Copyright Specialist Carrie Russell were in Geneva, Switzerland, for a meeting of the World Intellectual Property Organization (WIPO). On behalf of the Library Copyright Alliance, they made a statement to the WIPO Standing Committee on Copyright and Related Rights, concerning the relationship between libraries and copyright. Later, Ms. Driscoll and Ms. Russell gave a brief "intervention" on behalf of the Library Copyright Alliance, in opposition to a treaty for broadcasters (both available at <http://wo.ala.org/districtdispatch>).

Peggy Hoon Honored with 2008 Patterson Copyright Award

Peggy Hoon is the 2008 recipient of the L. Ray Patterson Copyright Award: In Support of Users' Rights, which was established to recognize the contributions of an individual who pursues and supports the Constitutional purpose of U.S. copyright law, fair use, and the public domain.

Ms. Hoon currently serves as Special Assistant to the Provost for Copyright Administration at North Carolina State University. In that role, Ms. Hoon helps shape the University's policies and regulations with regard to copyright, and she has shared that knowledge with countless other libraries and universities, through a busy speaking schedule and strong presence on the Internet.

Office for Library Advocacy (OLA)

"Spokane Moms" Win State Funding for School Libraries

The grassroots advocacy efforts of the "Spokane Moms," three parents "fed up" with the state of school libraries in Washington, paid off last month when their efforts, assisted by the Washington Library Media Association (WLMA), the Washington Library Association (WLA) and the ALA, resulted in the first-ever state-level support for school library media centers in Washington. A compromise budget, passed March 12, includes \$4 million, which breaks down to \$4.09 per student, for the 2008–09 academic year. This funding will maintain and improve library materials, collections, and services, according to Mom, Lisa Layera Brunkan, of Fund Our Future Washington, in an *American Libraries* interview.

The Spokane Moms partnered with WLMA and WLA to form The Washington Coalition for School Libraries and Information Technology (WCSLIT). Its Fund our Future Washington campaign has received national attention in past months, with a petition drive that drew over 5,000 signatures. Senate and House bills were introduced in the Washington Legislature in January.

The Office for Library Advocacy (OLA) worked with the American Association of School Librarians (AASL) and the Public Information Office (PIO) to assist the grassroots effort in Spokane, Washington, including a day-long summit and lunchtime rally that took place in the capitol city of Olympia.

The "Moms" are also offering advice to grassroots movements springing up in several other states that support school-library revitalization, including Arizona and Oregon. They would like to see reform for school library media centers occur on a national level.

Plans for the Annual Conference

The Spokane Moms have been invited to the Advocacy Institute at the ALA Annual Conference in Anaheim. The topic, "School Libraries in Crisis: Why Everyone Should Care" will be the theme of The Advocacy Institute to be held on Friday, June 27, 2008, 8:30 a.m.-3:30 p.m. The Spokane Moms have been invited to participate. The California Library Association, the California School Library Association, and the American Association of School Libraries have been invited to cosponsor.

The usual Saturday afternoon training will be used as a planning session for 2008-2009 ALA President Jim Rettig's advocacy initiative. "Library Advocacy for All: Saving the Library Ecosystem," will take place on Saturday, June 28, from 1:30-3:30.

Office for Literacy and Outreach Services (OLOS)

The American Dream Starts @ your library

Since December 2006, the Dollar General Literacy Foundation has supported the OLOS initiative *The American Dream Starts @ your library*. In March 2008, 34 libraries in 17 states received ALA/Dollar General funding to add, improve, or expand their adult literacy services and programs for Adult English language learners. The 34 funded libraries are in urban, suburban, and rural communities with populations of 850 to one million. New and additional literacy activities include mobile language labs, promotional videos, collection development, tutor training, conversation clubs, and community outreach and collaboration. ALA will issue a formal press release announcing the funded libraries during National Library Week.

Public Information Office (PIO)

Media Relations Activity Reaches 310 Million in First Quarter 2008

PIO media relations activity generated coverage that reached more than 310 million people during the first quarter of 2008. Since the Midwinter report to the Executive Board and Council, the American Library Association's (ALA) clipping service (based on the top 150 newspapers by circulation) and online news scans returned more than 609 articles including mentions of the ALA, representing a circulation of more than 94,440,414. Furthermore, coverage of library issues and the Association has been almost universally positive.

Online readership included 215,584,053 visitors per month (VPM). VPM is defined as the numbers of visitors the site receives, and may not reflect how many may have viewed specific articles mentioning ALA.

According to the Newspaper Association of America, there are more than 1,400 daily newspapers and 6,700 weekly newspapers in the United States, so the list of placements is only a snapshot of coverage achieved by the ALA.

Public Programs Office (PPO)

86 Libraries in 34 States to Receive Grants for "Let's Talk About It: Jewish Literature"

The Public Programs Office and Nextbook, a gateway to Jewish literature, culture and ideas, selected 86 public and academic libraries to receive grants for *Let's Talk About It: Jewish*

Literature programs. The awards mark the final round of *Let's Talk About It: Jewish Literature* grants awarded through a multi-year grant from Nextbook to ALA. For a list of participating sites by state, visit

<http://www.ala.org/ala/ppo/programs/currentprograms/letstalkaboutit/ltaijphase2round2.cfm>

Project directors from the selected libraries participated in a national training workshop in San Francisco, April 2-3, 2008, and received program and promotional materials and a \$2,500 grant to support workshop travel, program costs and scholar honoraria. Since 2004, ALA and Nextbook have awarded more than 330 grants to conduct *Let's Talk About It: Jewish Literature* reading and discussion programs.

Winners Selected for Great Stories CLUB grants

Launched in 2005, the Great Stories CLUB (Connecting Libraries, Underserved teens and Books) is a reading and discussion program designed to reach underserved, troubled teen populations. The Public Programs Office and the Young Adult Library Services Association (YALSA) announced in March that 173 libraries were selected to receive Great Stories CLUB grants. Funding was provided for this program by Oprah's Angel Network.

Participating libraries will receive 11 sets of three theme-related books to provide to members of a book club, as well as access to a variety of online resources, designed to help plan and implement programming. All types of libraries located within or working in partnership with facilities serving troubled teens (such as juvenile detention centers or alternative high schools) in the United States and its territories were eligible to apply. For more information, or to view the full list of selected libraries and partner organizations, visit www.ala.org/greatstories.

Woodsdale Elementary School Wins Sara Jaffarian Award for School Library Programming

The Public Programs Office is pleased to announce that the Woodsdale Elementary School in Wheeling, West Virginia, is the winner of the 2008 Sara Jaffarian School Library Program Award for Exemplary Humanities Programming. The award will be presented in June at the ALA Annual Conference in Anaheim, where the Woodsdale Elementary School will receive a plaque recognizing the achievement, and a cash award of \$4,000.

Sandra Wiseman, School Library Media Specialist at Woodsdale Elementary, developed and submitted the winning program, entitled "History Hits the Road to Woodsdale." Partnering with local historians, the West Virginia Humanities Council, the PTA, parents and community volunteers, "History Hits the Road" allowed students to experience life in the 19th century through hands-on learning. Teachers of all grade levels built classroom activities around the theme, using reading, research, role playing, crafts and music to actively engage students in understanding pioneer life.

PPO, NEH Bring "Soul of a People" Grants to Libraries

The Public Programs Office, in partnership with Spark Media, is proud to present an innovative library outreach program to enhance and increase the nationwide impact of Spark Media's documentary film, "Soul of a People: Voices from the Writers' Project." Major funding for the library outreach program has been provided by the National Endowment for the Humanities

(NEH). Following an application process, 30 libraries will be selected to receive a \$2,500 grant from NEH to present five different public outreach programs during the period of the national broadcast of "Soul of a People" (projected for Spring 2009).

The application and guidelines for "Soul of a People" and complete instructions for registering and applying through [Grants.gov](http://www.neh.gov/grants/guidelines/SGL_Soul_of_a_People.html) may be found at http://www.neh.gov/grants/guidelines/SGL_Soul_of_a_People.html. Online applications must be completed by July 11. For more information about "Soul of a People: Voices from the Writer's Project – Library Outreach Programs," visit www.ala.org/soulofapeople.

ALA DIVISIONS

American Association of School Librarians (AASL)

Deedy and Breslin Lend Their Talents as School Library Media Month Spokespersons

Award-winning author Carmen Agra Deedy and Academy Award nominated actress Abigail Breslin are both spokespersons for 2008 School Library Media Month (SLMM). In their roles as spokespersons, each has lent their talents to AASL. Deedy has recorded public service announcements (PSAs) for broadcasting and hosted a SLMM launch event at a public school in New York City on April 7. She will also be lending streaming audio of her book, "Marina and the Beautiful Cockroach: A Cuban Folktale," to a celebration in Second Life for National Library Week and SLMM. Breslin graces the front of an activities poster for school library media specialists to use to plan activities to celebrate SLMM. Breslin appears dressed for her role in her new movie "Kit Kittredge: An American Girl."

Fall Forum Registration Opens

Registration for the AASL 2008 Fall Forum, "Assessment – Part II: Constructing and Interpreting Viable Tools for Effective Student Learning in the Library Media Center," opened on March 10. The 2008 institute will be held October 17-19 at the Oak Brook Hills Marriott Resort, Oak Brook, Illinois. Discounted registration is available until September 12 for AASL members, ALA members and non-members. Early registration is encouraged as the 2006 Fall Forum sold out.

AASL in Second Life

For the start of National Library Week and SLMM, AASL is "ramping up" its presence in Second Life. AASL Web 2.0 Task Force members, Robin T. Williams and Lisa Perez, are helping to "build" AASL's presence on ALA Island before the start of National Library Week on April 13. AASL hopes to have a place where school library media specialists can meet to share knowledge and socialize. A kickoff event is in the process of being planned, which will lead the way to monthly events for AASL members in Second Life.

AASL Studies Communications Strategies

AASL is in the process of surveying members on its communications strategies. The goal is to find out what members find valuable about AASL communications and what other communications sources members use to find news and information about the association. The survey will close April 14.

Association of College and Research Libraries (ACRL)

ACRL Springboard Event

The first ever ACRL Springboard Event, a free 90-minute interactive Webcast for ACRL members, was held on April 2. By providing this webcast free for ACRL members, ACRL is responding to feedback that professional development is one of the most important services that the association provides and that members want additional online learning opportunities. The program featured a lively discussion about the future of higher education with Henry Jenkins, the Co-Director of the Massachusetts Institute of Technology (MIT) Comparative Media Studies Program and the Peter de Florez Professor of Humanities. Jenkins also explored the skills and fluencies students will need for the 21st century and what the library can do to prepare for the future of higher education. More than 500 members registered for the event, making it one of ACRL's most popular online offerings to date.

College & Research Libraries Preprints

Preprint articles from *College & Research Libraries (C&RL)*, ACRL's scholarly research journal, are now available online. The first group of preprint articles is now available on the *C&RL* website at <http://www.ala.org/ala/acrl/acrlpubs/crljournal/preprints/preprints.cfm>. The addition of preprint articles gives the *C&RL* editor the ability to release important research articles online prior to publication in the print journal. All preprint articles have been accepted for future publication in *C&RL*. Manuscripts are in their final version but are not yet copyedited or formatted for print publication. The full-text of preprint articles is available to current ACRL members only.

ACRL Launches Chat Series

On March 27, the first edition of *ACRL OnPoint*, a new monthly live chat series, was held in the ACRL Meebo room. Each informal monthly chat session provides the opportunity for librarians to connect with colleagues and experts to discuss an issue of the day in academic and research librarianship. The first chat featured a discussion of how libraries are leveraging the new National Institutes of Health (NIH) public access policy on campus, with ACRL Scholarly Communication Committee member Karen Williams and Linda Watson, President of the Association of Academic Health Sciences Libraries. Transcripts and information about future *OnPoint* chats is available on the web at <http://www.ala.org/ala/acrl/acrlproftools/OnPoint/onpoint.cfm>. All *ACRL OnPoint* chats are free and open to the public.

ACRL/LAMA Space Planning Wiki

In response to frequent inquiries for information about planning academic library buildings, ACRL and LAMA have partnered to develop a basic framework for architects, planners and librarians embarking on planning and design of academic libraries. The "ACRL/LAMA Guide for Architects" provides convenient access to standards, guidelines, precedents, user studies, furniture, fixtures, equipment and other pertinent resources. The wiki-based guide is available on the ACRL Web site at http://wikis.ala.org/acrl/index.php/ACRL/LAMA_Guide_for_Architects. The wiki was featured in the *Chronicle of Higher Education* and has received more than 6,000 hits since its launch in early March.

ACRL Instruction Section Discussion Forum Available Online

The ACRL Instruction Section (IS) Research & Scholarship Committee made the content of its Midwinter 2008 Discussion Forum, "Research Into Action: Leveraging Research Into IL [Information Literacy] Instruction" on the IS Website at <http://www.ala.org/ala/acrlbucket/is/conferencesacrl/discussionforums.cfm#2008>. An audio recording of the session is available to download or stream, and a PDF of the forum's Recommended Reading List is also available. The forum was held on January 13, 2008 in Philadelphia and featured panelists Lisa Janicke Hinchliffe and Scott Walter of the University of Illinois at Urbana-Champaign, and Michelle L. Zafron from the University at Buffalo.

Assessment Immersion Track

ACRL's Institute for Information Literacy has developed a new addition to its popular Immersion program. "Assessment Immersion Track: Assessment in Practice" is intended for librarians active in teaching and learning and those with leadership roles for information literacy program development who want to improve their knowledge and practice of both classroom and program assessment. Applications for the program are now being accepted through June 2, 2008. Acceptance in the program is competitive. The program will be offered December 4 - 7, 2008, at the Scarritt Bennett Center in Nashville, TN. Details are available online at <http://www.acrl.org/ala/acrl/acrlissues/acrlinfolit/professactivity/iil/immersion/assessmentimmersion.cfm>.

Upcoming Professional Development Events

Registration is now open for the 49th Annual Preconference of the Rare Books and Manuscripts Section (RBMS) of the Association of College and Research Libraries (ACRL), *Rare and Special Bytes: Special Collections in the Digital Age*, to be held June 24-27, 2008 in Los Angeles. The 2008 RBMS Preconference will explore a wide range of issues pertaining to the digitization of special collections, including the selection of materials, improving access, copyright and licensing, and the use of digitized materials. Full-day workshops will be offered on Cataloging Cultural Objects (CCO) and the Descriptive Cataloging of Rare Materials (Books). For program, registration, and housing information, visit <http://www.library.ucla.edu/libraries/special/RBMS/index.htm>. Late charges apply after May 21.

Registration is also open for the Joint Spring Virtual Institute, sponsored by ACRL and the Library Administration and Management Association (LAMA), "Leading from the Middle:

Managing in All Directions.” The Institute will be held April 29-30, 2008 and will feature live, interactive Webcasts, and asynchronous online poster sessions. Programs will address issues of management and leadership, including developing library professionals, inspiring change, interim appointments, library 2.0 transformation, innovation and more. Complete descriptions of the institute programs and learning outcomes are online at <http://www.ala.org/ala/acrl/acrl events/springvirtualinstitute.cfm>

Association for Library Service to Children (ALSC)

El día de los niños/El día de los libros (Children’s Day/Book Day) 2008

Plans for the 12th annual celebration on April 30 are in full swing. Día-themed posters and bookmarks featuring Dora the Explorer™, are available through ALA Graphics, and a database of events, searchable by state, is available on the Dia Web site at <http://www.ala.org/dia>. Those celebrating the initiative are encouraged to register on the site in exchange for a limited quantity of complimentary bilingual brochures featuring an updated recommended reading list and tips for parents in English and Spanish. ALSC has begun a new partnership with First Book, which provides children from low-income families the opportunity to read and own their first new books. First Book is offering Día host libraries the opportunity to receive new bilingual books for free or at deeply discounted prices.

ALSC Institute 2008 Lineup Announced

The ALSC Institute, to be held September 18-20, 2008 in Salt Lake City, Utah, will feature Geisel and Caldecott Honoree Laura Vaccarro Seeger (*First the Egg*) and Newbery and Coretta Scott King Medalist Christopher Paul Curtis (*Elijah of Buxton*), educational tracks focusing on technology, programming, and children’s literature for tweens, as well as the first-ever Breakfast for Bill. Breakfast for Bill, sponsored by the ALSC William Morris Endowment, honors Morris’ legacy as the first ALSC Distinguished Service Award winner by bringing librarians together with an array of children’s book creators, including Newbery Medalist Sharon Creech (*Walk Two Moons*) and illustrator William Joyce (*A Day with Wilbur Robinson*), editors, and publicists. For more information, please visit <http://www.ala.org/alsc> and click on “Events and Conferences.”

ALSC at the Annual Conference 2008

- The ALSC Preconference: *Summer Reading Survivor: Overcoming the Challenges* will take place Thursday evening, 7:00 – 9:30 p.m. and Friday, 8:00 a.m.– 5:00 p.m. Children’s book creators Judy Sierra (*Wild about Books*), Harry Bliss (*Catch the Reading Bug*), and Pam Muñoz Ryan (*Becoming Naomi Leon*); literacy educator Stephen Krashen; and Multnomah County (OR) Library director Ginnie Cooper will re-energize summer reading veterans and inspire those who’d like to begin a program.
- The first Odyssey Awards for Excellence in Audiobook Production, administered jointly by ALSC and YALSA and sponsored by *Booklist*, will be presented at the *Booklist* Books for Youth Forum on Friday evening, 8:00 – 10:00 p.m.
- The 2008 Pura Belpré Awards Celebración will take place on Sunday from 1:30 – 3:30 p.m. at the Clarion Hotel. Winners Margarita Engle (*The Poet Slave of Cuba: A Biography of*

Juan Francisco Manzano) and Yuyi Morales (*Los Gatos Black on Halloween*) and Honorees will accept their awards and light refreshments will be offered.

- The Newbery-Caldecott Banquet will take place at the Hilton Anaheim Pacific Ballroom on Sunday, June 29. There is a cash bar reception from 6-7 p.m.; doors to the Banquet open at 6:45. Medalists Brian Selznick (*The Invention of Hugo Cabret*) and Laura Amy Schlitz (*Good Masters! Sweet Ladies! Voices from a Medieval Village*) will accept their awards in person.
- The ALSC Charlemae Rollins President's Program, part of the Auditorium Speaker Series, will take place Monday from 8:00 – 9:30 a.m. and will feature T. Berry Brazelton, MD. Dr. Brazelton will address his "Touchpoints" method of understanding and participating in family and child development.
- The ALSC Awards Ceremony will follow the President's Program on Monday from 10:30 a.m. – 12:00 noon. The Batchelder, Carnegie, Geisel, and Sibert Awards will be presented and the ALSC membership meeting will follow.
- ALSC will participate in the ALA Membership Pavilion booth, and will present ALSC 101, an introduction to the division for new members.

ALSC at PLA

Newbery, Caldecott, and Belpré posters created for ALSC by Follett Library Resources were among some of the hottest giveaways at this year's PLA Conference. Posters flew off the tables as ALSC members and potential new members were greeted at the ALA and joint division booth in the exhibits hall. In addition to the giveaways, ALSC promoted its initiatives such as "Kids! @ your library" and "El día de los niños/El día de los libros" professional awards and the upcoming Institute; all of which received a very warm welcome from PLA attendees.

Library Administration and Management Association (LAMA)

New ACRL/LAMA Wiki

The "ACRL/LAMA Guide for Architects" (described in the ACRL report above) will now be the responsibility of a joint interdivisional committee charged with maintaining the guide and addressing future issues of mutual concern. The wiki-based guide is featured as a resource in the American Institute of Architects Community of Practice for Architecture Education at http://www.aia.org/cae_default, as well as on the ACRL Web site at http://wikis.ala.org/acrl/index.php/ACRL/LAMA_Guide_for_Architects.

Registration opens for ACRL/LAMA Joint Spring Virtual Institute

(Please see details in the ACRL Report under "Upcoming Professional Development Events.")

LAMA Swap and Shop

The Swap and Shop Committee of the Public Relations and Marketing section (PRMS) of the Library Administration and Management Association (LAMA) is continuing the popular PR Makeover event, first introduced in 2005. All types and sizes of libraries are invited to submit a

brochure for a potential makeover.

Libraries can send three copies of a library brochure that is a potential candidate for a makeover. The "PR Doctors," Peggy Barber of Library Communications Strategies and graphic designer Sam Silvio, will select two lucky entries for makeovers -- one from a public or school library and one from an academic library. The makeovers will be unveiled during the Swap and Shop event on Sunday, June 29, during the American Library Association (ALA) Annual Conference in Anaheim.

Library and Information Technology Association (LITA)

LITA at the Annual Conference

The Library and Information Technology Association is offering three preconferences in Anaheim on Friday, June 27:

Getting Started with Drupal: This hands-on workshop is offered at the Anaheim Public Library. Participants learn what Drupal is, and how it differs from typical content management systems, along with an overview of changes and new features in version 6. The training includes installing and configuring Drupal 6, understanding the Drupal workflow and terminology, setting up roles and permissions, basic site configuration, modules, adding content, using taxonomy to organize content, using blocks, and setting a site's look and feel. The workshop includes a demonstration of some advanced tools to use to customize a site. Cary Gordon, President of the Cherry Hill Company is the speaker

Datagrid Technologies and Libraries: This panel presentation features librarians and storage administrators from the University of California, San Diego (UCSD) Libraries and the San Diego Supercomputer Center (SDSC). They address various aspects of datagrid technologies for use in libraries. The group covers the overall benefits of utilizing datagrid technologies with institutional repositories, digital libraries, and digital preservation systems within libraries and looks specifically at case studies of the UCSD Libraries and the SDSC-based Chronopolis digital preservation data-grid. Most of the tools for these systems are open source and with very minimal instruction can become an important collaborative network. They can be used with academic bandwidth such as the Internet2 Abilene network for sharing large collections of born-digital material and escaping proprietary hardware lock-in on large-scale or mass digitization initiatives. Speakers are: Ardys Kozbial and Declan Fleming, UCSD; David Minor and Robert McDonald, SDSC; and, Chris Jordan, Grid Infrastructure Group, Texas Advanced Computing Center.

Library-wide IT Proficiency: Library IT staff need to stay abreast of the technological advances that can enhance library operations and simultaneously help all library staff maintain a level of competence and confidence in not only using current IT resources, but also in learning new ways of working smarter. Basic elements of end user education are covered, and how library staff can be enabled with cutting edge technology awareness and use. Key components include understanding end user needs, technology competency, effective intranets and cross-divisional self sufficiency programs. Speakers include: Grace Sines, National Agricultural

Library; Gary McCone, National Agricultural Library; Brenda Chawner, Victoria University of Wellington, New Zealand.

LITA is offering a *LITA 101: Open House* on Friday, June 27 from 4:00 pm - 5:30 pm. The LITA Open House is a great opportunity for current and prospective members to talk with leaders and learn how to make connections and become more involved in LITA activities.

In addition to the fine programs developed by LITA Interest Groups and offered throughout the conference, LITA offers "Sunday Afternoon with LITA," on June 29, 2008. The Afternoon begins with LITA's Top Technology Trends, 1:30 pm -3:00 pm; continues with the LITA Awards and Scholarships Reception, 3:00 pm - 4:00 pm, and finishes with the LITA President's Program, 4:00 - 5:00 pm, "Isn't It Great to Be in the Library...Wherever That Is?" It is often said that today it is necessary to run 3 libraries at once: the libraries of yesterday, today, and tomorrow—running both the physical, visible library, and the one that exists beyond the walls. This raises many questions of what a library is and what it encompasses, what it isn't, where the boundaries lie, what is the impact on what we do and how we do it, what our clients want, how we serve them, and what kinds of librarians serve them. This program will attempt to examine the full social and cultural constructs of libraries; an examination that moves beyond basic Web 2.0 and integrates patrons, librarians and resources in what should be a ubiquitous manner. Joe Janes, Associate Professor in the Information School of the University of Washington in Seattle and columnist for *American Libraries*, will be the keynote speaker along with members of the "It's All Good" <http://scanblog.blogspot.com/> blogging group as the reactor panel for a lively exploration of possible futures.

Public Library Association (PLA)

PLA 12th National Conference Draws Thousands to Minneapolis

Nearly 10,000 library staff, supporters, exhibitors, authors, and guests descended on the Minneapolis Convention Center from March 25-29 for PLA 2008. The conference offered attendees a variety of programming focused on key issues such as technology; serving adults, youth and new Americans; gaming in libraries; library design; and collection development.

A series of preconferences preceded the conference, and included a luncheon hosted by author Meg Cabot, best known for "The Princess Diaries" series. Other preconference speakers included author and Librarian Action Figure Model Nancy Pearl in "Book Buzz," where she led a lively discussion on some of the best upcoming books.

The Opening General Session featured philanthropist and author John Wood, founder and CEO of Room to Read, a non-profit organization dedicated to helping children in the developing world through the power of education. Wood discussed the inspiration for his organization and his grand vision to provide educational access to 10 million children in the developing world through his inspirational and novel approach to non-profit management.

Best-selling travel experts and authors Arthur Frommer and daughter Pauline Frommer spoke to a luncheon crowd of more than 700 attendees. Children's Author Luncheon keynote speakers,

award-winning author Pat Mora and illustrator Raúl Colón, collaborators on children's favorites, *Doña Flor* and *Tomás and the Library Lady*, discussed the inspirations behind their work as well as the importance of librarians' optimistic natures in front of a packed ballroom.

Other conference speakers included: novelist Louise Erdrich; best-selling author Jacqueline Winspear; actor, screenwriter and audiobook narrator Scott Brick; and Books on Tape Executive Producer Dan Musselman. Attendees also had the opportunity to visit more than 800 booths in the exhibits hall, giving them a look at the latest in library products, services, and technology.

Comedian and author Paula Poundstone brought the 12th National Conference to a close on Saturday, March 29. For more information on PLA 2008, visit www.placonference.org or www.plablog.org.

Virtual Conference Provides Programming for Librarians Unable to Travel

New to the conference this year was the PLA Virtual Conference. Those who were not able to attend the conference in Minnesota had an opportunity to join their colleagues via the Web. Nearly two hundred online subscribers participated in such activities as live, interactive Webcasts and workshops; online poster sessions; access to handouts and other presentation materials; and both general and subject-focused discussion boards. Each day featured five live programs - the same programs available to in-person conference attendees. In addition, the Virtual Conference featured special events, such as "A Conversation with Nancy Pearl," an interactive question-and-answer session with the living model for the librarian action figure, and "Inside the Author's Studio," a daily chat with well-known authors.

PLA 2008 Hosts Turning the Page Event for PLA Members

Turning the Page: Building Your Library Community prepares librarians with the skills, confidence, and resources they need to create community partnerships, build alliances with local and regional decision makers, and ultimately increase funding for their libraries. This event, generally offered only to Gates Foundation Opportunity Online hardware grantees, was available free of charge to PLA members who attended PLA 2008 in Minneapolis. Nearly two hundred members attended the two day learning event, which took place on Tuesday, March 25 and Wednesday, March 26. Visit www.SustainingLibraries.org for more information.

3M Offers Leadership Institute Preconference to PLA Members

Approximately eighty PLA members were selected to attend a Leadership Institute hosted by 3M on Tuesday, March 25 preceding the PLA 12th National Conference in Minneapolis. The event, which took place at 3M's famed "Innovation Center," gave attendees the opportunity to learn about developing leadership skills and fostering change within their libraries. Attendees participated in an interactive leadership development institute which covered topics such as staff engagement, retaining and developing library professionals, and how library leaders meet the needs of a changing customer base. All costs to attend the Leadership Institute were covered by 3M.

Jamie Lee Curtis to Keynote PLA President's Program at Annual Conference

PLA is pleased to announce that actor and author Jamie Lee Curtis will present the keynote address at the PLA President's Program and Awards Presentation at the American Library Association (ALA) Annual Conference in Anaheim, California. The program will take place on Monday, June 30, 2008 from 5:00 - 6:30 pm.

Jamie Lee Curtis is an actor, photographer, and closet organizer. She is the author of children's books including, *Is There Really a Human Race?*, *It's Hard to Be Five*, *I'm Gonna Like Me*, *Where Do Balloons Go?*, *Today I Feel Silly and Other Moods That Make My Day*, *Tell Me Again About the Night I Was Born*, and *When I Was Little: A Four-Year-Old's Memoir of Her Youth*.

PLA is pleased to present Jamie Lee Curtis through the support of HarperCollins Children's Books, and as part of the ALA Auditorium Speakers Series. Following her talk and the awards presentation, attendees can attend a gala, music-filled reception. For more information on the PLA President's Program, contact the PLA office at 800-545-2433, ext. 5PLA, or visit PLA's Web site at www.pla.org.

2008 PLDS Order Forms Available Online

The Public Library Data Service (PLDS) Statistical Report, a project of the PLA, is designed to meet the needs of public library administrators and others for timely and effective library-specific data that illuminates and supports a wide variety of management decisions. Published annually, the PLDS report presents exclusive, timely data from more than 800 public libraries across the United States and Canada on finances, library resources, annual use figures, and technology. In addition to these valuable topics, each year's edition contains a special survey highlighting statistics on one service area or topic. The 2008 PLDS report will be available at ALA's Annual Conference in Anaheim. Order forms are available online now at www.pla.org for both the 2008 print version and the PLDS database.

CPLA Courses Scheduled throughout 2008

The CPLA program is a voluntary post-MLS certification program for public librarians with three years or more of supervisory experience. However, librarians do not have to be enrolled in the certification program to take advantage of CPLA courses. This series of continuing education programs meets both the requirements for CPLA certification and the needs of librarians wanting to enhance their managerial skills. The nine PLA-sponsored CPLA courses are designed to give public librarians a solid foundation and working knowledge of core functions performed at the administrator-level, and include workshops focused on: Strategic HR; Budget and finance; Management of technology; Planning and management of buildings; Marketing; Current issues; Fundraising; Politics and networking; and Serving diverse populations. Seven courses are scheduled for the remainder of 2008 in locations around the country. New courses are being scheduled regularly. Visit www.pla.org for complete CPLA information.

PLA Announces Dates for 2009 Spring Symposium and 2010 National Conference

The PLA Spring Symposium will be held April 2-4, 2009 in Nashville, Tennessee at the Renaissance Nashville Hotel. The Symposium will feature intensive day-and-a-half long

workshops focused on subjects pertinent to public libraries and public librarians, as well as an Opening General Session, an Author Luncheon, and area library tours. Registration and housing will open in early September 2008. Stay tuned to www.pla.org for more information.

PLA 2010, the 13th National Conference, will be held in Portland, Oregon, March 23 - 27, 2010. Visit the PLA Web site periodically for additional information.

Young Adult Library Services Association (YALSA)

YALSA Pairs Up With Readergirlz to Distribute Books to Hospitalized Teens

As a means of celebrating Support Teen Literature Day on April 17, YALSA and the readergirlz have launched an effort called Operation Teen Book Drop. Twenty publishers have generously donated over 10,000 books which YALSA and the readergirlz will distribute to twelve children's hospitals across the country and in Canada. The goal is to ensure that hospitalized teens have quality reading materials to help them take their minds off their illnesses and/or to pass the time as they recuperate from surgery. YALSA's Publishers' Liaison and Outreach Committees created materials to help libraries across the country reach out to hospitalized or homebound teens in their communities. To learn more, go to:

http://wikis.ala.org/yalsa/index.php/Support_Teen_Literature_Day

YALSA Celebrated Second Annual Teen Tech Week™

Over 1,500 libraries nationwide celebrated Teen Tech Week™ (TTW) with the theme "Tune In @ your library." Through the generosity of Dungeons & Dragons, the national corporate sponsor of TTW, 20 libraries (out of over 80 applicants) received TTW Mini Grants and used the funds to purchase materials and/or hold TTW events in their libraries.

YALSA and WWE Completed 2nd National WrestleMania Reading Challenge Championships

Over 1,100 libraries nationwide participated in the reading incentive program that challenges teens to read a book a week between Teen Read Week™ and mid-January. Ten regional finalists, who competed at the next level by writing essays, won a trip to Orlando where they competed in the National WrestleMania Reading Challenge Championships on March 29. David Silva from Orlando won the middle school competition and Ajoura Gwinn from Pennsylvania, who is writing her own novel, won for the high school competition. Each of the ten finalists also won \$2,000 for their libraries. The WrestleMania Reading Challenge program, sponsored by World Wrestling Entertainment (WWE), was recently recognized with an honorable mention at the Corporate Social Responsibility Awards, an award given by PR News.

Upcoming Events and New Initiatives

- 2008 marks the 20th anniversary of YALSA's Margaret Edwards Award.
- Second annual Support Young Adult Literature Day, April 17, 2008.
- Registration opens for YALSA's Young Adult Literature Symposium, May 1, 2008.
- Deadline to apply for a stipend to attend the YA Literature Symposium, May 1, 2008.

- Deadline to submit a name for consideration for representing YALSA on the International Federation of Library Association's (IFLA's) YA and literacy sections, May 16, 2008.
- "Serving Younger Teens" full day preconference, June 27, 2008.
- "Turn Teens on to Reading Through Booktalks" half day preconference, June 27, 2008.
- "Libraries as a Third Space" YALSA President's Program, June 30, 2008.
- Summer Session of YALSA e-courses July 7 through August 18, 2008.
- YALSA's Teen Read Week™, "Books With Bite @ your library," Oct. 12-18, 2008.
- YALSA's Young Adult Literature Symposium, "How We Read Now," Nov. 7-9, 2008.

ALA-APA

National Library Workers Day

National Library Workers Day (NLWD) is fast approaching on April 15. It is not too late to nominate a favorite library employee as a NLWD Star. Please visit: www.ala-apa.org/about/nlwdstarsform.html. By submitting Stars, dozens of library staff, users, administrators and Friends groups have already shown the world how library workers are crucial to their respective communities. Stars will also be entered into a drawing for a "Libraries Work Because We Do" t-shirt or tote bag.

Read about Joan, who is chronicling the February tragedy at Northern Illinois University; Karen at a school library in Alabama, who creates a MARC record that is a work of art; Bujar, from an academic library in Albania where only four librarians serve 110,000 students; La Fawn at a public library in Virginia who is "like a box of chocolates, but in a good way," with the clever solutions she finds; Dianna, at a special library in California, who may be our most celebrated Star, inviting aeronautical retirees in to speak to "young'uns" about space propulsion; and storyteller Mr. Tom at a public library in Florida, who is treated like a rock star by two generations. You may even find your own favorite library worker.

Healthy Workers

ALA-APA is still interested in libraries that are helping their workers become healthier, like the San Antonio Public Library, which participates in the city's Steps to a Healthier San Antonio initiative. The director, Ramiro Salazar encourages staff to walk and run. Other efforts of this kind - and reports about them - are encouraged.

The ALA-Allied Professional Association (ALA-APA) Celebrates Five Years of Service

The ALA-Allied Professional Association (ALA-APA) is celebrating five years of service, and honoring some of the many people and organizations that have helped it grow and flourish in its missions of providing certification and supporting better salaries. The ALA-APA's Angel Reception will be held on Friday, June 27, 2008, from 7:30-9:00 pm in Anaheim, CA. All are invited to attend to support their colleagues and ALA-APA. Tickets for this fundraising event are \$25 and may be purchased online and on-site - <http://www.ala.org/template.cfm?section=alaregistration&template=/cfapps/registration/change/default.cfm>.

ALA-APA Angels:

- Patricia Anderson, Montville Township Public Library
- Nancy Bolt
- Nancy Davenport, District of Columbia Public Library
- Diane Fay
- Jenna Freedman, Barnard College
- Maurice Freedman
- Joan Goddard
- Arlita Harris, University of North Texas
- Nancy Kranich
- Michele Leber
- Margaret Myers
- Daniel O'Connor, Rutgers University
- David Orenstein, Warren County Community College
- Robert Rohlf, Robert H. Rohlf Associates
- Patricia Smith, Texas Library Association
- Barbara Stripling, New York City Department of Education
- Teri Switzer, Colorado State University
- Thomas Wilding
- Denise Zielinski, DuPage Library System
- American Federation of State, Municipal and County Employees, AFL-CIO (AFSCME) - President Gerald McEntee
- Association for Specialized and Cooperative Library Agencies (ASCLA) members - represented by President Barbara Mates
- Better Salaries and Pay Equity Task Force members - represented by Kathleen de la Pena McCook and Patricia Glass Schuman
- Committee on Education members - represented by President Kenley E. Neufeld
- Department for Professional Employees, AFL-CIO - President Paul Almeida and Assistant to the President Pamela Wilson
- LAMA/PLA/ASCLA Joint Committee on Certification members - represented by Eva Poole and Betty Turock
- Library Administration and Management Association (LAMA) members - represented by President W. Bede Mitchell
- New York Public Library Guild Local 1930 District Council 37 AFSCME, AFL-CIO - represented by President Carol Thomas and Treasurer Nina Manning
- Public Libraries Association (PLA) members - represented by President Jan Sanders
- SirsiDynix Corporation
- University of Illinois-Urbana-Champaign Graduate School of Information and Library Science LEEP Program - represented by Program Director Marianne Steadley

ALA-APA thanks the International Brotherhood of Teamsters and the American Federation of State, Municipal and County Employees, AFL-CIO (AFSCME) for their support of this event.