By Heather Blicher, Carol Hodges

Feria Internacional del Libro de Guadalajara (FIL), commonly called the Guadalajara International Book Fair in the U.S., is one of the most important in the Spanish-speaking world. In size alone it is the second largest book fair in the world after the Frankfurter Buchmesse in Germany. In partnership with FIL, the American Library Association (ALA) provides support to librarians through the ALA-FIL Free Pass Program, with 2013 marking the Program’s 13th year. The 120 U.S. librarians that participated this year had many of the costs associated with attending covered, including registration and lodging. But perhaps more critical than financial assistance is the orientation, guidance, and opportunities to network offered through the Program.

Justification
To gain support from your organization, do the research to justify your attendance. We found that at Tidewater Community College (TCC) in southeastern Virginia, Hispanics are the fastest growing demographic, as reflected in the national data from the Pew Research Hispanic Trends Project. As TCC’s libraries serve both students and the community, the goal is to build collections that support the curriculum of Spanish language courses and to address the needs of community members—possible future students.

Attendance at FIL is an intensive learning experience. One that not only provides the opportunity to purchase authentic materials often unavailable from U.S. vendors, but also to establish

(continued on page 3)
Message from the Editors

The lead article for this issue of International Leads features the Guadalajara International Book Fair. Authors Heather Blicher and Carol Hodges attended last year’s Fair and returned with a wide range of observations, information, and practical advice for librarians who might attend the Fair in the future.

Next is a U.S. focused article from the Ohio State University libraries. Author Juleah Swanson discusses the Global Crossroads project, based at the OSU William Oxley Thompson Library. The Global Crossroads is an innovative approach to using library space to promote heightened international awareness through user-centric visual and interactive space.

As the Spanish title suggests, the Seguimos Creando Enlaces Conference, which brings together librarians from southern California and Baja California, Mexico, is about creating linkages among librarians on both sides of the border, including public and academic librarians.

International Leads contributor Loida Garcia-Febo discusses the role of libraries as partners in achieving the post-2015 sustainable development goals. We also include promotion of the ACRL International Perspectives Discussion Group, a relatively new and exciting international discussion forum at ALA Midwinter and Annual.

Angelique Simmons travels to Greece on an annual basis to visit family. This year she decided to also visit a regional library, the Central Public Library of Larissa, Greece. She shares her experience and draws comparisons between U.S. and Greek public libraries.

Enjoy!

~Kevin Murphy and Elizabeth Cramer

Call for Submission

Do you have news about...
International library activities? People in international librarianship? Upcoming international conferences? International partnerships between libraries?

Then why not submit it to International Leads? Send your news to intl.leads.irrt@gmail.com for consideration.
relationships with publishers, to attend cultural programming, and to experience culture. All valuable experiences for librarians seeking to build Spanish language collections and to better serve their community. According to David Unger, U.S. representative to FIL, “There is no better way to examine books than holding them in your hands. You can personally evaluate the illustrations, the text, the binding, the size of the book—something you cannot do when you order from a catalog.”

**Preparation**
To prepare for purchasing, a basic plan of attack is ideal. Make a list of stakeholders, colleagues, and partners in your community that will benefit from the materials you purchase. Seek their input about popular subject areas, genres, age levels, and specific Spanish-speaking countries (this can be determined by your population statistics). Use the input to narrow your focus and you can avoid being overwhelmed by the extensive range of materials available. Allow yourself time to explore the sections divided by publishers, countries, and focus. As you enter FIL and wander the dramatic displays of publishers from over 40 countries, the limitations experienced in searching for authentic Spanish-language materials from U.S. vendors will be a far-off thought.

**Purchasing**
What if you don’t speak Spanish? Many of the U.S. librarians have limited knowledge of Spanish or are in the process of learning. This is where vendors prove helpful. Vendors can serve as both translator and guide while navigating the Fair. They usually charge a 10 to 20 percent fee but their role as buyer is essential for non-Spanish speakers. Ask for recommendations from other librarian attendees and representatives at the vendor-sponsored gala dinner held for ALA-FIL participants. Janette McMahon, Director of West Liberty Library in West Liberty, Iowa and seven-time FIL attendee, recommends that a library use more than one vendor to avoid “putting all your eggs in one basket, for price, variety, and service.”

**Networking and Outreach**
As part of the ALA-FIL Free Pass Program, attendees are provided lodging at a central hotel, a situation that offers ample opportunity to network with other attendees. Many U.S. librarians attend annually and are happy to provide assistance with navigating the Fair and the city. TCC continued to expand community outreach after the Fair. We formed a partnership with a local public library to celebrate El Día de los Niños/El Día de los Libros amongst the community. The program combined the resources of the community college library, public library, and a grant from the Southeast chapter of REFORMA.

Visit the [ALA website](https://www.ala.org) for more information about the ALA-FIL Free Pass Program. The upcoming Guadalajara International Book Fair will be November 29 to December 7, 2014. The ALA-FIL Free Pass Program application will be available online mid-March 2014. The deadline to apply is September 1, 2014.

Entering the “Niños” or children’s area, Book Fair attendees are greeted by displays of fantastical forest creatures.
Global Crossroads: Engaging Users in Global Resources at the Ohio State University Libraries

By Juleah Swanson

During the 2013 Fall Semester, an innovative pilot project kicked off at the Ohio State University (OSU) Libraries. This project aimed at engaging students and the OSU community with the global resources and services the Libraries provide. The Global Crossroads project sought to create a user-centric, visual and interactive space in the OSU William Oxley Thompson Library. Through the use of wall mounted monitors, slides promoting global resources and services, iPads loaded with globally focused apps, and banners identifying the Global Crossroads, the library transformed an underutilized area on the ground floor atrium into a space where users could learn more about the world beyond Columbus, Ohio.

The Global Crossroads, a space which already served as a common meeting place or transitory stop on the way to class or the gym, offered students the option to passively or more actively consume information about the world. They could play with and learn about telecommunications connectivity across the world through the Atlas by Collins app on one of the iPads, or see how many different languages are represented in the OSU library collection from slides scrolling on the wall mounted monitors.

What was particularly unique about the Global Crossroads is that the project came about through cross-departmental collaboration among a group of librarians who were approved for an internal OSU Libraries grant for innovative ideas that further the Libraries’ strategic goals. Funding was used to purchase three iPads, apps, a brand new globe, banners for the space, and for food at an accompanying lecture that occurred as part of the Global Crossroads project.

Though the project sought to assess the effectiveness of the Global Crossroads, unfortunately the assessment efforts—primarily a survey used to measure user engagement and learning outcomes—yielded minimal and inconclusive results. However, the internal value of the project, of breaking down silo mentalities and working collaboratively across a vast number of departments, which included Area Studies, Reference, IT, Research & Education, Communications, and Acquisitions, brought about new workflows and processes on how departments...
Global Crossroads (cont.)

can work together on common, strategic initiatives.

One example is the development of a template and workflow for subject librarians to promote resources within their collections on wall mounted monitors throughout the library.

José Diaz, Head of the Thompson Library’s Areas Studies Department (the library unit that collects and organizes international and foreign language collections) found the Global Crossroads project a good first step. “The idea of promoting our international collections in a more aggressive, interactive, and user-centric way, is a good beginning. It shows that the OSU Library and its Area Studies librarians recognize the importance of being in the flow and go where the students are … making our collections visible and teaching the importance of global citizenship are key byproducts of this effort.”

For more information on the Global Crossroads Project, an archive of the blog and website promoting the project can be found here:

http://library.osu.edu/blogs/global_info/

Message from the IRRT Chair

IRRT member-leaders who attended the ALA mid-winter meeting in Philadelphia in late January were greeted by snow, cold, and then more snow. This didn’t slow down their work and progress on round table planning, especially for our full slate of programs and events in Las Vegas in June. The Ad Hoc Endowment Committee presented an update on their discussions and plans at the Midwinter “Welcome” reception for donors, member leaders and ALA representatives. On behalf of IRRT, I extend a sincere thank you to ALA President Barbara Stripling for providing us the use of her suite for the event. In addition to President Stripling I counted at least seven current, former and future ALA presidents in attendance. This is a strong testament to the importance association leaders place on IRRT. As the profession becomes more international and the globe seems smaller we will have an even larger role to play in ALA.

Carol Ritzen Kem, PhD 
IRRT Chair, 2013-2014

Focus on IRRT

The International Sustainable Library Development Interest Group serves as a clearinghouse of sustainable community-based library projects in developing areas of the world. This group mobilizes the power of ALA librarians to raise awareness of and make significant contributions to international library development. Librarians in developing countries can tap into resources for training and projects in their libraries.

Join the ISLD Interest Group at ALA Annual for an interactive program, The Many Facets of Voluntarism. Discuss volunteer participation in library development projects worldwide through travel to project sites, through participation in library-to-library collaboration such as sister libraries, through interactive programming such as Skype, and through fundraising and book drives to support library projects. Breakout sessions will give opportunities for audience engagement and networking.

8:30-10:00am Monday, June 30, 2014. Location TBA.
Seguimos Creando Enlaces Conference

By Leslie McNabb

Seguimos Creando Enlaces, now in its third year, is a two-day conference that brings together librarians from Southern California and Baja California, Mexico to further professional knowledge and exchange ideas. The conference brings together librarians with diverse experiences, from public and academic libraries, and from both sides of the border. The conference is fully bilingual with presentations in both English and Spanish, with simultaneous translation services available. The San Diego Public Library and Serra Cooperative Library System presented the conference, in collaboration with LIBROS Reforma, San Diego State University, San Diego County Library, AMBAC (Mexican Librarians Association), and ABIBAC (Baja California Library Association). The U.S. Institute of Museum and Library Services support funding under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.

The first year (2012) the conference was called Creando Enlaces. It took place in January at the Logan Heights Branch of the San Diego Public Library. 108 people attended, 18 from cities outside San Diego County and 22 from Mexico. Presentation topics included building sister city partnerships and programming ideas for el Día de los Niños. Also discussed were collection development strategies for Spanish materials and mobile library services.

In the second year, the name was changed to reflect the continued partnerships among librarians to Seguimos Creando Enlaces. Attendance stayed strong with 109 people attending, 23 of those from Baja and 17 from cities outside San Diego County. It also included a videoconferencing component that expanded the reach of attendees and presenters from as far as New Mexico and Guadalajara, Mexico. The conference included a hands-on workshop, which used demographic data to inform and enhance library programming and collection development. There were also formal presentations on topics such as Spanish language e-books, cross-border collaboration and multi-media projects for teens.

This year, the vision was to continue to build alliances, create networks and share ideas. Our areas of focus for discussions were Technology and Early Learning as they relate to Hispanic populations. This year, Seguimos Creando Enlaces was held at the New Central Library in downtown San Diego on March 6th and 7th, 2014. Presentations included a panel discussion on Library Associations Across Mexico, eBooks for Spanish Speakers, and many more. The conference was also available virtually through Infopeople and Adobe Connect. The approximately 200 attendees came from as far away as Mexico City and one group of presenters came from El Paso, Texas. Next year’s conference will be held in conjunction with the Reforma National Conference (RNC5), March 25-29th in San Diego, CA. Find out more about this annual free conference at http://creandoenlaces.org/.

Magaly Felix, President of Baja California Library Association, Helen Ladron de Guevara from the Mexican Librarians Association, Mtra. Maria Dolors Barrios Lopez, and C.P. Laura Cervantes Sanchez from the Michoacan Library Association.
Libraries are Essential to Development

By Loida Garcia-Febo

Libraries are key partners in providing access to information. IFLA Governing Board member and ALA Councilor, Loida Garcia-Febo, recently represented IFLA at an event from the United Nations Development Program to discuss data and accountability within the frame of a data revolution for the post-2015 development framework. Her purpose was to convey a message from IFLA and to call for access to information central to the post-2015 development agenda. The welcome received by global institutions and representatives from the private sector, government, and civil society, confirmed that libraries are increasingly being considered crucial partners in achieving the new sustainable development goals. It was encouraging to see how participants shared inspiring stories about libraries in their home countries.

Libraries build data infrastructures and share them with their users who need information to improve their farming, make effective health-related decisions, and learn ICT skills that would enhance their lives and their communities. Through partnerships with researchers, statisticians, government agencies, and other organizations, libraries as information intermediaries can make the data revolution happen. This can be achieved by contributing to the gathering, coordination, delivery and developing of new products and services. The call for access to information to be central to the post-2015 development agenda was well received and it is believed all major stakeholders will commit to it.

Link to complete coverage from IFLA: http://www.ifla.org/node/8391

ACRL International Perspectives Discussion Group

By Evviva Weinraub Lajoie

Formed in 2011, the ACRL International Perspectives Discussion Group meets at Midwinter and at Annual to promote awareness and discussion of the international, transnational, and global dimensions of issues critical to the future of academic and research libraries.

At the 2014 Midwinter meeting, the discussion group had four speakers share activities and research projects with which they are involved. Bonnie Smith, from the University of Florida, was looking for feedback on a research project she is conducting around international collaborative efforts in HR, management, and staff training. She was able to get feedback on her research topic and make research connections. Juleah Swanson from Ohio State discussed the library’s Global Crossroads program, its funding, mission, and lessons learned. Paula Smith from Penn State, Abington, talked about the Global Awareness Dialog Project, a program designed to educate faculty about internationalization around campus. Paula was asked to share more detailed information on how she ran and organized her program to be shared offline. Our final speaker was Li Fu, from the University of San Diego. She talked about her work as a liaison to the international student groups and non-academic units on campus and the importance of personalizing and customizing what she teaches and promotes to each group.

All four speakers generated lively discussion and there were a number of research and collaborative connections made. Please join us at Annual as we continue the discussion.

Check the ALA Annual program for time and location of the ACRL International Perspectives Discussion Group in June.
Central Public Library of Larissa, Greece

By Angelique Simmons

In September 2013, I had the opportunity to visit the Central Public Library of Larissa, Greece. I was in Greece to visit my family as I often do each year, and this year I took note that I had not once visited a library in Greece. As often as I travel to Greece, my family never spoke much of libraries or knew where any were located. My grandfather lives in a small village in Greece named Grizano, and with a population of only 1,300, there has never been a library. However, my uncle lives in Larissa and as the 5th largest city in Greece and with a population of over 163,000, I knew that a public library must exist there. So I made it my mission on this trip to Greece that I would locate and visit the public library.

The Central Public Library of Larissa, Greece was founded in 2005. The library was created as a pleasant and friendly place where residents of Larissa can read, borrow books and receive information. As you enter the building there is a main desk at which residents must sign-in whenever they visit the library. This desk also serves as the information and circulation desk. I introduced myself to the circulation/information staff and my reasoning for the visit. The staff was in awe that a librarian came all the way from the U.S. to visit their library in Greece. I was then introduced to children’s librarian, Chrisa Hatziafraam, who took me on a tour of the library. Mrs. Hatziafraam informed me that the library had recently just moved into a brand new building which consisted of four levels of service and resources for city residents. The basic services that are offered to city residents are: programming, circulation of books, computer/internet (10 computers) access, a theater (which can seat 108), a showroom, and access to newspapers and periodicals.

As a former children’s librarian, I was thrilled to discover that the library hosts an annual children’s summer reading program each year. The summer reading program, which encourages reading and literacy to children, is one of the most popular programs the library organizes each year. Unlike most summer reading programs here in the U.S., the summer reading program in Larissa runs from June 15 – September 15 and hosts a wide variety

A visiting author lecture at the outdoor auditorium, Central Public Library, Larissa, Greece.
of programs and cultural activities for children. One of the 2013 programs that I found very interesting was a quilt project. The picture on this page shows a quilt the children worked on this past summer and each square of the quilt tells a story about that child and their home life. Each child was asked to bring a 4x4-sized cloth that represented something about their life and then each cloth was sewn together as shown in the picture. The children were also encouraged to write what the cloth represented to them and their home life and all this information was included in a notebook that was displayed at the library. This project encouraged the children to develop their artistic abilities, to be creative, and to use important writing and literacy skills. The library also hosted several children’s author events during the summer, which allowed children to meet an author.

As I toured the various levels of the library in Larissa, Greece, I noticed how beautiful, bright and vibrant the atmosphere was in the library. The library patrons were very similar to U.S. patrons and all gather to the library to acquire similar informational needs and activities. The Central Public Library in Larissa is part of Future Library in Greece, which aims to transform Greek public libraries into centers of creativity, innovation and learning. I went to the Future Library’s website to view mission and goals and was ecstatic to discover that Greek libraries have similar goals as we do here in the U.S. for our public libraries. The five most recent goals of Future Library participants that are similar to libraries here in the U.S.: promotion of creativity, reading, and innovation; training the future librarian; network of children’s services; digital services; and raising awareness. Although thousands of miles apart, it was wonderful to learn that Greek libraries have very similar values in offering libraries services to their residents. Just as it is very important to have public libraries in the U.S., it is also very important to have public libraries in Greece because the library serves as a gateway to knowledge and culture to the community.

Children’s quilt project at the Central Public Library of Larissa, Greece.