

June 16, 2016

Keith Michael Fiels  
Executive Director

Responding to the Pulse Shootings

ALA is working closely with divisions, offices, round tables, task forces, and members to

Out is being held, co-sponsored by GLBTRT and OIF. Dates, times, and locations and other



about 300,000 people, and the system supports the libraries with a union catalog, delivery, and professional development. The topic was "Passion, Purpose, and Play." There were many comments afterward about the dissolution of the Canadian Library Association, and looking to ALA for conferences and global leadership. There was also much discussion about the closure of almost half the libraries in Newfoundland – a forced move to regional services occasioned by a decline in oil revenues.

### Censorship in Nigeria

On May 31, Jamie LaRue met with Michael Dowling and the Mortenson Center visitors for a talk about the OIF. Censorship is alive and well in Nigeria's academic libraries, where politicians recently required the removal of certain political works. There is also great conflict in Afghanistan regarding the collection of religious works.

### Intellectual Freedom and Minors

On May 26, the Office for Intellectual Freedom hosted a webinar in collaboration with the Freedom to Read Foundation (FTRF), titled [Intellectual Freedom and Minors](#) featuring FTRF legal counsel Theresa Chmara and author Chris Crutcher. Theresa discussed the rights of minors, soft-



- x Vermont Burlington High School has proposed to eliminate its school librarian as part of funding cuts, prompting concerns that this action could cause the school to lose its accreditation. Megan Cusick is working with the Vermont Library Association and the Vermont Association of School Librarians on this matter.

## Annual Conference

The ORS Roundtable and Committee have exciting programs planned for the Annual Conference. LRRT offers two Research Forums: (1) Connecting Research and Practice and (2) New Voices and Studies from the Field. LRRT will also hold a Mentorship Program Discussion Forum. This year's LHRT Research Forum is "History of Reading and Readers in Libraries." The CORS program is titled "Improve Services and Create Value: Using Data to Guide Your Library's Strategic Planning Process." Kathy Rosa will speak in a Conversation Starter titled "Ideas Exchange: Increasing Diversity in the Publishing and Library Workforce."

## Research

The results of the ALA FINRA Personal Finance Survey are being analyzed. The survey, sent to a random sample of public libraries, is stratified by rural, town, suburban and city libraries, as defined by the IMLS PLS locale codes. The survey will provide information about the financial literacy programs and services available in public libraries across the country. The FINRA Educational Foundation funds this survey. The annual Member Satisfaction Survey, authored by Kelsey Henke, is ready for review by the Membership Committee. The survey measures member views about the services, programs and conferences that ALA provides. The final report of the Task Force on Equity, Diversity and Inclusion is ready for Council. The report includes recommendations based, in part, on the three surveys conducted by ORS during the past year. ORS is working with the Conference Accessibility Task Force Data Sub-Committee to develop a mixed methods research report in support of the Task Force mission.

## Member Engagement Through Presentations and Publications

- x ORS engages with members and related organizations through presentations and webinars. Kathy Rosa gave a presentation to an audience of 50 at the 8th International Conference on Qualitative and Quantitative Methods in Libraries in London during the last week of May. The presentation included a quantitative analysis of librarian and faculty responses about current digital humanities projects and services followed by a discussion of resources needed to support future digital humanities scholarship. The Committee on Research and Statistics presented a free webinar to the limit of 100 attendees on Monday, May 23. The webinar was titled "Search Results are the New Black: How Students Make Decisions." Deirdre Costello, Principal UX Researcher on EBSCO's User Research team, discussed user expectations on the open web, how students make decisions about library resources, and why we all need to think about search results as one of the most important experiences for our users.
- x "Notable Dissertations," an article authored by Rosa, was the top hit in the AL Direct May-June issue with 1,172 hits. In the article, Kathy Rosa discussed how the results of dissertation research carfermalibrar10(r)-3(i)11( )-4(rprc)130ticl



The entire series of videos posted to the PLA YouTube channel (845 views total on YouTube)

- x [May 25 Facebook post](#)  
Employers look for great communicators, not gr8 communicators. [#LibrariesTransform](#)
- x [May 12 Twitter post to promote the Libraries Transform Pop-up Café for BEA](#)
- x [May 17 Facebook post with donation button for National Readathon Day](#)
- x [Small Business Week post 1](#)
- x [Entrepreneurship video](#)
- x Arianna Huffington retweet

### May Media Relations Activity

The following is a snapshot of Public Awareness Office (PAO) publicity activities that took place from May 1-31. During this timeframe more than 1,400 articles mentioning the American Library Association (ALA) were captured by ALA's monitoring service Meltwater News, resulting in a circulation rate of more than 3.9 billion. (Please note that circulation rate is calculated using the number of articles/mentions multiplied by the monthly unique visitors for each media outlet's website.)

- x [ALA Annual Conference & Exhibition \(June 23 – 28\)](#)  
PAO is in the process of securing coverage of the ALA Annual Conference & Exhibition. PAO has developed a media [press kit](#), media materials and local and onsite press lists. More than 50 mainstream and trade press members have registered for media credentials. PAO has distributed materials to more than 200 library trade and Orlando media targets to secure placements. Team members also have assisted BCALA with coverage of its Reading is Grand initiative within the event's onsite daily *Cognotes*. Thus far, coverage of the ALA Annual Conference & Exhibition was achieved with [American Libraries](#), [Publishers Weekly](#) and [Library Journal](#).
- x [GLBT Book Month – June](#)  
June is GLBT Book Month™, a nationwide celebration of the authors and writings that reflect the lives and experiences of the gay, lesbian, bisexual and transgender community. In a year when Gay, Lesbian, Bisexual, and Transgender (GLBT) communities are facing divisive “religious freedom” and “bathroom privacy” legislation, GLBT Book Month was an opportunity for the library community to work against legislating discrimination by fostering acceptance through the power of books. Originally established in the early 1990s by The Publishing Triangle as National Lesbian and Gay Book Month, June 2016 marks the second commemoration of GLBT Book Month™ held under ALA's auspices.
- x PAO created several [member publicity tools](#) for members and distributed an event [press release](#) to mainstream and library trade media. Coverage highlights included [PassPort Blogs](#), [LGBT Weekly](#), [Associations Now](#), [Unshelved](#), and [Good Reads](#).



- x OIF Featured on CBS Saturday Morning – May 14  
PAO worked closely with the ALA's Office for Intellectual Freedom (OIF) and the CBS News Network to secure and coordinate an [interview](#) regarding censorship and the Top Ten List of Most Challenged Books. The interview was taped on April 20 at the Brooklyn (N.Y.) Public Library and featured OIF Director James LaRue. *CBS Saturday Morning* has more than [3 million viewers](#) per week.
  
- x Library Card Sign-up Month Webinar  
On behalf of the Public Awareness Committee, PAO hosted a [webinar](#) on May 25 to promote September's Library Card Sign-up Month and returning honorary spokesperson Snoopy. Hosted by PAO Director Jeff Julian and Campaign Coordinator Megan McFarlane, the webinar featured helpful tips and tools for promoting library card sign-ups, as well as useful examples of successful promotional tactics employed by libraries in 2015.
  
- x National Readathon Day 2016  
PAO and the Development Office collaborated with Penguin Random House on the National Readathon Day for 2016, which took place on May 21, and benefited ALSC's Every Child Ready to Read initiative and the Libraries Transform campaign. One of the most exciting and long-term developments of this effort is ALA's being designated as one of the first non-profits to use Facebook's "donate" button. This feature allows Facebook users to donate to ALA directly from our Facebook page or from any of our Facebook posts that we designate. This will be a useful tool to leverage for future Development campaigns. From an awareness standpoint, Readathon Day was a success, with traditional media coverage highlights including [Digital Book World](#), [Galley Cat](#),



- x PPO has entered into a \$25,000 agreement with American Express in support of its Small Business Saturday program. Held on the Saturday after Thanksgiving, Small Business Saturday encourages holiday shoppers to patronize businesses that are small and local. American Express offers a Neighborhood Champions toolkit to help local individuals and organizations plan Small Business Saturday events. Under the terms of the agreement, PPO will promote the availability of these free resources to libraries through a webinar, social media posts and emails.

### AASL Holds ESSA Listening Session with U.S. Department of Education

On Friday, June 3, AASL leaders met virtually with Dr. Monique Chism, deputy assistant secretary from the U.S. Department of Education (USED), Office of Elementary and Secondary Education. This one-hour ["listening session"](#) was devoted to the relationship between school librarians and the Every Student Succeeds Act (ESSA). The USED will take this information into account as it provides guidance on Title IV, Part A - Student Support and Academic Enrichments Grants.

### Veterans Memorial Elementary School Named National School Library Program of the Year

Veterans Memorial Elementary School, located in Naples, Florida, is the AASL 2016 National School Library Program of the Year (NSLPY) Award recipient. Sponsored by Follett, the NSLPY Award annually recognizes a school library program that meets the needs of the changing school and library environment and is fully integrated into the school's curriculum. The recipient receives an obelisk – the symbol of school library excellence – and \$10,000 toward its school library program.

### AASL Announces 2016 Award Recipients

AASL has announced the recipients of its 2016 awards. AASL awards and grants recognize excellence and showcase best practices in the school library field in categories that include collaboration, leadership and innovation. Recipients of this prestigious program are celebrated for their outstanding talent and dedication to the profession. Check out the [list of recipients](#).

### AASL Introduces Inspire Grants

AASL announced two new grants made possible by the generosity of AASL member Marina "Marney" Welmers. The additions to the organization's prestigious awards program provide funds for public middle or high school libraries to update their existing collections or plan a special event in order to enhance student learning.



monograph series. Mack previously served as editor and contributing author for previous PIL titles *Interdisciplinarity and Academic Libraries* and *Assessing Liaison Librarians: Documenting Impact for Positive Change*, and served as editor for *RUSA Update* and Brill's *New Pauly: Encyclopaedia of the Ancient World*. He has also authored numerous journal articles, books chapters and presentations. As editor, Mack also serves as chair of the PIL Editorial Board. Recognized for offering some of the best thinking and scholarship in the profession, the PIL series showcases research on a diverse range of contemporary topics in the field.

### Choice Reviews Launches

Choice has announced the launch of a new service called Choice Reviews, a completely redesigned Choice Reviews Online built to respond directly to the many suggestions received from subscribers. This version has been engineered to work the way that librarians do, with an intuitive user interface, improved search and discovery features, and data management tools that will save time and simplify decision-making. Choice Reviews is designed to be used by librarians, faculty, and patrons—as a source of bibliographic information and critical reviews of works being considered for research projects and/or classroom assignments. Visit [www.choice360.org](http://www.choice360.org) for more on Choice Reviews, to sign up for a free trial, and for information on the other products and services Choice has to offer.

## e-Learning Update

ACRL's e-Learning program offered four live webcasts during this report period. Seventy-seven individuals and 38 groups participated in the e-Learning events focusing on the intersections of

every conference attendee. Search the conference scheduler for ALCTS and your topic of choice to find an Interest Group meeting.

### Section Forums Offer Valuable Information for Attendees

Once again, the ALCTS Sections will offer outstanding forums for ALA conference attendees. Noted highlights from Preservation, Cataloging and Metadata Management, and Continuing Resources include:

- x CaMMS Forum: Sunday, June 26, 1:00-2:00 p.m., OCCC S330 A-B. Increasing Agility in Technical Services: Using the Agile Method for Project Management.
- x Preservation Forum: Sunday, June 26, 4:30-5:30 p.m., OCCC W109A. Review of the Preservation in Action (PiA) service project with the Orange County History Center to rehouse a collection of films
- x Continuing Resources Acquisitions Forum: Sunday, June 26, 3:00-4:00 p.m., OCCC W101B. Library Workflow Exchange: Sharing the “How” of What We Do.

### 2016 ALSC Virtual Institute

Registration for the [2016 ALSC Virtual Institute](#) is now open. The Virtual Institute is one of the only virtual conferences devoted solely to children's librarianship, literature and technology. This event will take place online on September 15-16, 2016. Programming that was originally scheduled to be held at [the canceled 2016 ALSC National Institute](#), will now be offered via the Virtual Institute. ALSC has dedicated itself to finding a great way to deliver the content originally proposed for the Charlotte Institute. The Virtual Institute is not only a great opportunity for affordable in-house staff trainings; it's also available without the hassle of additional travel fees. Paper registrations must be submitted by August 26, 2016. Online registration will continue up to the day of the event.

### Great Websites for Kids

ALSC recently added 13 sites to Great Websites for Kids, the online resource containing hundreds of links to exceptional websites for children. Sites are reviewed and chosen for inclusion by ALSC's Great Websites for Kids Committee.

ALMA Kids - <http://kids.alma.cl/>

Art for Kids - <http://artforkidshub.com/>

CERNland - <http://www.cernland.net/index.html?l=es>

Get the Math - <http://www.thirteen.org/get-the-math/>

The Gilder Lehrman Institute of American History - <https://www.gilderlehrman.org/>

Knowledge Kids - <http://www.knowledgekids.ca/games>

Matemáticas Visuales - <http://www.fundacioncnse.org/educa/matematicas/>

Math TV - <http://www.mathtv.com/>

Mineralogy4Kids – <http://Mineralogy4Kids.org>

NYPL Digital Collections - <http://digitalcollections.nypl.org/>  
SmartHistory - <http://smarthistory.org>  
TEDEd Lessons Worth Sharing - <http://ed.ted.com>  
We All Live in the Forbidden City - <http://www.walfc.org/about-us/>

### Nine Winners in ALSC Blog Top Ten Contest

In May 2016, ALSC held a contest to find out which members have the best lists. Members submitted lists on ideas, programming, and literature. Over 250 blog readers voted in the [Top Ten List contest](#). Nine members won prizes including individual tickets to the Newbery-Caldecott-Wilder Banquet.

### ALSC Recognizes Friends of ALSC Donors

To help recognize the generosity of [Friends of ALSC donors](#), ALSC held a giveaway for tickets to the Newbery-Caldecott-Wilder Banquet. Eight donor names were selected randomly to receive tickets. The recipients will be attending the banquet on Sunday, June 27 in Orlando.

### ALSC Holds Spring Mentoring Forum

On June 1 ALSC held the spring 2016 [ALSC Mentoring Forum: Get the Match You Deserve](#). This forum included a discussion on how to interact and grow in mentoring partnerships. The



## Summer Online Courses

Summer courses begin July 11. ALSC will be offering three courses this summer: *Engaging Readers and Writers with Interactive Fiction, Science, Technology, Engineering and Math (STEM) Programs Made Easy*, and *The Newbery Medal: Past, Present and Future*. The STEM course is being offered for CEU credit. Course descriptions and registration are available on the [ALSC website](#).

## Upcoming ALSC Webinars

This summer, ALSC will offer two webinars: *Collection Development: Children's and Young Adult Books about Native Americans*, presented by Debbie Reese on Tuesday, July 19, and *So You Want to Get Published*, presented by Betsy Diamant-Cohen, Julie Dietzel-Glair and Kathy MacMillan on Thursday, August 4. [Registration](#) for both webinars is free for both members and non-members to attend and is now open.

## Continuing Education Proposals

The ALSC Education Committee is always considering new courses and webinars to add to ALSC's growing online education offerings. Members interested in teaching need to fill out an [online application](#) and provide a copy of their resume, teaching references, and a course syllabus (not needed for webinars). The Education Committee will be selecting proposals on a rolling basis to allow for courses to be added multiple times throughout the year.

## 2016 Annual Conference Activities

- x The ALSC [Charlemae Rollins President's Program](#), "Libraries The Space to Be," will take place on Monday, June 27, and will feature Marty Sklar, former president of Walt Disney Imagineering, the man behind the creative development of EPCOT, and design supervisor for Tokyo Disneyland and Disneyland Paris, among many other magical spaces. Following his inspiration attendees will hear from the Center for Childhood Creativity; Skidmore, Owings & Merrill LLP; Richland Library; and Clemson University on how child development, architecture, and stories all work together to create spaces that are vital to children and the communities that t 03(i 4(t)o13( )380.11Bc48(r)-4( )O)eferBdo2 354.79 Tm[

- x The 2017 Odyssey Awards Ceremony honoring Listening Library's "The War That Saved My Life," and Scholastic Audio's "ECHO," will take place Monday, June 27, 3:30 – 5:30 p.m. Stay afterward to enjoy a cocktail reception, sponsored by the Audio Publisher's Association.
- x Local Arrangements Orlando Travel Information: ALSC's Local Arrangements committee has put together valuable information for attendees of the 2016 Annual Conference, including tips for local travel and transportation, restaurant recommendations, and must-see sights. More information is available on [ALSC's website](#).

### ASCLA Past-President in the News: Active Shooter Training

ASCLA Past-President Kathleen Moeller-Peiffer (Director of New Mexico State Library) speaks in the *Dewey Decibels*, episode 2 podcast, which took place on May 23, about library security and making your space safer! [Listen to the podcast](#) (at about 38.23) as Kathleen explains about some of the active shooter training programs she made available to her staff at the New Mexico and New Jersey state libraries. She talks about the programs' usefulness for frontline staff and the model that was used at Scott County (KY) Public Library.

### Active Shooter Policies in Libraries Program

In light of the Orlando tragedy, don't miss this very timely ASCLA program — be able to complete an environmental scan to identify potential risk areas at your library, as well as write an active shooter policy/procedure for your library. Most libraries have policies dealing with problem or unruly patrons. Find out how to protect your patrons and staff from a darker problem, someone intent on inflicting actual physical harm. The NDSL active shooter procedure will be presented as a model as well as tips for writing your policy. Speaker BreAnne Meier, North Dakota State Library (NDSL); Date Saturday, June 25, 10:30 – 11:30 a.m.; Location Orange County Convention Center, W101B. [Schedule it](#).

### ASCLA Achievement Awards

The awards program recognizes outstanding achievement within the library profession by librarians and libraries for significant current or past achievements, including publications, program development and leadership in the profession. The program will be held from 5:45 – 7:15 p.m. on Saturday, June 25 at the ALA Annual Conference at the Hyatt Regency Orlando, Room Plaza BR D. This event is co-sponsored co





- x LLAMA announced that the [American Institute of Architects](#) (AIA) and the [American Library Association](#) (ALA) selected seven projects to receive the 2016 [AIA/ALA Library Building Awards](#). This [awards program](#) was developed to encourage and recognize excellence in the architectural design of libraries, reflecting the evolving role of the library as a community space.

#### PLA Member Welcome Breakfast to Feature Diana Nyad at ALA Annual

PLA will host an exclusive PLA members-only breakfast featuring Diana Nyad on Saturday, June 25, at the 2016 ALA Annual Conference in Orlando. The [PLA Member Welcome Breakfast](#) will include recognition of the 13 individuals and libraries that received PLA awards this year. These award winners demonstrate the best in public library service, innovation and outreach. In addition to the awards presentation, PLA will welcome Deborah Jacobs, director of the Global Libraries initiative at the Bill & Melinda Gates Foundation. The event will also feature a special appearance by Nyad. [Read the complete release...](#)

#### PLA to Offer Seventeen Programs and One Preconference at ALA Annual

With one preconference and seventeen programs, PLA is offering an array of programming dedicated to public library staff attending the 2016 ALA Annual Conference. Concurrent program topics include early literacy, digital literacy, community engagement, and more. PLA's preconference, "Project Outcome Enrollment Workshop: Simple Tools to Measure Our True Impact on the People We Serve" will introduce attendees to Project Outcome and help them deploy outcome measures in their libraries, collect and use resulting data, and leverage the project support network to ensure successful adoption. [Learn more...](#)

#### PLA Hosts Webinar to Help Libraries Embrace Racial Equity and Social Justice

Library professionals joined PLA on June 8 to learn how they can e

is changing in addition to our professional roles. We find ourselves wondering how best to brand ourselves and the services we provide. Participation in this conversation by members is encouraged; come and share your views on:

- x Saturday 8:30 – 10 a.m. at the Hilton-Bayhill 30 room, and
- x Join us at the Network Uncommons on Saturday 10:30 – 11 a.m. (next to the ALA Membership Pavillon)

Your

schoolers in their community. Successful applicants will receive a wide variety of support, including access to mentors, a stipend to purchase CCR materials, and funds to travel to Atlanta, GA, January 19 - 20, 2017 for orientation, as well as to another conference of their choice. Cohort members will work online throughout 2017 to develop, implement and evaluate a CCR service with a partner in their community.

#### Submit a YA-Focused Program Proposal

Have a great idea you want to share? Now through August 1, YALSA is accepting program proposals for the 2017 ALA Annual Conference in Chicago, June 23 – 27. Learn more and [submit your program proposal](#). Never been to this conference before? YALSA has a [travel stipend](#) you can apply for.

#### 2016 YA Services Symposium Registration Open

Registration is open for the [YA Services Symposium](#) this November 4 – 6 in Pittsburgh, Pennsylvania. The overall theme is “empowering teens to increase your library’s impact. Registration opened April 4. Anyone interested in attending is welcome to come to this event.

#### Upcoming YALSA Activities & Events

- x July 1 – October 1, [Committee Volunteer form](#) open for selection committees that start work 2/1/17
- x July 11 – August 8, e-course, “[Beyond Booklists: Serving Today’s Diverse Teens](#),”
- x July 21, [webinar](#) on outreach to teens who aren’t regular library users,
- x August 1, deadline to

Meet the Author Events Planned for the ALA Store at the 2016 Annual Conference

Several Meet the Author events are planned for the ALA Store at the 2016 ALA Annual Conference & Exhibits. Additionally, ALA Editions is sponsoring a program led by ALA authors Kathleen Campana, J. Elizabeth Mills, and Saroj Nadkarni Ghoting: "[Supercharged Storytimes!](#)"