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MARCH/APRIL 2012

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## Of Design, Danes, and Daffodils

by Laurie D. Borman

What is your favorite library space? Perhaps a school library reading nook, or the august reading room from your university days, or maybe the balcony stacks in your hometown? The architectural design—and of course, a facility’s resources—draw you to these places and encourage you to stay awhile.

That’s why *American Libraries* features new and now library designs in our 2012 Library Design Showcase—to give you ideas to consider for your facility. (Be sure to go online to see even more gorgeous renovations and new buildings in our Facilities Showcase Digital Supplement.) The showcase began in 1988, when *AL* featured library furniture that could accommodate the emerging need for computers and wired

equipment. The following year the showcase grew to include interior design, from California to Pennsylvania. Many of the designs still look fresh and inviting.

Some of the new spaces shown in this issue expand reading spots in the library, while others open up cramped quarters. The designs make me think about a few library spaces I’ve enjoyed and why they are meaningful.

The Royal Danish Library on the Slotsholmen in Copenhagen merges the traditional 1906 building with Schmidt, Hammer, and Lassen’s 1999 black marble and glass Black Diamond. Last summer, I went up the escalators in the Black Diamond, drawn to the lush ceiling painting by Per Kirkeby. Crossing the glass-walled walkway under Kirkeby’s fresco into the old building’s wood-paneled traditional space, I thought the library blended historic and modern in a uniquely Danish way.

Sandusky, Ohio, expanded its 1901 Carnegie Library by connecting it with the adjacent Erie County Jail (both are on the National Register of Historic Places) and reopened in 2004. The design created an architecturally elegant combination of Greek Revival and Classical Revival. My visits to the library were back before the merger, when a peaceful summer afternoon in the cool, air-conditioned room slipped by like the pages of my book.

A search for Wi-Fi led me to the Jasper (Alberta) Municipal Library. It was built in the 1920s as a detachment office for the Royal Canadian Mounted Police, and as a library it was quaint but tight. Plans are under way for an expansion to open next year. It will include more space for Wi-Fi users, among other improvements. The new footprint still leaves green space for the elk that sometimes graze on the library lawn.

Clerestory windows pour light into the reading room of the Jerwood Centre, built in 2004 in England’s Lake District and noteworthy for its collection of rare first editions. It is adjacent to William Wordsworth’s Dove Cottage, where the poet began his greatest work. But his collection of books and the view of daffodils from his library at Rydal Mount, his home from 1813 to 1850, stand out as the perfect proportions for a collection, connecting poet, poems, and place. ■

The design—and of course the resources—draw you to these places.

# american libraries

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▲ **The Showcase continues** If you're reading the Library Design Showcase only in print, you're missing out. Online, you'll find more than 100 of the most exciting new buildings and renovations, divided into 12 sections that highlight navigation and wayfinding techniques, outstanding school libraries, libraries supporting collaboration, small projects with big impact, and more. Above, Kenai (Alaska) Community Library created unique storage nooks with letter bookshelves in the children's space. [americanlibrariesmagazine.org/librarydesign12](http://americanlibrariesmagazine.org/librarydesign12).

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▲ **Video in Zmags** The Zmags format allows you to read full issues of *American Libraries* online in an enhanced design that enables you to flip pages and view the same layout as the print magazine. It also blends aspects of digital content by offering live links in both editorial and advertising content. New this month: Videos are now embedded into AL's Zmags, such as the 20-minute Newsmaker interview with Midwinter speaker and author Jamal Joseph. [americanlibrariesmagazine.org/archives](http://americanlibrariesmagazine.org/archives).

## INSIDE SCOOP

▲ **From petition to movement** The petition urging that every child in America have access to an effective school library program reached the 25,000-signature threshold for a White House response. We've got suggestions for how to keep that momentum going to create real change.



▲ **Midwinter from every angle**  
▲ Find 80 recaps of various Midwinter events, from both ALA staff and members, at [americanlibrariesmagazine.org/alamw12](http://americanlibrariesmagazine.org/alamw12).

# Hot Issues Drive ALA

Dealing with immediate library concerns

by Molly Raphael

The focus on electronic publishing and access through libraries to digital editions (ebooks) has been intense, particularly in recent months. The policies and practices of the “Big Six” publishers—Hachette, HarperCollins, Macmillan, Penguin, Random House, and Simon & Schuster—in relation to access to ebooks through libraries (or lack thereof) have elicited strong responses from across the library profession.

As this column was written, Penguin announced suspension of its sales to libraries through intermediary OverDrive. Random House recently reaffirmed, to ALA and publicly, its commitment to make all of its titles, including frontlist and backlist selections, available to libraries, albeit with a price increase. HarperCollins shook up the library world a year ago after announcing that its ebooks would be licensed for only 26 circulations. As of early March, the other three publishers—Hachette, Macmillan, and Simon & Schuster—were still not permitting access for libraries to their digital editions.

These issues are a part of the focus of ALA's new presidentially appointed Digital Content and Libraries Working Group. In addition, ALA leadership met January 30–February 1 with major publishing executives to discuss libraries and ebooks (see page 12, this issue). We must find solutions to improve the current reality.

During the past year, we have also seen real threats to school libraries as school districts identify options on how to reduce spending. Some have proposed that school libraries be closed and school librarians laid off. Others propose that library spaces be kept open but staffed with volunteers rather than certified school librarians—not much of a library in the eyes of many. These proposals are dramatic and pose a real threat to young people growing up in a digital environment where information literacy is essential.

These facts led to another ALA-wide presidentially appointed School Libraries Task Force, with representatives from all types of libraries. The recent successful White House Petition for School Libraries drive—the brainchild of ALA's American Association of School Librarians President Carl Harvey that resulted in more than 27,000 signatures in a month—is another example of high-visibility issues driving action. We must identify approaches to address these ill-considered proposals.

ALA presidents and division presidents alike have the opportunity to choose areas of focus during their time in office. I chose to focus on advocacy and the development of diverse library leaders. Yet an ALA president must be prepared to lead

on issues that dominate the immediate concerns of libraries. Some examples of ALA presidents and the issues that “chose” them are:

Ann Symons (1998–99), who

spoke out against filtering and in support of unfettered internet access for libraries, a battle for which she was well prepared as a school librarian and a champion of intellectual freedom; Carla Hayden (2003–04), an eloquent spokesperson on fundamental democratic rights and library-related issues arising from the USA Patriot Act; and Roberta Stevens (2010–11), who responded to a multitude of media inquiries about the privatization of library management.

ALA presidents can choose to advance an ALA strategic priority by building on the work of former presidents. But, in the end, what will probably be most important during a presidential year are the issues that have far-reaching impact on the future of libraries—the issues that “choose” us. ALA presidents provide this leadership in partnership with the executive director and key staff, the Executive Board, Council, and ALA division and round table leadership. ■

ALA presidents can choose to advance an ALA strategic priority by building on the work of former presidents. But, in the end, what will probably be most important during a presidential year are the issues that have far-reaching impact on the future of libraries—the issues that “choose” us. ALA presidents provide this leadership in partnership with the executive director and key staff, the Executive Board, Council, and ALA division and round table leadership. ■



**An ALA president must be prepared to lead on issues that dominate the immediate concerns of libraries.**

**MOLLY RAPHAEL** is the retired director of Multnomah County (Oreg.) Library and the District of Columbia Public Library in Washington, D. C. Visit [mollyraphael.org](http://mollyraphael.org); email: [molly@mollyraphael.org](mailto:molly@mollyraphael.org).

# Key Strategies Discussed

A report on the Executive Board Midwinter Meeting sessions

by Keith Michael Fields

**A**LA's Executive Board discussions during the Midwinter Meeting focused on some key Association initiatives.

The **ALA Strategic Plan** outlines Association goals and objectives and provides a framework for plans, strategies, and initiatives on a day-to-day and year-by-year basis. This past fall, the board met with the leadership of ALA's 11 divisions as well as round table representatives to begin "fleshing out" the Association's new strategic goal: "ALA provides leadership in the transformation of libraries and library services in an increasingly global and digital information environment."

At the fall session, leadership focused on a number of **specific dimensions of transformation in libraries** of all types: physical space; virtual space; collections (including ebooks); user expectations; community relationships; services; library workforce; and library leadership. Materials from that session are now being incorporated into the Transforming Libraries web portal, which brings together information on sources, research, publications, standards and guidelines, workshops and webinars, conference programs, communities and networking, and partner organizations for each of the transformational areas.

Sari Feldman, director of the Cuyahoga County (Ohio) Library, and Bob Wolven, digital services librarian at Columbia University in

New York City, co-chairs of the new **ALA Digital Content and Libraries Working Group**, discussed the group's progress and plans. The group has been charged with exploring opportunities and issues related to libraries and digital content as well as various options for expanding access to digital content for libraries and the public.

**School Library Advocacy Campaign Task Force** Co-Chair Patricia Tu-multy discussed that group's work. It is charged with directing an Association-wide campaign to strengthen support for school libraries at the federal, state, and local levels. The combination of the recession and No Child Left Behind legislation has created new threats to school libraries. The task force is working to help make the case for school libraries and the essential role they play in the lives and success of the 50 million children in American schools. It has also led efforts to secure 25,000 signatures on a petition sent to President Barack Obama in support of school libraries.

As the **Spectrum Presidential Initiative** nears its goal of raising \$1 million for new scholarships, the board talked about its outreach to the library vendor community.

Many vendors have not yet made contributions to the drive that has enthusiastic support from the Executive Board, Council, divisions, round tables, chapters, affiliates, caucuses, past presidents, Spec-

trum alumni, and many individual members. A Gates Foundation matching grant would double the impact of vendor contributions.

Public Library Association (PLA) Executive Director Barb Macikas reported on the divi-

sion's work on the **Public Access Technology Benchmarks project**. The Gates Foundation-funded project will create a series of benchmarks that could be used by public libraries of all sizes to assess their internet and public access computing services, including the critical health, employment, and educational services that are made possible by this access. Proposed benchmarks are expected to be released for testing this spring. PLA will play a central role in providing the face-to-face and online training that will help libraries use the benchmarks effectively.

For more information, visit [ala.org](http://ala.org). ■



**A Gates Foundation matching grant would double the impact of vendor contributions to the Spectrum Presidential Initiative.**

KEITH MICHAEL FIELDS is executive director of the American Library Association, headquartered in Chicago.

# Comment Enabled

## Penguin Disses Libraries?

*In response to "Continuing the Conversation with Penguin," AL E-Content blog, Feb. 10:*

No sooner does ALA meet with publishers than Penguin drops libraries like a hot potato.

ALA needs to come up with a solution that works for libraries, with or without the publishers. ALA has a publishing arm; perhaps it's time for libraries to stop being victims and take the lead, cut out the middleman, and

go directly to the authors to publish their works.

Libraries have their own distribution networks and we can e-publish authors' works at minimal cost,

thereby providing greater return to the author and less expense for the libraries.

Michael J. Borges  
New York Library Association, Guilderland

## Mixed Views: ALA Ebook Talk

*In response to "Ebook Talks: The Details," AL E-Content blog, Feb. 8:*

I find it interesting that publishers, who should be schooled in everything about books, were ignorant about the process involved in book lending, including ebooks. I was shocked that they did not know how a basic library works—that users are taxpayers from

the community who must have a card to borrow. I suppose that just indicates how far away these people are fiscally from the average library user.

As publishers, it should be their responsibility to learn and educate themselves about the library world. We are the powerhouses of their industry and their number one advocate. Sad that this relationship has become adversarial because of ignorance.

Shame on them and kudos to ALA for attempting to educate (once again) those who need it most.

Erin Forson  
Columbus, Ohio

The task of the Digital Content and Libraries Working Group is truly appreciated. It is an eyeopener to realize that publishers are not aware of the effort libraries put into readers' advisory, displays, and programs to promote discoverability of new and old titles.

The term "friction" is an interesting one for the effort required for a patron to borrow a physical item. It's good to have a label for it. However, another source of friction for ebook-borrowing patrons is the waitlist for popular titles created by library budget limitations of the one copy/one user ebook lending model. This did not appear in the summary, but perhaps it was not missed in the talks.

In any case, limited numbers of library copies and high patron demand create an automatic form of friction in

this ecosystem that has long been present in physical book-lending. Publishers should be informed about this natural friction to further appease their concerns about ready availability and the impact on sales.

Thanks again for your effort!

Deb Lambert Czarnik  
Fort Myers, Florida

## Digital Danger to Libraries?

*In response to "Threat to Digital Lending," AL Online, Jan. 12:*

It would seem that the misplaced optimism with which many of us greeted the advent of digital books is finally giving way to a pragmatic acceptance that we, as librarians, may just have to fight to retain our patrons' right to read important books, even if they do not have the money to buy what they need.

Individual state attorneys general could take a hard look at the refusal of publishers to sell books to libraries. This would be especially helpful if it takes place in New York City where many publishers have major offices and could be joined by ALA and other groups concerned about human rights.

What some librarians with foresight worried about seems to be coming to pass. We must accept that optimism is not an effective tool to reverse the course of organizations that see an advantage in their current policies.

Richard J. Naylor  
William K. Sanford Town Library  
Loudonville, New York

The real tug of war is between Amazon and the publishers. Amazon wants to keep prices down; publishers

ALA needs to come up with a solution that works for libraries, with or without the publishers.



want to set prices themselves and keep them up (agency model). Libraries are just getting caught in the middle.

For example, the Penguin issue a couple of months ago, with the company's announcement that it would stop lending Kindle ebooks via OverDrive, was really part of the fight between Amazon and the publishers over the free lending of ebooks through Amazon Prime.

In fact, Amazon's recent decision to make Kindle ebooks available for free for libraries to lend via OverDrive (*AL*, Nov./Dec. 2011, p. 21) may well indicate that Amazon sees libraries as a friend in this war. In other words, free lending should help keep prices down. Why else are publishers, such as Simon & Schuster and Macmillan, afraid of libraries?

I wouldn't be surprised if Amazon buys OverDrive in the next year or two, since the latter already has such a big foot in the door of the public library

market, thus making our alliance manifest.

The real fight is this: How much is content worth? It isn't worth as much as it used to be or as much as the publishers want it to be. A lot of publishers are going to bite the dust and Amazon

will ultimately triumph. Note the recent lawsuit against Apple and publishers who allegedly colluded to fix prices (*AL*, Jan./Feb., p. 24).

How do you folks feel about an Amazon monopoly?

Tim Cole  
Greensboro, North Carolina

### Cellphone-Free Zones

In regard to the recent letter "What Oasis of Quiet?" (*AL*, Jan./Feb., p. 8),



"Look at it this way; books don't crash, they don't get viruses, and they don't need screensavers."

why is this librarian allowing patrons to use ringing cellphones in the library? Of course that will be disruptive.

Cellphones should not be allowed in the reading or research areas of a public or an academic library. At the very least, ask patrons to put their phones on vibrate and take calls to the lobby.

When patrons comment that they can't hear themselves think when they visit the library, this is a hint that phones should be banned.

Wendy L. Rosen,  
New Bern, North Carolina

### A New Copyright Paradigm

As Neal Starkey has suggested ("We Need Copyright 2.0," *AL*, Jan./Feb., p. 29), legislation is indeed needed, though it probably goes beyond amending the copyright law. For one thing, the first-sale doctrine needs to be extended to ebooks.

Authors and publishers have a legitimate concern about the ease with which digitized information can be abused. The present efforts to protect this material, all on the publishers' end and revolving around

awkward DRM restrictions, is not working. We do need a new paradigm in the provision of ebooks and other digital information by libraries because the method by which that is now ongoing is also not working. I can see no alternative to a pay-per-loan system for libraries, and I have written extensively about this in my web posts at [alltogethernow.org](http://alltogethernow.org) called "The End of Libraries."

Another worry is that this represents the Balkanization of book sales in general. Over 110,000 books are today available for sale, in physical or digital format, and ONLY at one venue—Amazon.com. If this trend continues, either Amazon will have all the marbles or future book notices will have to include a single URL where the book can be purchased.

Dale Copps  
Windsor, Vermont



SEE MORE COMMENTS at [americanlibrariesmagazine.org](http://americanlibrariesmagazine.org), or use a QR code reader app on your smartphone to scan this bar code.

# FINRA Announces \$1.2 Million in Grants to Libraries

**T**he Financial Industry Regulatory Authority (FINRA) Investor Education Foundation and ALA announced \$1.2 million in grants to 16 recipients as part of the “Smart investing @your library” initiative administered jointly by ALA’s Reference and User Services Association and the FINRA Investor Education Foundation.

The program funds library efforts to provide patrons with unbiased educational resources about personal finance and investing. Now in its fifth year, a total of nearly \$6 million has been awarded to public libraries

and library networks nationwide.

The new grant recipients will use the funds to implement a variety of programs designed to increase patrons’ access to and understanding of financial information. The grants target a diverse group of library patrons—among them youth, seniors, English-language learners, college students, rural residents, and low-income families. Participating libraries will use a variety of technologies and outreach strategies to connect library users to the best financial education and information available. These strategies include online learning, seminars, one-on-

one clinics, storytelling, performances, and staff training.

The grantees will partner with community organizations, schools, universities, and local governments to expand the impact of the services and resources the grants enable. Library patrons will be empowered to make educated financial choices for both long-term investing and day-to-day money matters.

“Libraries are integrating literacy into existing programs and services and making this content very visible and highly valued within their communities,” said ALA President Molly Raphael.

## FCC’s Lifeline Program Restoration Applauded

**A**LA welcomed the Federal Communications Commission’s (FCC) late January decision that will reform the Lifeline program that provides discounts on monthly telephone charges.

The Association noted that the FCC will be issuing a Further Notice of Proposed Rulemaking (FNPRM) to address the need for digital literacy training in libraries and schools as part of FCC Chairman Julius Genachowski’s ongoing broadband adoption initiatives.

ALA filed ex parte comments with the FCC last December encouraging the agency to consider using the Lifeline and Linkup programs to support digital literacy training. Linkup provides a discount on the cost of commencing telephone service for qualifying low-

income households.

“The Chairman echoed the sentiment of librarians serving communities across the country when he said digital literacy training will help more Americans participate fully in our 21st-century economy and society,” said Emily Sheketoff, executive director of ALA’s Washington Office.

The Association says the additional and necessary infusion of funds into libraries and schools will bolster their capacity to provide digital literacy training to their communities. ALA is awaiting the opportunity to respond to specific questions in the FNPRM to help determine the most effective and efficient way to ensure the success of the FCC proposal.

## COA Announces Accreditation Actions

ALA’s Committee on Accreditation announced accreditation actions taken during the Midwinter Meeting in Dallas.

Continued accreditation status was granted to the following programs: master of library and information science offered by the University of California, Los Angeles; master of science offered by the University of Illinois at Urbana-Champaign; master of library and information science offered by Kent (Ohio) State University; master of library and information science offered by Rutgers, the State University of New Jersey; and the master of library science offered by St. John’s University in New York City. The next comprehensive review visit at each institution is scheduled to occur in 2018.

Conditional accreditation status was granted to the master of library science offered by Queens College, City University of New York. The next comprehensive review visit is scheduled to occur in 2014.

ALA accreditation indicates that a program has undergone a self-evaluation process, has been externally reviewed, and meets the Standards for Accreditation of Master's Programs in Library and Information Studies established by COA and adopted by ALA Council.

COA evaluates each program for conformity to the Standards, which address mission, goals, and objectives; curriculum; faculty; students; administration and financial support; and physical resources and facilities. The Standards can be found at [ala.org/accreditedprograms/standards](http://ala.org/accreditedprograms/standards). A complete listing of programs and degrees accredited by ALA is available at [ala.org/accreditedprograms/directory](http://ala.org/accreditedprograms/directory).

## NetGalley Member Benefit Available

A new ALA member benefit is available through a partnership with NetGalley. Members who sign up to request digital galleys from NetGalley can now add their ALA member number to their profile to speed request approval and access to upcoming titles.

NetGalley's catalog currently includes new titles from more than 140 publishers, and galleys can be read securely on all major reading devices and tablets. There is no charge for readers to use the site, and ALA members can register for the service at [netgalley.com](http://netgalley.com).

More than 7,000 librarians are already part of the NetGalley community. In total, there are currently more than 47,000 professional readers (reviewers, media, bloggers, librarians, booksellers, and educators) registered at NetGalley.



Sharon Flake (left), Sonia Manzano, Lauren Myracle, and Julie Otsuka headline the upcoming JCLC conference September 19–23, in Kansas City, Missouri.

## JCLC Finalizes Event Speakers

Award-winning and bestselling authors Sharon Flake, Lauren Myracle, and Julie Otsuka will join the Joint Conference of Librarians of Color (JCLC) for two special author luncheons, September 19–23, in Kansas City, Missouri. The conference, which carries the theme "Gathering at the Waters: Celebrating Stories and Embracing Communities," is sponsored by ALA's five ethnic caucuses: the American Indian Library Association, the Asian/Pacific American Librarians Association; the Black Caucus of the American Library Association; the Chinese American Librarians Association; and Reforma: the National Association to Promote Library and Information Services to Latinos and the Spanish Speaking.

Flake exploded onto the literary scene in 1998 with *The Skin I'm In*. Her new book is *Takedown*. Myracle is the author of the *New York Times* bestselling Internet Girls Trilogy, *ttyl*, *tfn*, and *l8r, g8r*, as well as *Rhymes with Witches*, *Bliss*, and *Shine*. Otsuka wrote *When the Emperor Was Divine* and *The Buddha in the Attic*.

They join Emmy winner and author Sonia Manzano, who will serve as opening session speaker. She was named one of the most influential Hispanics by *People en Español* for her work playing Maria on *Sesame Street*, a role she's held since the early 1970s. She is the author of two

children's books, *No Dogs Allowed!* and *A Box Full of Kittens*. Her new novel, *The Revolution of Evelyn Serrano*, is due to be published in October.

Described as a conference for everyone, JCLC will bring together a diverse group of librarians, library staff, library supporters, and community participants to explore issues of diversity in libraries and how they affect the ethnic communities that libraries serve. JCLC will provide an opportunity for learning with more than 70 concurrent sessions, including panel discussions, presentations, workshops, and round tables.

To register, visit [jclc-conference.org](http://jclc-conference.org).

## Support Staff Programs Advance

The ALA–Allied Professional Association (ALA-APA) has completed an agreement with the Pasadena (Calif.) City College Library Technology Certificate Program that will allow PCC graduates to receive Library Support Staff Certification (LSSC) without having to complete additional courses or portfolios.

ALA-APA proposed the agreement after a review of PCC's curricula for both their certificate of achievement and associate in science degree found that graduates must complete courses that cover the majority of LSSC's competency requirements.

ALA-APA is also comparing

LSSC's competency requirements to the curriculums of 13 other community colleges in 2012 and has recognition agreements with the following colleges: College of DuPage, Glen Ellyn, Illinois; Ivy Tech Community College, Indianapolis; Palomar College, San Marcos, California; Waubesa Community College, Aurora, Illinois; and Illinois Central College, Peoria.

In other news, Texas A&M University Libraries in College Station will award up to a 4% salary increase to any library support staff member who completes the LSSC Program. Employees must show the relevancy of LSSC to their job and must receive advance approval.

Visit [ala-apa.org](http://ala-apa.org).

## ALA Invites President on School Library Tour

ALA commended the First Family for volunteer service at a school library on Martin Luther King Jr. Day January 16. President Barack Obama and the First Lady helped to build bookshelves, paint walls, and construct a reading corner at the Browne Education Center's school library in Washington, D.C.

ALA President Molly Raphael said, "We're thrilled that President Obama highlighted the importance of school libraries with his visit. We hope he'll continue to visit school libraries as part of his efforts to improve American education."

The Association sent a letter to the President and First Lady thanking their family for the service work and invited them to tour an up-to-date, fully staffed school library to see firsthand what an important role school libraries play in today's schools.

## ALA Launches Huron Street Press

Taking ALA publishing beyond its traditional market of library and information professionals, the Association has launched a new publishing imprint, Huron Street Press, administered through ALA Editions.

In line with ALA's mission to enhance learning and ensure access to information for all, the new imprint will publish a variety of titles designed to appeal to a broad consum-



President Barack Obama delivers remarks at Browne Education Campus in Washington, D.C., before participating in a Martin Luther King Jr. Day service event with First Lady Michelle Obama and daughter Malia January 16.

er and library market. Huron Street publications will harness the expertise of the Association, while encouraging library use among the public, joining other ALA initiatives such as @your library and I Love Libraries.org.

A trade imprint, Huron Street Press titles will be available through Independent Publishers Group as well as numerous traditional retail outlets in both print and ebook editions. Its first season of titles is now available for preorder.

For more information, call 800-545-2433 ext. 5418, or email [editionsmarketing@ala.org](mailto:editionsmarketing@ala.org).

## Authorized IACET Status Awarded

The International Association for Continuing Education and Training (IACET) has awarded ALA Authorized Provider status, which enables the Association to award Continuing Education Units for eligible learning opportunities that ALA offers. The recognition period for Authorized Provider status extends for five years.

In order to achieve Authorized Provider status, ALA completed a rigorous application process, including a review by an IACET commissioner, and successfully demonstrated adherence to the ANSI/IACET 1-2007 Standard addressing the design, development,

## CALENDAR

### ALA EVENTS

- Apr.:** School Library Month, [ala.org/aasl/slm](http://ala.org/aasl/slm).
- Apr. 8-14:** National Library Week. [ala.org/nlw](http://ala.org/nlw).
- Apr. 10:** National Library Workers Day, [ala-apa.org/nlwd](http://ala-apa.org/nlwd).
- Apr. 11:** National Bookmobile Day, [ala.org/bookmobiles](http://ala.org/bookmobiles).
- Apr. 12:** Support Teen Literature Day, [ala.org/yalsa](http://ala.org/yalsa).
- Apr. 21-28:** Money Smart Week, [moneysmartweek.org/ala](http://moneysmartweek.org/ala).
- Apr. 22-29:** Preservation Week, [ala.org/preservationweek](http://ala.org/preservationweek).
- Apr. 23-24:** National Library Legislative Day, [ala.org/nlld](http://ala.org/nlld).
- Apr. 30:** Children's Day/Book Day/ El día de los niños/El día de los libros, [ala.org/dia](http://ala.org/dia).
- May 1-7:** Choose Privacy Week, [privacyrevolution.org](http://privacyrevolution.org).
- June 21-26:** ALA Annual Conference, Anaheim, California, [alaannual.org](http://alaannual.org).
- Sept. 19-23:** Joint Conference of Librarians of Color, Kansas City, Missouri, [jlc-conference.org](http://jlc-conference.org).

administration, and evaluation of its programs. The Association is now linked to the IACET website and is recognized as offering the highest-quality continuing education and training programs.

## Berry to Kick Off Preservation Week

*New York Times* bestselling author Steve Berry is the first national spokesperson for Preservation Week, April 22–28.

He is the author of nine novels, including his most recent book, *The Jefferson Key*, the seventh in the Cotton Malone series. Berry's newest work is *The Columbus Affair*, due to be published in May.

As national spokesman, Berry will appear in print and digital public service announcements (PSAs) as well as in other promotional materials. ALA Graphics products supporting Preservation Week are also available, including a poster and a bookmark, at [www.alastore.ala.org](http://www.alastore.ala.org).

Preservation Week is a joint initiative of ALA's Association for Library Collections and Technical Services, the Library of Congress, and the Institute of Museum and Library Services. Visit [ala.org/alcts](http://ala.org/alcts).

## Petition Candidates Seek Council Posts

In addition to the candidates nominated to run for ALA Council (*AL*, Nov./Dec., p. 16-17), individuals who have petitioned to be included on the ballot are:

- Rosie L. Albritton, director of library services, John B. Coleman Library, Prairie View (Tex.) A&M University
- Nicholas H. Buron, associate director, Central Library, Queens Library, Jamaica, New York
- Gerardo "Gary" Colmenar, humanities and social sciences librarian, University of California, Santa Barbara
- Lauren Andrea Comito,

outreach librarian, Queens Library, Jamaica, New York

- Aaron W. Dobbs, systems and electronic resources librarian, Ezra Lehman Memorial Library, Shippensburg University of Pennsylvania
- Karen E. Downing, foundation and grants librarian, University of Michigan, Ann Arbor
- Jane Glasby, program manager, San Francisco Public Library, Library of the Blind and Print Disabled
- Mario M. Gonzalez, executive director, Passaic (N.Y.) Public Library
- Marilyn Hinshaw, consultant, Muskogee, Oklahoma
- Patricia M. Hogan, administrative librarian, Poplar Creek Public Library District, Streamwood, Illinois
- Chih-Feng P. Lin, associate professor, Department of Information and Communications, Shih Hsin University, Taipei, Taiwan
- Virginia B. Moore, librarian I, Oxon Hill branch, Prince George County (Md.) Memorial Library

- Toni Negro, librarian, Shady Grove Library, Universities at Shady Grove, Rockville, Maryland
- Kimberly Anne Patton, teen librarian, Kansas City (Mo.) Public Library
- Gina A. Persichini, networking consultant, Idaho Commission for Libraries, Boise
- Allison Santos, youth services librarian, Princeton (N.J.) Public Library
- Gail A. Schlachter, president, Reference Service Press, El Dorado Hills, California
- Vicky Lee Schmarr, school librarian, Olentangy High School, Westerville, Ohio
- Karen G. Schneider, director for library services, Paul J. Cushins Library, Holy Names University, Oakland, California
- Sandy Wee, branch manager, Millbrae Library, San Mateo County (Calif.) Library
- Patricia M. Wong, county librarian/archivist, Yolo County (Calif.) Library
- Courtney L. Young, head librarian, J. Clarence Kelly Library, Penn State University ■

## ALA ELECTION INFORMATION

For the fourth year in a row, ALA is holding its election exclusively online. Polls will open at 9 a.m. (Central Standard Time) March 19 and members will be notified by email, providing them with their unique passcodes and information about how to vote online.

The polls close April 27 at 11:59 p.m. CDT. The Election Committee will meet at the ALA offices in Chicago May 4 to certify the election. Election results will

be released following that meeting.

Although the election is being conducted online, members with disabilities and without internet access may obtain a paper ballot by contacting ALA Customer Service at 800-545-2433, ext. 5. Those without internet access at home or at work can access the election site by visiting their local public library or in many instances academic or school libraries.

# Détente in New York on Ebooks

American Library Association President Molly Raphael led a delegation of ALA leaders to an unprecedented series of meetings with senior executives from five publishing houses in New York City on January 30–February 1 to discuss ebook lending in libraries.

Raphael participated in the talks along with ALA President-elect Maureen Sullivan, ALA Executive Director Keith Michael Fiels, Digital Content and Libraries Working Group Cochair Director Robert Wolven, and ALA Office for Information Technology Policy Director Alan Inouye. They met separately with representatives from Random House and Perseus (which sells ebooks to libraries), Macmillan and Simon & Schuster (which do not), and Penguin (which until recently offered its ebook backlist to libraries through OverDrive).

The discussions were frank and open, and Raphael said that they all ended with the expectation of a continuing dialogue between each publisher and ALA.

“While publishers and libraries share a common mission to bring authors and readers together, it is also clear that we have some goals that diverge,” Raphael said. “It is these differences that lead to varying views in the library and publishing worlds of business models and overall short- and long-term strategies.”

The ALA delegation found that some publishers harbored misconceptions about how libraries operate. Some publishers thought that libraries lend ebooks to anyone who visits their websites, thus making collections available virtually without restriction worldwide. “We emphasized that ebook collections—financed mostly through local tax dollars,” Raphael said, “reflect local interests, with access restricted to the cardholders of each individual library.”

One key concept that the publishers were concerned about was “friction” in lending transactions, or the level

of difficulty that a library patron has in obtaining an ebook. To borrow a printed book, the patron must go to the library to pick it up and then return it when it is due, two nontrivial personal trips that add some restraint on circulation. As Raphael explained, “The online availability of ebooks alters this friction calculation, and publishers are concerned that the ready downloadability of library ebooks could have an adverse effect on sales.”

Raphael summed up the experience: “The biggest lesson is that there is nothing like direct communication. We didn’t leave New York with complete and perfect solutions; that wouldn’t have been a realistic expectation. But I am happy with the progress that we made on multiple fronts—establishing ongoing direct lines of communication and correcting misconceptions about libraries, to mention only two. Much work remains to fully grasp the rapidly changing context of digital content and libraries and to converge on solutions that all key stakeholders can live with.”

One immediate outcome of the talks was an announcement from Random House that it would no longer place any numerical restrictions on library borrowing (such as the 26-loan cap imposed by HarperCollins). It would, however, require libraries to pay a higher upfront cost.

Shortly afterward, Penguin announced that it would no longer offer its ebooks to libraries through OverDrive. Although some saw this as a regressive move, *American Libraries* E-Content blog editor Christopher Harris has a different interpretation: “Penguin is joining others in expressing dissatisfaction with the OverDrive model,” he wrote February 10. “One clue to the root causes can be seen in Penguin again revisiting Kindle loans. It might be that OverDrive—and, unfortunately, its library customers—are collateral damage in this larger fight between Amazon and the traditional book giants.” —George M. Eberhart and Christopher Harris

One key concept that the publishers were concerned about was “friction” in lending, or the level of difficulty that a patron has in obtaining an ebook.

# “Book Traffickers” Meet Tucson Ban on Mexican-American Studies

As of early March, educators were readying a “book trafficker” caravan that would travel March 12–18 from Houston, Texas, to Tucson, Arizona, to donate books about the Mexican-American experience to four volunteer libraries. The donations were meant to counter the removal of at least seven titles from Tucson Unified School District (TUSD) classrooms, where they had been taught as part of the district’s now-outlawed Mexican-American Studies (MAS) program. Reminiscent of the Occupy Wall Street Library movement, the book traffickers, or *Libro Traficantes*, organized by Houston Community College professor Tony Diaz, were to contribute titles to underground libraries in Houston, San Antonio, Albuquerque, and Tucson.

The TUSD school board voted 4–1 to disband MAS so the district wouldn’t lose 10% of its state funding. The penalty would have been imposed per Arizona law HB 2281, enacted in 2010, which bars public and charter schools from teaching ethnic studies programs that “promote the overthrow of the US government, promote resentment toward a race or class of people, are designed primarily for pupils of a particular ethnic group, or advocate ethnic solidarity instead of the treatment of pupils as individuals.”

At its 2012 Midwinter Meeting, the American Library Association denounced the disbanding of MAS as “the suppression of open inquiry and free expression . . . on the basis of partisan or doctrinal disapproval.” A joint resolution signed Janu-

ary 30 by ALA’s Freedom to Read Foundation and 26 other free-speech groups, booksellers, and academic organizations also condemned the decision.

“Taking away these courses is far more likely to ‘promote resentment toward a race or class of people’ than any title in the MAS curriculum,” Office for Intellectual Freedom Director Barbara Jones told *American Libraries*.

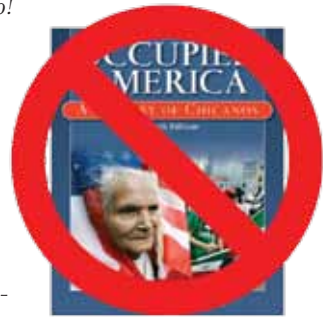
Expressing a similar argument, US Rep. Charles A. Gonzalez (D-Tex.) and Raúl M. Grijalva (D-Ariz.) of the Congressional Hispanic Caucus have asked the Justice Department to investigate HB 2281, which they contend is “bad public policy and fundamentally flawed.”

## Banned, or just boxed?

Critics of the program’s termination decry it as censorship, a characterization that district officials dispute. “None of the books have been banned by TUSD,” district Communication Director Cara Rene said in a January 17 statement, noting that every title taught in the MAS program “is still available to students through several school libraries” or interlibrary loan. “But how easy is it for students to get the books? How many copies are available?” Diaz asked in the February 10 *Houston Chronicle*.

Also in dispute is the number of titles removed from the classrooms of MAS teachers. Rene stated that “seven books that were used as supporting materials for curriculum in Mexican American Studies classes have been moved to the district storage facility.”

The seven books Rene listed are: *Critical Race Theory* by Richard Delgado; *500 Years of Chicano History in Pictures*, edited by Elizabeth Martínez; *Message to Aztlán* by Rodolfo Corky González; *Chicano! The History of the Mexican Civil Rights Movement* by Arturo Rosales; *Occupied America: A History of Chicanos* by Rodolfo Acuña; *Pedagogy of the Oppressed* by Paulo Freire; and *Rethinking Columbus: The Next 500 Years* edited by Bill Bigelow and Bob Peterson.



However, Diaz claims a total of 88 titles were pulled from MAS classes on literature, US history, and social justice. The list at the *librotraficante.com* website includes works by Sherman Alexie, Luis Alberto Urrea, Sandra Cisneros, and Jane Yolen.

Whatever the final count, TUSD teacher Norma Gonzalez is seeking to put the books back into circulation. On February 9, she presented 15,000 signatures on an online petition she created at *change.org* asking for the MAS books to be reissued to classrooms.

“The First Amendment is all about letting people be exposed to different ideas. I don’t think we want to be censoring books out of our libraries,” TUSD board President Mark Stegeman told KGUN-TV in Tucson February 9. “Outside of the classroom, people are entitled to study whatever they want and come to whatever conclusions they want.”

—Beverly Goldberg

# Ebooks at the Forefront of the Tools of Change

Concerns over ebooks and e-readers were at the forefront of the recent Tools of Change for Publishing (TOC) conference in New York City. Appropriately, TOC's theme was "Change/Forward/Fast"—a theme that could apply to anyone in the greater book ecology.

Sponsored by publishers O'Reilly Media, the February 13–15 conference looked at the intersection of publish-

ing and technology, addressing issues related to libraries, ebooks, copyright, and other hot topics in the digital era.

## Content, context

The conference began with a talk by LeVar Burton, host of the former PBS children's show *Reading Rainbow*. Burton is bringing *Reading Rainbow* back as an app at RRkidz.com. He spoke about his childhood as a reader and his belief that the stories we tell shape

how we invent the future we will live in. His message was one of hope: The book ecosystem will be fine, provided those working in it don't lose sight of storytelling and why they fell in love with books in the first place.

Keynoter Tim Carmody, who writes about media, technology, and culture for *Wired.com* and other outlets, said there needs to be a balance between what he called "bookservatives" and "technofuturists." He describes bookfuturists as tinkers looking for an alternate position to bookservatives (who view the changing reading ecology as an unmitigated disaster) and technofuturists (who cheer for an extinction event as a triumph for humanity).

Like Burton, Carmody assured the audience that similar transitions have occurred before—the invention of the alphabet and the shift from scroll to codex. Now we live in a hyperliterate society in which most of our reading isn't even recognized as reading. Carmody zeroed in on quantity: how much text we can get, where we get it from, and who is in charge of when we get more—all concerns librarians can relate to in the digital world.

## At the forefront

*Library Journal's* Barbara Genco cheered for libraries in her keynote. She inundated the audience with information from *LJ's* Patron Profiles analysis, focusing on regular library visitors who are also heavy book buyers. These patrons are familiar to librarians, but *LJ's* partnership with Bowker PubTrack brings statistical power to our anecdotal experiences. For example, 52% of all library users and 61% of "power patrons" said they purchased books by

## COMPANIES OF INTEREST TO LIBRARIES

### EBOOK VENDORS AND SERVICES FROM THE TOOLS OF CHANGE CONFERENCE

#### ■ Bilbary

Launching: March or April  
Founded by Tim Coates, former head of United Kingdom's Waterstone bookstore chain, Bilbary will sell and rent ebooks to consumers. Coates said public libraries could use Bilbary as a service and is planning to launch with content from major trade publishers as well as academic houses.  
[bilbary.com](http://bilbary.com)

#### ■ Safari Books

Subscription service already popular with libraries  
O'Reilly Media's ebook service, Safari, is streaming books to members. People sign in and have access to anything in the site. The content began as mostly technical but has expanded to professional titles as well.  
[safaribooksonline.com](http://safaribooksonline.com)

#### ■ Inkling

A digital textbook platform  
CEO Matt MacInnis announced at TOC that Inkling would be launching Habitat, a publishing platform for interactive content. If you were glued to Apple's textbook announcement, then you'll likely find Inkling interesting.  
[inkling.com](http://inkling.com)

#### ■ Wolfram Alpha

Interactive mathematics tools  
Before it was a computational engine, Wolfram Research was a software company that focused on science and math. Both arms have free education tools and educational pricing on their software that allows subject experts to create interactive lessons and widgets.  
[education.wolfram.com](http://education.wolfram.com)  
[wolframalpha.com/educators](http://wolframalpha.com/educators)



an author whose work they had previously borrowed from the library. Genco portrayed libraries as an untapped ebook market, declaring ebooks in libraries a win-win-win for publishers, libraries, and patrons.

The Library Alternative panel, moderated by Internet Archive's Peter Brantley, also had strong words for publishers. He said libraries and the ALA have been accommodating to publishers and, in turn, received a "strong, swift kick." Librarians, Brantley added, understand publishers don't like Amazon and OverDrive, but "we're not willing to be collateral damage in your fight with others."

Panelist Julie Sandorf, president of the Charles H. Revson Foundation, invoked Andrew Carnegie, calling libraries an essential ingredient in democracy and the last remaining civic

space. Focusing on publisher's practical concerns, she pointed out that libraries have real estate in every community and can serve as a new retail window for publishers. Tim Coates, of Bilbary, echoed Sandorf's sentiment, urging publishers to work with libraries to get data on reading.

New York Public Library's Micah May observed that ebooks aren't slowing down library business at all and said concerns about DVD circulation and internet access are more pressing than ebooks. He said publishers imagine someone coming into the library to borrow a title, and if she can't borrow it, she buys it. While that does happen, May said it isn't the most common use of the library. People come in to borrow something and aren't going to buy anything. They borrow what's available.

## Lessons learned

Throughout the conference, presenters emphasized two key things: keeping a connection to our roots in the book ecosystem and gathering data to support good decisions about the future. They also cautioned that data can be used to describe, but it doesn't explain the "why."

Panelists who spoke about libraries often alluded to the information we have to offer publishers, suggesting that anonymized data could be a bargaining chip for libraries. Although TOC is a conference about publishing, there was plenty for librarians to glean from the proceedings.

—Kate Sheehan is open source implementation coordinator at *Bibliomation*, a consortium of public and school libraries in Connecticut.

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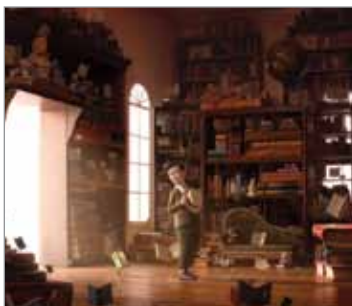
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# Oscars Act Out Love for Libraries with Nod to Fantastic Flying Books

A film allegory that celebrates the curative power of story in general—and reading in particular—won the Academy Award for Best Animated Short February 26. *The Fantastic Flying Books of Mr. Morris Lessmore*, a wordless film whose most inspiring scenes take place in a fanciful library full of living books, was produced by start-up Moonbot Studios in Shreveport, Louisiana, and depicts how the title character heals emotionally, over time, from the cataclysmic devastation of his personal world by Hurricane Katrina through the transformative properties of the written word.



champion and storyteller Coleen Salley, the 14-minute 2-D short had already received awards at 13 film festivals. Fittingly, William Joyce, who created *Morris Lessmore* with codirector Brandon Oldenburg, has also written a yet-to-be-published children's book of the same name and developed an iPad app that enables users to explore Lessmore's world in a way that differs from the picture-book or film experience. "The app and film build off the book—neither can be just regurgitation," Joyce told *American Libraries*. "I see all of these things coming together in a way so that I can explore different avenues, different details, and different parts of the same narrative and give the reader more story."

—Beverly Goldberg

Dedicated to the late HarperCollins children's publishing giant William Morris and New Orleans children's literature



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# GLOBAL REACH



## CANADA ①

The second annual National Book Count, held January 23–29, shows that Canadians buy or borrow from a library more than five books every second. This year, ebooks were included in the count—which was tracked by a partnership of bookstores and libraries—revealing that 10% of all books sold in English-speaking Canada are ebooks and 3% of all library loans are digital.—*National Post*, Feb. 16.

## WALES ②

Some cherished treasures in the National Library of Wales are serving as the inspiration for a new collection of poetry. The library loaned 26 poems, maps, rare books, and historic manuscripts for two hours to inspire leading poets and writers in creating a poem about each artifact. The Ulster Museum in Northern Ireland and the National Museum of Scotland are also participating. The resulting book will be the world's first anthology of "sestudes"—a new literary form of 62 words devised especially for this project.—*Cardiff Western Mail*, Jan. 26.

## UNITED KINGDOM ③

Curators at the British Library are archiving video-game websites to preserve gaming culture for future generations. The collection is managed by the library's digital curation and preservation staff and will include walk-throughs, FAQs, maps drawn by gamers, reviews, pictures, and stories of game narratives. The library is partnering with the National Videogame Archive, which has been acquiring hardware, software, and documentation.—*The Independent*, Feb. 13.

## ETHIOPIA ④

United Nations Secretary-General Ban Ki-moon opened a new library at the Keykokeb primary school in Addis Ababa January 30. The event was part of a UN initiative to set up small libraries in sub-Saharan Africa, where many children do not have access to reading facilities. The UN Sustainable Tourism for Eliminating Poverty Foundation will provide more than 2,000 books as well as library furniture.—*UN News*, Jan. 31.

## BOSNIA AND HERZEGOVINA ⑤

The National and University Library in Sarajevo is in grave danger of closing its doors because of lack of government funding. On January 6 its heating was turned off, leaving the library's 4,000 student readers in the cold. If its power is shut off, the library will have to close, jeopardizing its historic archives, preservation facility, library school, and ISBN/ISSN center. The lack of cultural funding in Bosnia is a direct result of the 1995 Dayton Agreement, which saddled the country with a cumbersome system of governance.—*Balkan Insight*, Feb. 8.

## ISRAEL ⑥

The National Library of Israel has digitized all its holdings of Isaac Newton's theological writings and made them available on its website ([jnul.huji.ac.il/dl/mss/newton](http://jnul.huji.ac.il/dl/mss/newton)), in cooperation with Cambridge University's Newton Project. Newton's original scientific works are held at Cambridge. The collection in Jerusalem includes works on mysticism, analyses of holy books, speculation on the end of the world (projected to take place in 2060), and descriptions of the ancient Temple in Jerusalem.—*Haaretz*, Feb. 9.

## BANGLADESH ⑦

The principal of Pirojpur's K.C. Technical and Business Management College has been arrested for possession of a copy of *Lajja* (*Shame*), a famous novel by Bangladeshi writer Taslima Nasrin. Police found a copy in the school's library. The book has been banned in the country since 1993 because it is considered blasphemous against Islam. The teacher, Yunus Ali, faces up to three years in prison, but he claims he was the victim of a conspiracy.—*Asia News*, Jan. 5.

## SOUTH KOREA ⑧

The National Human Rights Commission of Korea has ruled that a provincial library open only to women violates basic human rights. The Jecheon City Library was funded and built with the intent to focus solely on women's issues and welfare. The commission took that under consideration, yet still ruled that the practice is discriminatory.—*Korea Times*, Feb. 7.

# How QR Codes Add Value to Library Programming

**Y**ou receive a postcard in the mail from Colorado Springs. It says, “Wish you were here.” You look at it more carefully and notice the photograph is of a dead man. No, wait! A dead man—and a dead woman. The caption reads, “Frozen to death on Pikes Peak, August 21, 1911.” Really? Two people freezing to death in the middle of summer?

The macabre postcard depicting Willis and Sallie Skinner, prostrate among some rocks and covered by snow, is in fact an invitation to a film premiere from Pikes Peak (Colo.) Library District. The library produced the 30-minute *Frozen to Death on Pikes Peak: A Cold Case Investigation* in its Video Production Center and hosted the premiere on the 100th anniversary, August 21, 2011. The invitation also contained a QR code that, when scanned with a smartphone with the installed code-reader app, connected a user to a film trailer promoting the event.

PPLD librarians Kaitlin Hoke and Katie Rudolph engaged an audience of 280 who gathered in the community room of the district’s East Library to learn the truth behind the mysterious and seemingly preposterous tale. (It was indeed true; click here for the details). PPLD Executive Director Paula J. Miller welcomed the crowd and quickly surveyed how many in the audience received the postcard in the mail (80); how many people

also own a smartphone (30); and how many of these smartphone owners scanned the QR code on the postcard to watch the film trailer (only one). Miller then used this information—the dearth of QR code aficionados in the audience—and turned it into a teachable moment, highlighting the practical uses for

educating our patrons on the benefits of this technology,” she said. “They are going to be seeing a lot more of this, in marketing and many other sectors of society. The public library is a great place to introduce them to QR technology.”

Aside from the “Frozen to Death” postcard campaign, PPLD’s Special Collections department has also been exploring other ways to apply QR codes. As part of its annual Pikes Peak Regional History symposia, PPLD has published a series of books that correspond to symposium topics. The books, part of the Pikes Peak Regional History Series, are available for checkout at PPLD or for purchase online and at local bookstores. QR codes are affixed to the packaging and link to short videos about the book’s content, allowing customers to evaluate before they buy.

The library used QR codes as well in its partnership with the Colorado Springs Pioneers Museum on an exhibit in 2011 titled “Framing Community/ Exposing Identity: Iconic Images Capturing Life at the Foot of Pikes Peak.” The exhibit displayed nearly 150 historic photographs from both collections and used hinged flaps to cover caption information, 30 of which included QR codes that linked to brief videos of exhibit curators who explain the significance of particular images. The hinged caption covers are intended to encourage museum visitors to study each photograph before reading about it. “We want our exhi-



Invitational postcard, with QR code, to a 2011 film premiere at Pikes Peak (Colo.) Library District.

QR codes and noting that PPLD will be using them as a value-added information tool.

Although statistics indicated that only 2% of the nearly 2,000 postcard recipients scanned the QR code, PPLD’s Information Technology and Virtual Services Officer Carolyn Coulter didn’t consider the experiment a failure by any means. “It just shows we have to start edu-

## 8 TIPS TO HIGHLIGHT HISTORY USING FACEBOOK

Academic libraries have also been harnessing new technology and social media platforms to help local history come alive. Donnelyn Curtis, head of special collections at the University of Nevada, Reno, used Facebook to highlight otherwise offline history, thereby increasing access to and interest in UNR's collection. Curtis created Facebook pages for Joe McDonald and Leola Lewis—two students who attended the university in the 1910s, married a few years later, and died in 1971 and 1964, respectively. Curtis subsequently created a page for Jimmie Curtin, a good friend of Joe and Leola's, and said she hopes to expand the couple's circle of historical friends.

Curtis began the project as a way to educate people, especially students, about the couple's lives and the history of their time, as well as to bring more exposure to the special collections department, she told *American Libraries*.

In early 2011, the university was going through budget cuts, Curtis said, and a proposal had been made to close special collections because it didn't have as much traffic as other areas of the library. "Most of our users were retired people writing books," she said, "so we really started thinking about how to connect with younger people, with the curriculum, and with faculty." She got the idea to "go where the students were and get them interested in the history of where they are."

To connect the university's archives with students who care about history and the school's tradition, Curtis turned to Facebook. But she admitted she wasn't really sure it would work. At the very least, Curtis thought the idea could catch on at other libraries to help them engage students with primary resources.

Originally, Curtis created Facebook profiles (as opposed to pages) of the couple but learned within a week of the story going viral on January 6 that the profiles violated the social media site's Terms of Service agreement, which states that users cannot "provide any false personal information on Facebook, or create an account for anyone other than yourself without permission." Curtis had already amassed more than 3,000 friends for Joe and Leola before Facebook disabled the profiles without warning on January 11. Curtis has not been able to retrieve the information (such as comments, posts, friends list, etc.) despite queries to the company. So she rebuilt

history again—this time as pages.

Curtis offers eight tips for other librarians and staff interested in launching similar projects:

**1. Create a Facebook page, not a profile.** Pages are, in the end, much better for organizations because they eliminate the need to confirm friend requests one by one. (At one point, Curtis was getting 30–40 requests per hour.) Plus with Facebook pages, users receive weekly analytics and demographic reports that help to gauge audience interest.

**2. Digitize materials in advance.** You may want to link to newspaper archives, but that can be difficult to do, said Curtis. For one thing, it's often a subscription database; for another thing, the quality is "often terrible" because they're digitized from microfilm. She suggested enlisting students to type the articles and put each one on a page that links to other articles in order to simulate a newspaper.

**3. Link to your photo database,** but make sure it's in good shape first. Turn photos into JPEG files, improve the image quality, and update captions.

**4. Brand your project.** Curtis said she doesn't want to "destroy the illusion that we're in 1912 or 1913," so instead of just posting a link to a photograph, she links it into UNR Libraries' photo database, where the metadata is.

**5. Create a Twitter account and link it to your Facebook page.** The next time you post on Facebook, it will automatically go out on Twitter with a shortened URL.

**6. Contact your campus's marketing department,** the student newspaper, and the local newspaper. Marketing students or interns may be able to write a press release and do a lot of the publicity legwork for you.

**7. Reach out to prominent alums and their families.** When selecting a historical figure to highlight, look toward those with connections to the university or community, some of whom may have donated papers and other archival material locally. Joe was a packrat, said Curtis, so special collections was able to obtain such items as school transcripts and old passports.

**8. Have fun.** People will try to stump you with questions about history, or they may not understand the documentary aspect of the project, but do the best you can and have fun with it. —Sanhita SinhaRoy

bitions to inspire a sense of discovery,” said CSPM Director Matt Mayberry, “and these QR codes allow us to provide additional exhibit content using an interactive, exploratory format.”

PPLD’s district benefits greatly from its own Video Production Center, which creates commercial-quality films for the library district and operates a cable television channel of library content. Producer Jamey Hastings filmed and edited *Frozen to Death on Pikes Peak* over a period of seven months to ready it for the August 2011 premiere. Hastings also oversaw the creation of video content for every QR code link. The voice talents of PPLD staff, as well as the appearance of History Symposium presenters and local historians, contributed to the pro-

professionally finished productions.

“In an era when effective communication requires multimedia, our library district is fortunate to have a professional-quality video studio with public broadcasting capability—along with a cadre of talented staff who visualize, act in, and produce really cool productions for our community,” said PPLD Director Miller.

### Delivering views

PPLD found Delivr (delivr.com) to be an ideal code management platform, with simple code creation for URLs and text, as well as integrated tracking. Not only is Delivr a free service, it also provides exceptional options that many other companies would charge for. For example, the campaign can be tested, evaluated, and revised, and the URL can be

substituted without changing the QR code itself. Delivr’s tracking information provides the number of scans, the type of device used, and when and where the scan occurred. The service also allows users to link up to 4,000 characters of text and offers options to embed links, images, and videos.

Many smartphone owners have yet to discover the capabilities of their devices and have not yet explored the interactive world of QR codes. Similar coding technologies will someday be ubiquitous. But until then, the inexpensive and simple-to-use QR code can help libraries connect to tech-savvy users and bring local history to life.

—Tim Blevins  
*manager of special collections  
 Pikes Peak (Colo.) Library District*

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# Battle in Rockford Rocks Staff, Patrons

What began as a dispute between Rockford (Ill.) Public Library and some library staff and patrons over heavy investments in ebooks and e-readers has evolved into a battle between library leaders and staff.

Last year, RPL Executive Director Frank Novak wrote two reports presented in closed meetings to the board of trustees that were later leaked to the public. In those reports, he proposed to increase spending on ebooks and reorganize staff and facilities.

The board has since voted to allocate more than \$300,000—or 25.5% of RPL’s total collection budget for FY2012—toward the purchase of ebooks. (By comparison, of the 102 US libraries serving similarly sized communities and that reported to the most recent Public Library Data Service’s Statistical Report, average ebook expenditures were \$7,413.)

Novak also wrote that the library needs to downsize staff. “As [Rockford] Mayor [Larry] Morrissey once said about the city, ‘We are not an employment agency,’” Novak wrote in

the leaked August 2011 Facilities and Digital Plan.

According to the February 8 *Rockford Register Star*, Novak wants to cut salaries and benefits, from 57% down to 26% of the library’s \$8 million annual budget. Plans also include closing facilities, renting out parts of the Main library to private businesses, and allocating 95% of RPL’s collection budget to digital services.

Karla Janssen, the library union’s president, said in the *Register Star*, “It’s appalling to me that [Novak] suggests Google and Wikipedia are replacements for librarians.”

Libraries that move to a primarily ebook collection may find that they pay over and over for access to the same titles, Jane Pearlmutt told *American Libraries*. Pearlmutt, who teaches about collection management and electronic resources at the University of Wisconsin–Madison SLIS, said, “RPL seems like a passenger who knows it is time to go somewhere but is standing on the wrong platform, waiting for the wrong train.” —*Sanhita Sinha Roy*

**Libraries that move primarily to ebooks may find themselves paying more for the same access.**

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# The Conversation Continues @ your library

**A**LA's 2012 Midwinter Meeting program, "The Conversation Starts Here," prompted hundreds of librarians to envision new ways to engage their communities. David Lankes, professor at the Syracuse University School of Information, told participants, "Today, the most important conversation is with our community and learning what makes it better."

Many librarians are already exploring new ways to engage, embed, and integrate libraries into the life of their communities. Academic librarians are eager to deepen their

engagement on campus—embedding services in the teaching, learning, and research processes. School librarians strive to collaborate more closely with teachers and integrate their programs directly into the curriculum. Public librarians are seeking new methods to align their missions with community needs and craft effective services.

However, few have answered the call to move beyond talk to action.

Community conversations can transform libraries. For example, consider efforts underway at Rutgers University Libraries where librarians have launched a series of conversations to recalibrate their interactions with others on campus. These conversations are bringing people with common concerns together, unleashing new possibilities to occupy a more visible and valued role, building partnerships, and getting in the flow of users.

As one librarian commented, "How do we realign existing relationships? How do we become partners who are catalysts in the knowledge-building process?"

Several years ago, the Public Library of Youngstown and Mahoning County, Ohio, began a planning process by examining why the library, while deeply respected, seemed somehow disconnected from people's day-to-day lives. They discovered a 1999 report by the Harwood Institute for Public Innovation, *Waiting for the Future*, which described Youngstown as a typical community struggling to recover from the wrenching disruptions experienced with the loss of major industries. The report explained what

it takes to move communities forward, including the need for organizations, like libraries, to address specific issues in ways that also built the community's capacity for change. "*Waiting for the Future* was a revelation," said trustee Kathryn Bennett. "We saw that the library could do better than hoping people liked the services we pushed out. Harwood helped us to envision a greater sense of possibility. We could be relevant in ways that never occurred to us."

Proof that this public commitment was durable came when the library led an unprecedented two-step referendum that asked voters to approve a 200% increase in library support after a sudden loss of state funding. Despite a highly stressed local economy, citizens passed both tax levies, validating the library's efforts to engage authentically. Library board President David Ritchie concluded: "The library had become so important to people's lives that they were willing to go to bat for it."

In Dallas, Richard Harwood of the Harwood Institute told attendees of Molly Raphael's President's Program, "I believe libraries are needed today perhaps more than any other time in my lifetime, and I want to talk about what it will take for each of you to lead in this environment." By making community aspirations the reference point for taking action, we open new opportunities to align our strategies.

—Nancy Kranich, Rutgers University  
School of Communication  
and Information, and  
Carlton Sears, Public Library of  
Youngstown and Mahoning County

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## NEWSMAKER: JAMAL JOSEPH

In 1970, Jamal Joseph exhorted students at Columbia University to burn their campus to the ground. Today, he is associate professor of Columbia's School of the Arts film division in New York City. His personal odyssey—from the streets of Harlem to Rikers Island, Leavenworth penitentiary, and the halls of Columbia—is detailed in *Panther Baby: A Life of Rebellion and Reinvention* (Algonquin, 2012). Charged with conspiracy as one of the youngest members of the Panther 21, Joseph was twice sent to prison. While incarcerated, he earned two college degrees and wrote five plays and two volumes of poetry. He talked with *American Libraries* Associate Editor Pamela A. Goodes before delivering the Arthur Curley Lecture during ALA's Midwinter Meeting in Dallas (see p. 49) to discuss his book and his life growing up with the Black Panthers. Watch the full interview at [americanlibrariesmagazine.org/al\\_focus/](http://americanlibrariesmagazine.org/al_focus/).



**AMERICAN LIBRARIES: Your book offers so many lessons, especially for today's youth. Is that why you decided to tell your story?**

**JAMAL JOSEPH:** It actually is. The book is written through the curious eyes and passionate heart of a 15-year-old who was trying to figure out the path to manhood.

**How did you begin working with the Black Panthers and why?**

I was raised by a wonderful adoptive grandmother, Jessie Mae (“Noonie”) Baltimore, who made sure I was active in the church and in the NAACP Youth Council. When Dr. [Martin Luther] King was killed, there was an outrage in the community. But there was also an attraction to what we had been seeing and hearing on television, in the streets, and on college campuses. One day I'm watching TV and I see the Panthers storm the state capitol of Sacramento in their Panther uniforms with guns and making this articulate and passionate bold defense of why

black people should have the right to bear arms. I wanted to be that. It was the coolness and the badness of the Panthers that first attracted me, combined with that rage that Dr. King had been assassinated. Once I arrived at the Panther office, I quickly learned that very day, that very moment, that the first weapon I would be given would not be a gun but a book.

**How important was reading in your development?** Reading was very important in my development. The value placed on education by Noonie was paramount. She made sure that I read. This is a woman who herself had only a 6th-grade education, came from the South, and was a domestic, but she understood the value of education in terms of the community improving itself and her grandson achieving his dreams.

**You don't hear much about the Panthers' focus on education.** It was primary, and it was the first thing you

encountered when you came into the Panther office. The second thing you encountered was community service. First I got a stack of books, and the second thing I got, literally, was a pancake spatula because the Panthers had a free breakfast program. They also had free health clinics. A day in the Black Panther office was a day of service and work in the community.

**Is there a particular library or librarian that aided your growth?**

I have a friend who grew up with me in New York, who now lives in Dallas. We talked about those days when it was a great trip to go to our local library up in the Bronx, the Wakefield Library on 229th Street. It was such joy. It was also school librarians, like Mrs. Johnson, who made us feel at home in the library. Then there were those books I read early that made me understand about the struggle for identity.

**What message are you going to leave librarians with here at the Midwinter Meeting?**

The power and the importance of using art, education, and mentorship as a weapon, and how important the work is that they're doing. When people talk about budget cuts, the first to go are schools and libraries. Prisons are opening up. In this country we have state-of-the-art prisons and middle-aged schools. Librarians, educators, and mentors need to understand that this is important work; this is front-line work. They can't give up. They have to fight even harder. ■

# How the World Sees Us

"I saw in the news about Penguin pulling ebooks. Why are publishers such poopheads to you guys?"

Los Angeles librarian SHAYERA TANGRI relaying, via tweet, a statement by a patron, Feb. 13.

"A library is not just a building full of books. It is a garden to cultivate individuals."

Secretary-General of the United Nations BAN KI-MOON, at a January 30 ceremony establishing a school library in Addis Ababa, Ethiopia, UN News Centre, Jan. 31.

"I wrote all my books at a library. Lately, it's been the New York Society Library. . . . I come out of the stacks and tell [the librarians there] how poorly it's doing. They make me laugh and send me back in."

JOE DRAPE, author of *Our Boys: A Perfect Season with the Smith Center Redmen*, speaking at the Towanda (Kans.) Public Library, Feb. 8.

"Education will be more about how to process and use information and less about imparting it. This is a consequence of both the proliferation of knowledge—and how much of it any student can truly absorb—and changes in technology. Before the printing press, scholars might have had to memorize *The Canterbury Tales* to have continuing access to them. This seems a bit ludicrous to us today. But in a world where the entire Library of Congress will soon be accessible on a mobile device with search procedures that are vastly better than any card catalog, factual mastery will become less and less important."

Former president of Harvard University and former Treasury Secretary LAWRENCE

SUMMERS, "What You (Really) Need to Know," based on a speech at the *New York Times Schools for Tomorrow* conference, *New York Times*, Jan. 20.

"America's librarians, in town for a big conference, had descended on the downtown cantina in force, and the waiting area was a dense sea of lovable nerd. The dining room was loud and packed, too, and the staff looked like they'd been hit by a really well-read tsunami."

JOE TONE, reflecting on the scene at a Dallas restaurant during Midwinter, in "The Librarians of America Just about Destroyed Wild Salsa Saturday Night," *Dallas Observer*, Jan. 23.

"I just wanted to find a place to feel safe. It is tough being a woman out there. Sometimes I read romance novels. Because they are telling stories about love and being wanted."

HOPE PITTS, 22, unemployed and homeless, on why she comes to the Central branch of the Atlanta-Fulton Public Library, *Atlanta Journal-Constitution*, Jan. 11.

"For as long as anyone can remember, Amelia wanted to be a librarian. Not a sexy choice because of those darned shoes, but Amelia loved to read, and later, to knit."

MICHELLE ZIMET, department coordinator for Germanic studies at the University of Chicago, writing about her 21-year-old daughter, Amelia, in "I'm a Hypocrite," a commentary in the *Chicago Tribune*, Jan. 25.

"When I was a skinny girl in university, I worked as a shelver at the library: a job I loved! Then I moved a couple of times and worked in call centers since

that was the 20-something thing to do. I then realized I'd gained nearly 40 pounds from my sedentary jobs. Four years ago I applied to the library again, and though I'm now 32 in a part-time entry-level position at the library, being happy, healthier, and physically active is much better than working full-time on my butt."

Ottawa, Ontario-based submitter to health-tip site IYamHealthy.com.

## "This place is a treasure trove."

Actor and Scripter Award honorary dinner chair HELEN MIRREN, describing the University of Southern California's Doheny Library, which hosted the event, Feb. 18.

"Today the Picture Collection remains open at the Mid-Manhattan branch nearby on 40th Street—and it's still easy to find images of anything from abacus to zodiac—but the ravages of sustained use are apparent, and their eventual disintegration is inevitable. Fortunately, the library's vast citywide collection of prints, maps, posters, dust jackets, sheet music, menus, and cigarette cards (the latter of which, interestingly, comprises 10 percent of the entire collection) is now available to the public online at the NYPL Digital Gallery. For designers who had already migrated to other online sources anyway, this wellspring of cataloged riches may become one-stop sourcing for rare, unusual, and exotic references."

Designer STEPHEN HELLER, writing about his experience finding Yiddish theater posters at the NYPL Digital Gallery, *Salon.com*, Dec. 25. ■

# Returning the Love

Isn't it about time for librarians to reciprocate?

by Sarah Prielipp

Can't you just see a group of librarians gathering around the proverbial water cooler each morning to profess their love for their patrons? "We love our patrons. Yes, we do. We love our patrons. How about you?"

Okay, maybe not, but the sentiment remains. Librarians love their patrons; it's why we do everything we do. But do our patrons really know that our efforts to save libraries, to maintain (and increase) funding, and to reevaluate our role in society as a common good do not stem from a purely selfish desire to save our jobs and paychecks, but from honestly wanting to continue providing them with these services, programs, and classes?

Recent marketing campaigns show how libraries boost their community's economy. You've seen banners on the web and in your email; maybe you've even put a return-on-investment calculator on your library's website. For those who prefer numbers, such a tool is great: It quantifies the library as a viable, fiscally responsible, and valuable asset. But do hard figures really reach patrons who just need a little library love?

I propose a new marketing campaign for libraries: We Love Our Patrons! We already have campaigns for patrons to express their love of libraries and librarians, yet how often do we demonstrate that the love is returned? For-profit businesses do it all the time; they call it "cus-

tommer appreciation." Libraries need to get the message out that we do all of our work out of devotion to those we serve.

## Tokens of affection

A common interview question for library jobs asks the prospective employee what he or she likes about library work. Maybe you have even been asked some variation of this. What is your answer? Why do you choose to follow a somewhat underappreciated, underpaid (at least for comparable master's-level careers), and increasingly overworked profession? The ALA Code of Ethics explains it well; we choose our field to protect our patrons' right to intellectual freedom and to serve people. Librarians have a good feeling when they help other people—even if those people don't ever know they are being "helped."

Think about the last time a friend or family member had a question about a health problem, needed a job, or was concerned about some issue. I'd hazard a guess that you sought additional information on that person's behalf because you cared. That's what librarians do every day for perfect strangers. We gift them with information, however it is packaged, as a token of our appreciation and concern for their needs.

Some of us even become slightly offended when our patrons turn to Google over us, even as we acknowledge that our libraries need to reimagine our services in order to meet the needs of this technological, rapidly changing society.

So how do we go about letting our

patrons know we love them? We've already shown how we add value to their lives. Now we need to let them feel the library love. It could be as simple as creating a button, hanging a banner, or adding a "We love our patrons" slogan to

our email signatures. Or it could be a full-blown customer appreciation event.

However we do it, let's make sure our patrons—any library's most valuable asset—never question why libraries still exist. Maybe if they valued their library as more than a service that saves them money, but also as an intangible civic display of love for the community and the intellectual rights of the individuals living there, we wouldn't have to fight so hard to preserve, protect, and defend our libraries.

Because we love our patrons. Yes, yes, we do. ■

**Librarians have a good feeling when they help other people—even if those people don't ever know they are being "helped." That's what librarians do every day for perfect strangers.**

SARAH PRIELIPP is the tribal librarian for the Saginaw Chippewa Indian Tribe in Mount Pleasant, Michigan.

# A Hazy Shade of (Mid)winter

A whirlwind of meetings, ideas, and conversations—FTW!

by Joseph Janes

**Y**ou know that feeling you get when you come home from a conference, and it's all kind of a blur?

That's been my post-Midwinter experience. Of course, it came right after being housebound for several days during a rare Seattle snowstorm, so I was happy just to be somewhere sunny and warm, no matter how bewildering that was.

Not to mention this was my first post-COA conference. I just finished four fascinating years as a member of the Committee on Accreditation, which was hard work, very fulfilling, and extremely informative. They're always looking for good people to serve on review panels, which is less work but important, so anyone interested in contributing to future education for the profession should apply.

As if the trip itself wasn't disorienting enough, it came on the heels of the Wikipedia-goes-dark SOPA protest, which seems to have actually made a difference. Lo and behold, on the bus I ran into Phoebe Ayers from the University of California, Davis, a former student and Wikimedia board member, who told me the decision to go dark wasn't without controversy (as if anything is) but that it seemed an important and necessary step. It's also a toe in the

water in advocacy and in leadership of the noncommercial segment of the internet and, as such, worth watching further.

A quick aside: Of course, there was the predictably snarky after-market to the protest, including the inevitable #DayWithoutWikipedia Twitter hashtag meme. My personal favorite? #DayWithoutWikipedia “=

Day without copy and paste.” Just how many students found themselves floundering that day—and how many libraries took advantage?

I was so befuddled I actually wound up in a session on cataloging.

(I know, shocking.) The discussion of next-generation catalogs was brisk and informative. There's a lot going on in that world: FRBR and RDA and MARC and SQL and resolving between all those; open-source options (including the great XC project out of the University of Rochester); and emerging ideas from commercial vendors. Takeaways: The ProQuest rep said that lately most libraries are devoting 60% or more of their materials budget to digital formats. OCLC estimates there are 1.2 million libraries in the world; getting attention paid to “libraries” is tricky because unlike Amazon or Facebook, they're not in one single location; they're distributed—everywhere. And John Larson of ExLibris talked about

the tradeoff between extensibility and semantic richness in any catalog. *Hmmm.*

There was also the “Trends in Higher Ed” session moderated by the estimable Lynn Connaway: re-search data curation, long-term preservation of digital materials, the user expectation of seamless access, and the growing importance of the mobile learning environment, among other things.

And how could I resist “UX + VR = FTW”? Courtney Greene from Indiana University led a fascinating hour-plus, late-afternoon session (how often do you hear that?) on how to think about reference from a user's perspective—for the win! I was equally impressed at the questions and discussions that followed, about a wide range of not only technologies but ideas for improving service. A quick one: How about every time your link resolver fails to find an article, or a catalog search yields zero results, you put up a chat or IM widget for your reference service? Brilliant!

See what I mean? I was so taken with the level of sophistication, depth, passion, creativity, community, collaboration, and downright chutzpah on display throughout, particularly in such a time of profound change and, often, retrenchment. It made me even prouder to be a librarian. Oh, and the steak was incredible, too ... but that's another story. ■

JOSEPH JANES is associate professor in the Information School of the University of Washington in Seattle. Send ideas to [intlib@school.washington.edu](mailto:intlib@school.washington.edu).



**When Wikipedia went dark to protest SOPA, just how many students found themselves floundering—and just how many libraries took advantage?**

# Click Here to Engage

Classroom response systems ease discussion and assessment

by Meredith Farkas

Librarians who teach are always looking for ways to get patrons more actively engaged in instruction sessions. Research has shown that active learning can have positive effects on student learning and certainly helps to get students to reflect on the application of what they're learning. In large lecture classes, most active learning exercises simply aren't feasible, making it difficult to avoid the "sage on the stage" model of teaching. In addition to active learning, librarians also frequently seek simple ways to assess learning so they can improve their teaching.

Instructors are increasingly turning to classroom response systems as a way to get students actively engaged in class and collect useful feedback or assessment data. Classroom response technologies allow faculty to poll classes and get anonymous aggregate responses. Polling can be useful as formative assessment to tailor instruction to where students currently are, or as summative assessment to get a sense of how well the class learning outcomes were achieved. Librarians use classroom polling tools as ice-breakers, for pre- and post-tests, and for feedback on their teaching.

Most common is the clicker, a small remote control-like device that sends student responses wirelessly to the instructor's receiver and then displays them on a slide. Clickers are a popular option for collecting student feedback, but

they require a financial outlay that many libraries can't afford or may not want to make without knowing if they are a good fit. Fortunately, there are free tools for creating classroom response activities, capitalizing on technologies the students already have with them.

Poll Everywhere ([polleverywhere.com](http://polleverywhere.com)) enables students to answer questions during class by text or a web form. The aggregated answers are updated in real time in PowerPoint or the website itself. Poll Everywhere can provide valuable feedback for the instructor and opportunities for student interactivity.

The librarians at Champlain College in Burlington, Vermont, experimented with Poll Everywhere and found that it opened up valuable opportunities for classroom discussion and that students were excited by the novelty. "People appreciate when they are asked for their opinion," Emerging Technologies Librarian and Information Tyrannosaur blogger Andy Burkhardt said, making class more than "someone telling them what to think."

However, polling doesn't enable students to give individualized feedback or ask questions. Some faculty use Twitter as a classroom backchannel for student comments or questions, but it's less than ideal;

many students don't want schoolwork on their personal Twitter accounts, or to broadcast their classroom responses to the world.

Wiffiti ([wiffiti.com](http://wiffiti.com)) is another free technology for capturing the classroom backchannel. It creates a digital pinboard to which

people can add comments anonymously via a web form, text message, or Twitter hashtag. All the comments show up on the board, which can be embedded on a website or digital display. Wiffiti can collect student feedback about a lecture as it occurs and gather answers to specific discussion questions and problem-based classroom activities on individual screens. Anonymous response systems like Wiffiti can give students who feel uncomfortable speaking publicly the confidence to share their ideas and ask questions discreetly.

Classroom response systems aren't the only way of incorporating active learning into instruction, but they can be useful in meeting certain pedagogical goals. Sounds pretty engaging! ■



**Anonymous response systems give shy students**

**the confidence to share their ideas and ask questions discreetly.**

MEREDITH FARKAS is head of instructional services at Portland (Oreg.) State University and part-time faculty at San José State University School of Library and Information Science. She blogs at *Information Wants to Be Free* and created *Library Success: A Best Practices Wiki*. Contact her at [librarysuccess@gmail.com](mailto:librarysuccess@gmail.com).

By Greg Landgraf

# New & Now

The following pages contain excerpts from the 2012 Library Design Showcase. See more new and renovated buildings at [americanlibrariesmagazine.org/librarydesign12](http://americanlibrariesmagazine.org/librarydesign12). Also, watch for an *American Libraries* digital supplement in April that will showcase 16 more libraries with features on modern library architecture.

## THE SHAPE OF THINGS



### UNIVERSITY OF CHICAGO, JOE AND RIKA MANSUETO LIBRARY

The Mansueto Library, located adjacent to the University of Chicago's main Regenstein Library, houses 3.5 million volumes underground, accessible via a high-density automated storage and retrieval system. An elliptical glass dome encloses the Grand Reading Room, and the library also houses conservation and digitization labs.

New Construction  
Murphy/Jahn,  
[www.murphyjahn.com](http://www.murphyjahn.com)  
Size: 61,719 sq. ft.  
Cost: \$81 million  
Photo: Tom Rossiter



SAN DIEGO COUNTY LIBRARY, FALLBROOK BRANCH

The Fallbrook Branch's energy performance exceeds baseline standards by 21% because of the building materials chosen. A 3,500-square-foot green roof, believed to be the largest in Southern California, reduces heating and cooling costs while creating an appealing view for passersby. A 500-square-foot Poet's Patio offers outdoor seating for patrons as well as overflow entertainment space when the library hosts events.

*New Construction*  
Manuel Oncina Architects,  
oncinaarc.com  
Size: 19,151 sq. ft.  
Cost: \$10.6 million  
Photo: Domin Photography

### CENTENNIAL COLLEGE LIBRARY AND ACADEMIC FACILITY, TORONTO, CANADA

A four-story living wall improves indoor air quality in Centennial College's Library and Academic Facility, which is targeting LEED Gold certification. Natural light reaches 75% of the interior, while a green roof atop the building's auditorium and a rainwater-collection system for reuse in washrooms lower the environmental impact and reduce operating costs.

*New Construction*  
Diamond Schmitt Architects, dsai.ca  
Size: 103,500 sq. ft. total,  
41,750 sq. ft. library  
Cost: \$31.6 million  
Photo: Tom Arban



## BUILDING FOR ACCESSIBILITY



### STRATHCONA COUNTY LIBRARY, SHERWOOD PARK, ALBERTA, CANADA

Eleven “living room” spaces, sprinkled throughout two floors, offer services and materials targeted to a range of user groups. The seniors’ living room features custom shelving with angled lower racks to improve visibility and accessibility for patrons with mobility challenges. Separate areas target early learners, school-age children, and teens, while the second floor includes a popular fireplace lounge.

#### *New Construction*

HFKS Architects Inc., [hfksarchitects.com](http://hfksarchitects.com)

Size: 64,000 sq. ft.

Cost: \$25 million

Photo: Sally Neal

The renovation of the library at the Columbus High School Campus transformed an outdated, barely used space into one that invites students in through its use of color and materials. The new library encourages group work, includes flexible areas suitable for performances or meetings, and meets modern technological needs.

#### *Renovation*

di Domenico + Partners LLP, [ddp-ny.com](http://ddp-ny.com)

Size: 5,200 sq. ft.

Cost: \$600,000

Photo: Bartelstone

## SUPER SCHOOLS

### COLUMBUS HIGH SCHOOL CAMPUS, BRONX, NEW YORK







QUEENS (N.Y.) CENTRAL LIBRARY

## YOUTH SPACES

The creation of the Children's Library Discovery Center, a hybrid children's library and science museum, is one of the first phases in the master plan to modernize Queens Central Library. Interactive exhibits designed around literacy, science, technology, and math are on display in plazas throughout the space and integrated into the stacks. Inhabitable niches with windows offer views into and out of the library and allow natural light into the space.

### Expansion

1100 Architect, [1100architect.com](http://1100architect.com)

Size: 22,000 sq. ft. expansion, 275,000 sq. ft. total

Cost: \$30 million

Photo: Michael Moran/ottoarchive

With more than 100 interactive elements, the Alphabet Landscape is the cornerstone of the children's area at Magna Library. Every element is designed to be educational, with activities that are often alliterative with the letter they are associated with: the letter *T* includes a wheel to twist and turn the alphabet, while the *S* bench includes a sewing activity, and the letter *A* features animal sounds and a story about acrobats. The building as a whole is double the size of the community's previous facility and is designed to be LEED Gold certified.

### New Construction

CRSA, [crsa-us.com](http://crsa-us.com)

Children's Area: Burgeon Group, [burgeongroup.com](http://burgeongroup.com)

Size: 20,000 sq. ft.

Cost: \$320,000 children's area, \$8.1 million total

Photo: Salt Lake County Library Services and Burgeon Group



SALT LAKE COUNTY (UTAH) LIBRARY SERVICES, MAGNA LIBRARY

## SERVICE FLEXIBILITY



ANGELO STATE UNIVERSITY, PORTER HENDERSON LIBRARY,  
SAN ANGELO, TEXAS

The renovation of the Porter Henderson Library created a number of niches throughout the building, each housing one to six students, as well as areas with movable furniture that allow users to create meeting spaces and reconfigure library zones. Classroom space provides computer connectivity for 32 students but can also be modified for speakers, lectures, or small study groups.

*Renovation*  
SHW Group, LLC,  
[www.shwgroup.com](http://www.shwgroup.com)  
Size: 20,000 sq. ft. renovated,  
83,000 sq. ft. total  
Cost: \$4.4 million  
Photo: Paul Bardagjy

## UNIVERSITY OF AKRON, OHIO, BIERCE LIBRARY

Bierce Library's renovation is intended to create a contemporary learning commons that facilitates interaction between students and staff and provides easier access to information through the use of technology. An emerging technology lab houses hands-on exhibitions of the latest technology, while the technology-enhanced formal learning studio supports problem-based learning and multimodal instruction.

*Renovation*  
Four Points Architectural Services, Inc.,  
[4points.net](http://4points.net) / [DesignGroup](http://DesignGroup), [designgroup.us.com](http://designgroup.us.com)  
Size: 45,000 sq. ft.  
Cost: n/a  
Photo: Maguire Photo

## TECHNOLOGY ENABLED





**GARFIELD COUNTY (COLO.) PUBLIC LIBRARY DISTRICT, RIFLE BRANCH**

Rifle Branch patrons can take advantage of a pair of reader's gardens on the first floor, as well as a terrace adjacent to the second-floor meeting room. Plenty of windows offer views of the area's mountain vistas. A 53-kwh solar array supplies 35%–40% of the building's electrical needs, while a lobby kiosk offers patrons information about the facility's solar production and usage. The building also incorporates a 107-year-old stained-glass window, rescued from a church that was demolished in the 1970s.

*New Construction*  
 Baker, Rinker, Seacat Architecture,  
 brsarch.com  
 Size: 28,000 sq. ft.  
 Cost: \$6.7 million  
 Photo: Michael Shopenn

One-time funds allowed NCSU to renovate the west wing of the Hill Library. The Terrace, which had sat vacant for decades, now provides 54 seats at tables or lounging chairs, with power outlets throughout the space. The renovation also created a Technology Sandbox with large-scale display and gesture-based computing tools, a silent reading room, and a Creamery offering ice cream and snacks.

*Renovation*  
 Terrace: RND Architects,  
 rndpa.com; Creamery: J.  
 Hyatt Hammond Associates,  
 jhyatthammond.com  
 Size: 13,600 sq. ft. renovated,  
 340,000 sq. ft. total  
 Cost: \$910,000  
 Photo: Brent Brafford



**NORTH CAROLINA STATE UNIVERSITY,  
 D. H. HILL LIBRARY, RALEIGH**

## REUSE AND RESTORATION



### JACKSON (N.H.) PUBLIC LIBRARY

Jackson Public Library partnered with the local historical society to reerect the 1850s-era Trickey Barn, which was dismantled in 2008, for use as the new library building. It replaces an 800-square-foot facility that lacked plumbing. The new structure offers plenty of seating, Wi-Fi, and is accessible to people with disabilities.

*Restoration and Renovation*  
Dennis Mires PA, The Architects, thearchitects.net  
Size: 4,800 sq. ft.  
Cost: \$1.3 million  
Photo: Tom Eastman/Conway Daily Sun

### SAN FRANCISCO PUBLIC LIBRARY, PARK BRANCH

A sensitive restoration of the 1909 Park branch returned the building to its neoclassical glory while meeting LEED Gold standards. Historic tables and chairs were refinished, wood shelving was refurbished, and the library added an energy-efficient heating system, two accessible restrooms, and state-of-the-art audiovisual equipment.

*Renovation*  
Field Paoli, fieldpaoli.com; Joseph Chow & Associates, Inc., jcaarchitects.com  
Size: 8,825 sq. ft.  
Cost: \$2.9 million  
Photo: David Wakely



### FAYETTEVILLE (ARK.) PUBLIC LIBRARY

The new Otwell Teen Library at Fayetteville Public Library incorporates major increases in shelving for teen materials, seating for teens, and computing resources, which grew from five PCs to 25, plus three collaborative workstations. A project room accommodates eight people and has modular furniture, a whiteboard for brainstorming, and easily cleanable linoleum floors. Fabrics, countertops, and decorative panels all incorporate recycled content, and all post-construction materials were recycled.

*Renovation and Expansion*  
Kohler Design Office, Inc., kohlerarchitects.com; Missi Walker Interiors  
Size: 2,350 sq. ft. expansion, 88,000 sq. ft. total  
Cost: \$286,500  
Photo: Philip Steele, Novo Studio LLC

## SMALL-SCALE WONDERS





## SPARTANBURG (S.C.) HIGH SCHOOL

When Spartanburg High School underwent a construction project to incorporate 9th graders into the school's student body for the first time, administrators took the opportunity to modernize its library. The new floor plan incorporates an easy-to-monitor area for collaboration and socialization that can also host events for up to 50 attendees. Offices that lined the exterior wall were eliminated to improve daylighting, low ceilings were raised in many sections, and accent lighting, cork flooring, and wooden veneer ceilings were used to add visual interest.

### Renovation

McMillan Pazdan Smith, LLC,  
mcmillanpazdansmith.com

Size: 3,180 sq. ft.

Cost: \$4.4 million (library and other renovations)

Photo: Fred Martin Photography

The Valley Library dismantled its reference stacks in 2009, making room for collaborative workspaces on the main floor adjacent to the Learning Commons. Amenities include more than 160,000 square inches of fixed and mobile dry-erase surfaces, two mediascapes that allow students to display up to six laptops on large-screen monitors, and mobile tables, chairs, and screens that allow students to customize the space to their needs.

### Renovation

SmithCFI, smithcfi.com

Size: 1,475 sq. ft. renovated,

335,000 sq. ft. total

Cost: \$167,000

Photo: Victoria Heiduschke

## OREGON STATE UNIVERSITY LIBRARIES, VALLEY LIBRARY, CORVALLIS



The Children's Library Discovery Center (CLDC) is one of the first phases of 1100 Architect's master plan for the renovation and modernization of the 275,000-square-foot Queens Central Library in Jamaica, New York.

By Donald A. Barclay  
and Eric D. Scott

# Directions to Library Wayfinding

Directional and informational signs guide patrons into and around the library

The word “wayfinding” has multiple meanings, but the one that really matters to librarians comes from the field of architecture and is concerned with how human beings orient themselves and choose paths within a built environment.

Signage is one of the most important tools for wayfinding. If there is one truism about library signage, it is that most of it is not very good. Understanding the mistakes that lead to bad signage is the first step on the road to creating good ones. Libraries need to recognize that signage is a powerful communications medium with as much—if not more—impact than more high-profile and often more valued electronic and print media. The backbone of signage in any building should be built on a unified architectural signage system that enhances wayfinding and identifies spaces within a facility.

While architects will typically have control over building identification and regulatory signage, library staff should have considerable control over directional and informational signs.

## Directional signage

Three considerations stand out when it comes to directional signage:

### 1. Use minimal directional signage

It is not always better to have more directional signs than fewer, and it can actually be worse. In an entirely new space, resist the temptation to overload it with directionals; in an existing space, seriously consider taking down all the existing directional signage and starting over with the mindset of making wayfinding work with the fewest possible signs.

### 2. Use bump points to help with directional signage placement

Bump points are those places in any building where people routinely stop or slow down as they decide which way to go next. One good strategy in a new or remodeled space is to open with low-cost temporary directional signage and wait until you have determined the bump points before installing permanent directional signage. Set a date by which the temporary signage will be replaced with permanent signage, and be sure not to allow temporary signage to remain in place so long that it starts to look ratty. The quality of temporary signage must be reasonably good. Printed signs on foam-core backing make for acceptable temporary signage; any-

thing on sheets of paper or handwritten is unacceptable.

### 3. Consider the best placement of directional signs

There remains the question of where directional signage should go so that people actually see it at the moment of need. To determine placement, it is helpful to discover through observation where bump points are. North wall of west wing? South wall of east wing? Double-sided and suspended from the ceiling? No manual can answer these kinds of questions, but careful observation of how people behave at the bump point, combined with consideration of every option, go a long way toward finding the best solution.

## BAD SIGNALS

Want to create a hostile library environment? Follow these simple steps:

- Put up as many signs as you can that contain words such as “no,” “must,” “forbidden,” “only,” “prohibited,” and “do not.” And do not neglect the good old circle-slash symbol.
- Use plenty of *italics*, underlining, and **bold-faced text**. Better yet, use ***all three at once***.
- Do not scrimp on exclamation points!!!!
- If you splurge on color, be sure to use **plenty of red!!!!**

What are the core components of poorly designed and low-quality signage?

- The sign, or the lettering on it, is the wrong size—either too small if meant to be read from a distance, or too large if meant to be read close-up.
- The sign is too wordy to take in at a glance.
- The font is not highly legible.
- There is not enough negative space around the lettering.
- There is poor contrast between the color of the lettering and the color of background.
- The meaning of the wording or symbols used on the sign is unclear.
- The sign is made from cheap materials, i.e., paper.
- The sign is poorly mounted: crooked, hung on an uneven surface, or attached with tape or thumbtacks.
- The sign is placed where it is difficult to see or not placed at the point of need.
- The sign is so old it has become shopworn or information is out of date.



Bold and visible signs help patrons find their way in (from top left, clockwise) the Brunswick branch of the Frederick County (Md.) Public Library, McAllen (Tex.) Public Library, the Palo Alto (Calif.) City Library, and the University of New Brunswick Saint John Hans W. Klohn Commons.

## Informational signage

Informational signage tells building users where they are and what they can (or cannot) do. Some informational signage, such as room identification signage, is also regulatory. Informational signage can also be directional. Say that a copier room is located in the middle of a long hallway. A perpendicularly mounted, double-sided sign reading Copier Room is informational in that it identifies the space, but it is also directional in that it can be seen from either end of the hall, thus guiding library users to the copier room. Most of the signage mistakes mentioned in the sidebar involve informational signage, so it is crucial to think carefully before deciding whether an information sign is needed.

A special type of informational signage is donor-recognition signage. Whether it takes the form of generic engraved brass nameplates on a walnut plaque or elaborate tributes that move into the realm of high art, donor-recognition signage should not hinder wayfinding or library operations.

There is no single, simple solution for creating a library space that allows users to successfully find their way. Eliminating obstacles to wayfinding cannot do it all. A building designed with wayfinding in mind is a great asset, but even that cannot win the battle all by itself. These elements need to be combined and harmoniously tuned to allow successful wayfinding. And finally, even in the best-tuned building, some users will still need, from time to time, human help to find their way. ■



This article was excerpted from *The Library Renovation, Maintenance, and Construction Handbook* by Donald A. Barclay and Eric D. Scott, published by Neal-Schuman, 2011.

DONALD A. BARCLAY is deputy university librarian at the University of California, Merced, where ERIC D. SCOTT serves as director of administrative services and head of access services.



2012  
LIBRARY  
DESIGN  
SHOWCASE

# The Once and Future Library

By Charles G. Mueller

An architect's perspective on designing for changing constituencies



Infused with natural light thanks to a bridge of glass, the rotunda at Quinnipiac University's Arnold Bernhard Library serves the role of town square.

To some librarians it must seem like a perfect storm: Budgets are being slashed, ebooks suddenly are outselling their print ancestors, electronic movies on demand are slowing over-the-counter DVD lending, and the general public can find answers to their basic reference-oriented questions online. In what history may well mark as an important milestone in how we live and learn, Amazon and the Association of American Publishers reported in spring 2011 that ebook sales surpassed print for the first time in 2011. The former grew by triple-digit percentages from February 2010 to the same month this past year; the latter declined 25% in the same period.

Besides librarians, architects are among the people most concerned about how, and how rapidly, such trends play out. Plans made a year ago for library additions or even modest renovations—never mind an entirely new building—are probably out of date. Longstanding formulas to calculate the space required for stacks, seating, and even computer stations no longer apply. The library standards codified in many states, often a criterion for funding, would probably result in a library design that is larger than necessary, or certainly

too big or too small in all the wrong places.

Change may be inevitable, but it will not be uniform. For example, a public library I am working with reports its current monthly ebook circulation at a few hundred—versus 5,000+ paper editions. That’s less than 5% of the total. At the other end of the spectrum, Stanford University’s new Engineering Library made headlines in 2010 when officials proclaimed their intent to go “largely bookless” within the decade. Pared down by nearly two-thirds from the old facility’s size to a mere 6,000 square feet, the new library contains 16,500 physical books, a whopping decrease of more than 80%, while it holds 40,000 ebooks. Still, the culled books and periodicals didn’t disappear: They were carted off to a central university repository, which can provide any requested materials in less than a day.

Elsewhere in academia, some colleges and universities are bringing the library closer to the user by establishing satellite branches, or learning commons, right in dormitories, and even embedding librarians in various subject departments to help students access information.

### Built-in flexibility

So how do architects design libraries nowadays? They do it with humility and factor in the nature of the institution and its constituencies. Built-in flexibility in how spaces can be used now and reconfigured in the future is paramount. Thankfully, libraries have been migrating away from a reliance solely on books—and quietude—for years. The old model of one big room with a Queen Mary-sized circulation/reference desk and stacks in the back, while perhaps a fond memory for some, has long been passé. Where once the sheer number of volumes afforded status, today the important statistics are how many pertinent and engaging services and programs are offered and how many rooms, sociable niches, intimate nooks, and computer

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crannies are available for people to meet in, do their taxes online, collaborate, learn how to operate an e-reader, hold a book club session, gossip, have a cup of coffee, navigate the Medicare bureaucracy (with a librarian's help), record music, write and read poetry, and on and on.

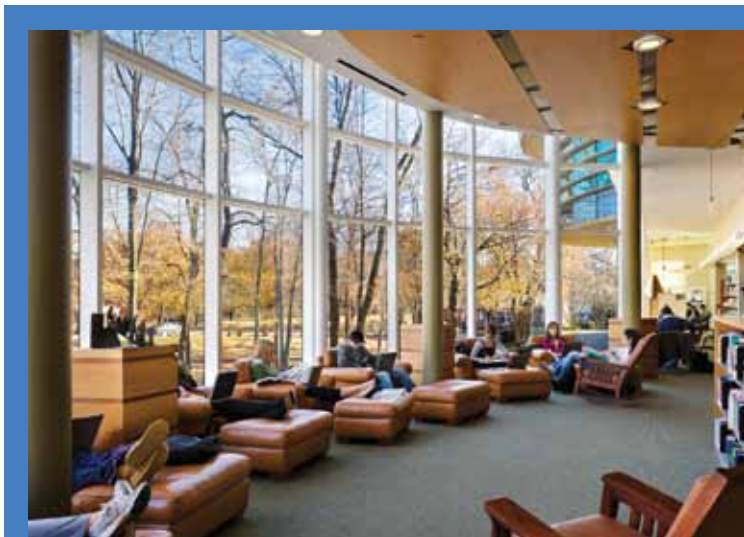
What are we looking at? In general terms, there will be more, varied spaces but probably less overall square footage, fewer physical books, and more services. Compact, efficient libraries can be a good thing for patrons as users and taxpayers. A public library addition that I am working on has shrunk from more than 40,000 square feet (based on a nearly decade-old plan that projected the book and VHS tape collections would continue to grow linearly) to less than 20,000 square feet—most of which is dedicated to children and young people. Space for this constituency is actually on the rise in many public libraries.

Here's another recent example: A client library in an academic setting is systematically removing some stack space to make room for computer carrels and seating. Consequently, the lighting will have to be changed. If those stacks were built today, the lighting, as well as the space, would be designed for multiple uses. In fact, at the Health Sciences Library at the University of Colorado in Denver, completed in 2005, we did just that. There, stack lighting is diffuse and indirect, and therefore suitable for other potential uses—because medical research materials are especially susceptible to rapid obsolescence.

The best libraries today—old, new, or in design—are a cross between a modern community center, an old-fashioned YMCA, and a town center. At the crossroads of Quinnipiac University's main quadrangle in Hamden, Connecticut, the Arnold Bernhard Library has been opened up, expanded, and reorganized like a village. There is a central square, meandering pathways lined with places for people to gather (to see and be seen), ample natural light, and a variety of sociable spaces to accommodate both team study and solitary contemplation. Building materials and detailing are intended to provide an uplifting sense of home and community, as well as a refuge on a busy campus. While it is vastly different than it was a decade ago, Quinnipiac's main library is still very much the heart of the university, now socially as well as intellectually.

## Evolving—but still essential

Knowing your customers and how to provide for them is a must today. To maintain their important role in a rapidly changing information environment, today's public library staff members hold marketing meetings to better identify and serve their various constituencies, such



Quinnipiac library's two-story glass façade connects the interior with a wooded glen just outside.

as retiring baby boomers looking for activities, people to talk to, or second careers. The library in Essex, Connecticut, where our firm is located, is a prime example. It hosts myriad programs, including a popular series of illustrated architectural lectures that draw as many as 200 people per program.

Despite a lot of hand-wringing, the evolving library is holding its own and won't be disappearing any decade soon. A 2011 study reports that 65% of adults said they had visited a library at least once in the past year. A 2010–2011 study conducted by the American Library Association's Office for Research and Statistics and the University of Maryland reveals that, even though most public libraries reported flat or reduced operating budgets, 70% witnessed heavier use of computer workstations and 75% had increased Wi-Fi usage, while 90% offered patrons access to job databases and other online employment services.

I must confess, however, that owing to my beloved iPad and iPhone, I tend to remotely download ebooks and audiobooks. Consequently, I visit my hometown's charming library much less these days; due to its very limited space, it doesn't offer much in the way of the contemporary amenities touched on here. I am not entirely happy about this state of affairs, not only because I'm beginning to pine for the lively, engaging staff there, but also because my dear little library is precisely what libraries have long been, and not yet what they can be. Not yet.... ■



CHARLES G. MUELLER, AIA, is a principal with Centerbrook Architects and also a member of the American Library Association.

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“The public has responded so well to the new building. They’re making use of the entire facility. There isn’t a space that’s not being used, and there isn’t a service that hasn’t been taken advantage of.”

—Jose Gamez, Director, McAllen Library  
(*The Monitor*)



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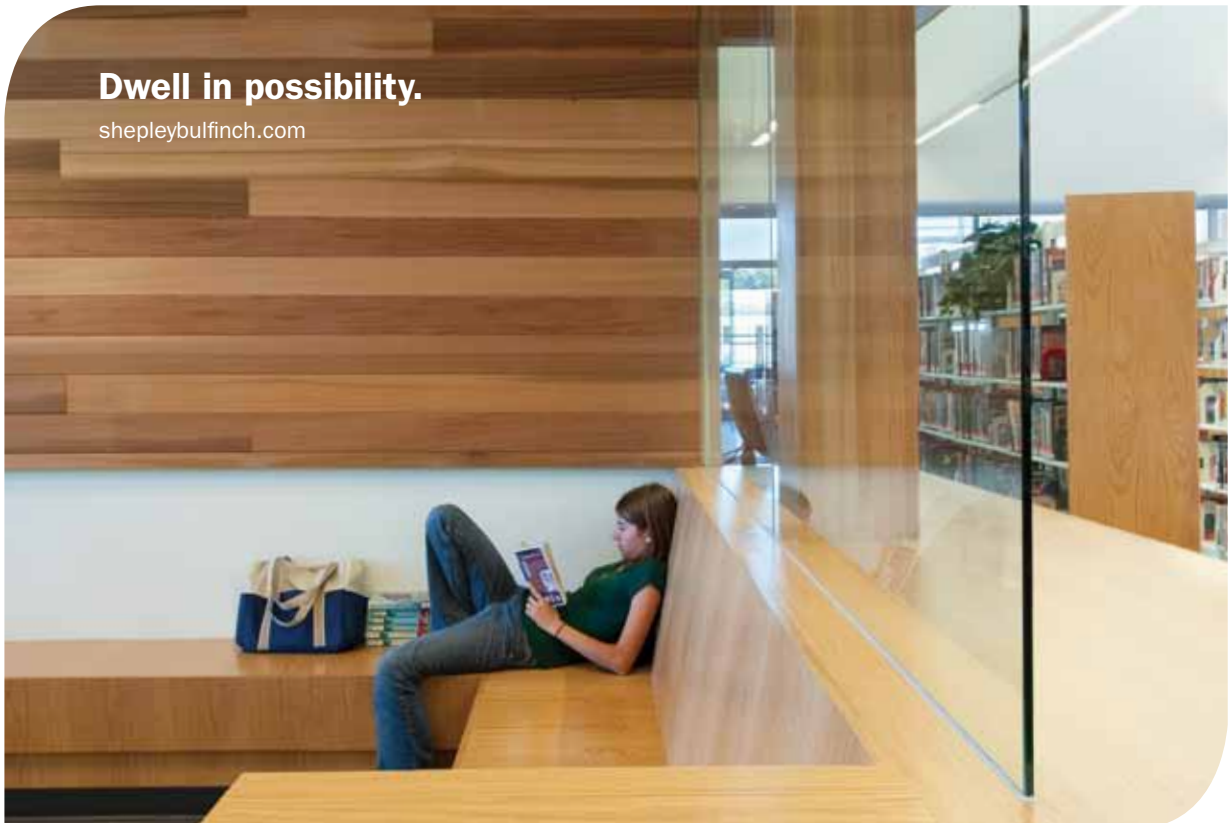
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# Women in the White City

By Susan E. Searing

Lessons from the Woman's Building Library at the Chicago World's Fair



Designed by Chilean-born architect Sophia Hayden when she was just 21 years old, the Woman's Building at the 1893 Columbian Exposition was a marvel of intricacy and grace that featured a library of books by women on the second floor.

**N**ext year will be the 120th anniversary of the World's Columbian Exposition, more commonly known as the Chicago World's Fair—a grand event that lasted six months, attracted 27 million visitors, and introduced attendees to the Ferris Wheel, shredded wheat, and belly dancing.

Although you won't learn it from Erik Larson's best-seller *The Devil in the White City*, librarians participated in many aspects of the 1893 fair. A library of literature for youth was a key attraction in the Children's Building, and elsewhere on the grounds a committee of ALA members established a model library that demonstrated innovative practices in our still-new profession.

Now Sarah Wadsworth and Wayne Wiegand have brought to light another forgotten aspect of library history connected with the fair. In *Right Here I See My Own Books: The Woman's Building Library at the World's Columbian Exposition* (University of Massachusetts Press, 2012), the coauthors chronicle the unprecedented collection of works by “women in all ages and all countries” that was housed in the fair's famed Woman's Building.

The library filled a large and beautifully furnished room on the second story of the temporary structure. Wadsworth, a scholar of 19th-century literature, and Wiegand, a library historian, recount the energetic planning and diligent work that went into gathering, cataloging, and exhibiting the impressive collection. It's a surprisingly gripping tale of power struggles, budget crises, and last-minute machinations that will feel familiar to any reader who's strived to meet impossible goals with inadequate resources.

### A showcase for women's work

Never before had a library been assembled for the express purpose of showcasing women's literary achievements. Committees of clubwomen in nearly every state of the Union identified female authors, living and deceased, and shipped copies of their works to Chicago. Many foreign women contributed books as well. The resulting collection

topped 8,000 volumes and represented 24 nations. Women librarians, handpicked by Melvil Dewey, were hired to catalog the books and interact with the public. Debates ensued over the classification system: Politics dictated a geographical shelf arrangement, but a card catalog provided access by author and subject.

The Woman's Building and its library stood as shining examples of what women could accomplish. A few prominent women played outsized roles, including Bertha Palmer, wealthy wife of a leading Chicago businessman and chair of the fair's Board of Lady Managers; interior designer Candace Wheeler; and librarian Edith Clarke. Hundreds of other women, at the national and state levels, formed networks and marshaled resources in an era before women gained the vote and most of the rights we enjoy today.

The brief but glorious history of the Woman's Building Library is a fascinating story in itself, yet Wadsworth and Wiegand perceive a larger significance within the very pages of the library's books. Alongside works by such luminaries as Harriet Beecher Stowe, the library displayed cookbooks, Sunday school texts, biographies, local histories, and popular novels of dubious literary merit. By analyzing representative books, Wadsworth and Wiegand uncover the “gendered discourses of duty, vocation, and

progress” reflected in the library's holdings. An active intellectual engagement with the issues of the day is notably visible in the writings by so-called “Columbian women”—the women directly involved in the fair's success. The books in the library, and the means by which they arrived there, illuminate the complex and contradictory influences of race, class, and regional identity at a pivotal period in American history. Wadsworth and Wiegand are particularly thorough in documenting the semisuccessful struggles of African-American women for representation in the Woman's Building.

The authors also analyze the library as place. The Woman's Building was designed, inside and out, entirely by women. The aesthetics of the library—its wood-paneled bookcases, leather-upholstered chairs, potted plants, and paintings and busts by women artists—simultaneously reflected the prevailing ideology of “separate spheres” that relegated women to domestic roles and the emerging notion of the educated, professional, and politically active “new woman.” Its homelike ambiance would serve as a model for countless public libraries in the following decades. Prefiguring libraries' missions today as civic and cultural centers, the Woman's Building Library was the site for numerous lectures, programs, and meetings dur-

Never before had a library been assembled for the express purpose of showcasing women's literary achievements.

# LIBRARY HISTORY AND WOMEN'S HISTORY

## AN ONGOING CONVERGENCE

The convergence of women's history and library history at the 1893 World's Columbian Exposition heralded the beginnings of a tradition of advocacy that would shape our profession for the next 100 years and beyond. As American women entered librarianship in the late 19th century, they focused on issues of professional equity, on services to women among the general public, and on the importance of preserving the history and writings of women themselves.

We may think this activism began in the 1970s. Some may assume it began during the Progressive Era of the 1920s. But, in fact, this advocacy is documented at least as early as 1892, thanks to a wonderfully prescient article in the August 1892 *Library Journal* that describes a "woman's meeting" at the 14th ALA conference in Lakewood, New Jersey, likely motivated by the work already underway for the Woman's Building Library. Belying the stereotype some may have of those early women librarians as complacent, those proceedings note that Mary Cutler presented the results of a salary survey she had undertaken, concluding that "women rarely receive the same pay for the same work as men." As the Lakewood conference drew to a close, a resolution was passed to appoint a committee to organize a Woman's Section of the ALA. This strategy was as controversial then as it was decades later: Librarian Tessa Kelso wrote in November 1892 to object strongly to such a unit.

For whatever reasons, the movement to organize around women's issues in ALA would not come to fruition until the second wave of the women's movement in the late 1960s and early 1970s. By that time, an outpouring of feminist publishing and organizing was occurring in the United States and Great Britain, and the role of women in the professions took a definitive turn. Perhaps the signal event within ALA was the founding of the Task Force on Women in 1970. The TFW became the incubator and instigator for a host of other committees and units across the Association that focused on such issues as professional status and employment equity, pay equity legislation, women ad-

ministrators, services for women library users, racism and sexism in subject headings, collection development for the growing field of women's studies, and women in technology. With the establishment of the Council-level Committee on the Status of Women in Librarianship in 1976, the TFW could declare a more activist role and renamed itself the Feminist Task Force. It continues to this day with a broad agenda that addresses women's professional and political concerns across all types of library work.

The internationalism of the Woman's Building in 1893 also marked a permanent trend in the profession generally, and in the organizing of women librarians specifically. ALA sought engagement with librarians in other countries from its earliest days, as did (separately) the American women's movement. The international focus for women librarians continued to develop and went beyond simply working on individual projects and exchanges. This became most evident by the mid-1980s, when an array of women's libraries were in existence and various national associations held recurring programs on related topics. The Round Table on Women's Issues in the International Federation of Library Associations and Institutions was created in 1990, and currently IFLA's Women, Information, and Libraries Special Interest Group promotes a strategic framework formed by the UN treaties, programs, and initiatives related to women and information to create a fruitful link between IFLA and relevant international organizations.

The Woman's Library at the World's Columbian Exposition achieved a milestone and was an impressive harbinger of the intersection of librarianship, women's history, community service, public policy, and international relations.



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ing the course of the fair. In fact, the ALA Annual Conference of 1893 held a session there.

After the fair closed, plans by the Board of Lady Managers to build a permanent home for the collection were never realized. The card catalog vanished. Some books were returned to their lenders, while others found their way into libraries. More than a thousand volumes stayed in Chicago, where they were kept at the Chicago Public Library until being transferred in 1936 to Northwestern University Library in Evanston, Illinois. There they joined the *Biblioteca Femina*, a special collection of women's writings augmented by books from the 1933 Century of Progress exposition and other sources. These were eventually integrated into the general and special collections.

## A forward-looking model

The account of the Woman's Library—its creation fraught with conflict, its positive impact on the thousands of women and men who viewed it, its dismantling and dispersion when the fair ended—holds lessons for librarians in our own time. In just the same way, our choices today about acquisitions, organization, and services are creating a record that historians a century from now will mine to understand early 21st-century American life and women's part in it.

What shape will that history take? Almost certainly it won't be contained in a noncirculating collection of bound books in a finely furnished room. One forward-looking model for the documentation and sharing of American women's history is already taking form in the National Women's History Museum, to which Wadsworth and Wiegand are donating their royalties. As of early January, the NWHM's directors and staff are pushing for congressional authorization to build the women's museum a permanent home, designed by a woman architect, near the major national museums in Washington, D.C.

In the meantime, the museum has mounted nearly two dozen online exhibits, dealing with subjects that range from women as presidential candidates, reformers, and mothers to images of women on US postage stamps. The NWHM website also presents brief biographies, quotations, quizzes, weblinks, and a women's suffrage timeline. Videos and an interactive exhibit on Progressive Era women indicate how far we've moved beyond static textual sources of information since 1893.

Beyond supporting efforts like the NWHM, how can we make sure works by and about our own generation of women are not lost? As the story of the Woman's Building Library illustrates, and as archivists Kären Mason and

Tanya Zanish-Belcher asserted in a 2007 article in *Library Trends*, the very existence of collections of women's works empowers other women to "create, recreate, and own their memories." Women's collections large and small—from the impressive holdings of the Radcliffe Institute's Schlesinger Library at Harvard to lovingly gathered local archives—deserve our donations of time, materials, and money. What's more important, we can each contribute to a cultural shift toward valuing the contributions and legacies of *all* women and men.

Around the world, women have made encouraging progress toward political and economic equality, and the momentum remains strong. Have our libraries and archives kept pace? Consider: What else can we librarians do to ensure that women's creative output and the artifacts that document our lives are preserved and accessible?

Let's start with the story of our own profession. If your

library is digitizing local resources, don't overlook the library's own documents. You'll never know what meaning future library historians might find in those board minutes, staff newsletters, program fliers, procedure manuals, and scrapbooks. If you're on the cusp of retirement or beyond, record an oral history of your career and deposit it at the last library where you worked, or somewhere else where it will be treasured. Did your reference department compile reading lists back in the early days of the women's liberation movement? Like the catalog of the Woman's Building Library, such book lists remind us of the topics

that interested readers at a defining cultural moment; they're also valuable evidence of library outreach in response to social change.

With 50 pages of footnotes, *Right Here I See My Own Books* may look like the final exhaustive study of the Woman's Building Library, but it probably isn't. Wadsworth and Wiegand assembled a database of the books in the collection, which they've made available at [epublications.marquette.edu](http://epublications.marquette.edu). No doubt there's more to be gleaned about women's lives and the importance of libraries from this treasure trove of bibliographic data, and we can begin by reflecting on our history in order to envision a better future for the profession. ■

What can we librarians do to ensure that women's creative output and the artifacts that document our lives are preserved and accessible?



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# Midwinter: A Conversation of 10,000

Digital content, libraries' evolving roles, and the Youth Media Awards were hot topics in Dallas

The role of Midwinter, which typically has focused on business meetings, has been under debate for several years as technology now allows people to conduct much of the traditional committee work throughout the year. Following recommendations in last year's "White Paper on the ALA Midwinter Meeting," the 6,236 attendees and 3,693 exhibitors enjoyed a Midwinter where the theme of conversation took the foreground. Throughout the Dallas Convention Center, attendees had the opportunity to discuss with their peers the issues they face on a daily basis—and issues that will only increase in importance in coming months and years.

The centerpiece of the conversation theme was "Empowering Voices, Transforming Communities," two afternoons of conversation about the evolving role of libraries led by Syracuse (N.Y.) University iSchool Professor David Lankes. Saturday's conversation focused on "Understanding Your Communities," while Sunday's addressed "Transforming Librarianship."

"For approximately an hour or so, participants rotated in small groups from one table to another to crowd-source ideas as we participated in conversations centered around exploring the inspirational goals of



"Empowering Voices, Transforming Communities" facilitated dozens of conversations, including this one between David Lankes and ALA President Molly Raphael.

our communities," said participant Buffy Hamilton, librarian at Creekview High School in Canton, Georgia. Groups were guided by questions such as: What would you see and hear on a tour of your community? What would your community aspire to be? What is different about the library in your envisioned community?

Stacy Weitzner, a facilitator with the content visualization company Sunni Brown, created information graphics of the conversations that were perhaps the most unique facets of these sessions. Many participants

drew their ideas as well to help spur further conversations.

The Digital Content and Libraries Working Group, established at Annual in 2011, held its first meeting at Midwinter to advise the Association on matters related to digital content. The meeting featured lively discussion about such topics as accessibility, publishing, and creating licensing models. These, along with internal and external communication and the library as content creator, will form six subgroups to DCWG. As the subgroups begin tackling issues, they will be seeking

additional input from members and may also look for additional participants. *American Libraries'* E-Content blogger Christopher Harris is a member of DCWG and will post regular updates at [americanlibrariesmagazine.org/e-content](http://americanlibrariesmagazine.org/e-content).

The Networking Uncommons served as a venue for conversations as well—frequently informal and quickly arranged. One of the most anticipated was the initial meeting of the Library BoingBoing Interest Group, which achieved in record time in December the necessary signatures for formal establishment. “One of the big goals is to use Boing Boing proper as a publishing platform for Important Library Stuff,” noted co-coordinator Jason Griffey. Also discussed were the possibility of libraries hosting local BoingBoing meetups and choosing a permanent name for the group. Watch the Library BoingBoing group on ALA Connect for more.

### Speakers inspire

A full slate of celebrity and librarian speakers delighted audiences with talks on a wide range of topics. Jamal Joseph, author of the newly released *Panther Baby: A Life of Rebellion and Reinvention*, delivered the 13th annual Arthur Curley Memorial Lecture. A professor in Columbia University's School of the Arts film division, Joseph told the story of how at age 15 he joined the Black Panthers, which in 1966 first patrolled the streets of Sacramento, California, with both guns and law books. Joseph became part of a Panther chapter in Harlem where he was “armed” with a stack of books and learned the Panthers' Ten Point Program—which, despite published reports, advocated for decent housing, self improvement, and education, offering free breakfast programs, health clinics, and free liberation schools.

## COUNCIL ACTIONS

**A**LA Council approved programmatic priorities in line with the ALA Ahead to 2015 strategic plan and as a guide to the preparation of the fiscal year 2013 budget, presented by Treasurer Jim Neal (Council Document #13.0). The priority areas are diversity, equitable access to information and library services, education and learning, intellectual freedom, advocacy for libraries and the profession, literacy, and organizational excellence.

Neal also provided an update on ALA's acquisition of Neal-Schuman Publishing indicating that discussions began about two years ago and a due diligence review confirmed the company's financial health. After a detailed accounting firm valuation, the result revealed that the \$7 million purchase price was in an appropriate range of the company's value. A loan was secured for the purchase, which is to be repaid within five to seven years. Executive Director Keith Michael Fiels said five full-time positions will be added to support the new acquisition.

Council also approved two items from the Policy Monitoring Committee (CD#17) that change the language regarding the Long Term Investment Fund use, withdrawal repayment, and ask that all resolutions clearly support ALA's Strategic Plan; a measure from the Committee on Organization (CD#27) that modifies the composition of the Committee on Education; and approved Honorary Memberships for Sen. Jack Reed (D-RI) and former ALA president Betty Turock, professor and dean emeritus at Rutgers University (CD#24–24.2).

A revised measure in opposition to any policies of publishers and distributors that adversely impact access to e-content by library users also passed (CD#35 revised). It directs the Digital Content and Libraries Working Group to review the situation and recommend appropriate action.

Reports highlighting the removal of educational materials in connection with the elimination of Mexican-American studies classes in the Tucson Unified School District promoted a resolution from the Intellectual Freedom Committee that condemns the suppression of open inquiry and free expression caused by closure of ethnic and cultural studies programs on the basis of partisan or doctrinal disapproval (CD#19.1 revised).

Approval was also granted for three Committee on Legislation measures that oppose the Research Works Act (CD#20.1), the Preventing Real Online Threats to Economic Creativity and Theft of Intellectual Property Act of 2011, and the Stop Online Piracy Act (CD#20.2), as well as the loss of public access to crucial government information (CD#20.3).

Council elected three new members to the Executive Board (CD#11): Robert (Bob) Banks, chief operating officer, Topeka and Shawnee County (Kans.) Public Library; Alexia I. Hudson, reference and instruction librarian, Pennsylvania State University, Abington College; and John A. Moorman, director, Williamsburg (Va.) Regional Library.

Memorial resolutions were passed for Dorothy M. Broderick, D. Whitney Coe, John Minto Dawson, and Robert W. Houk. Tribute resolutions honored Jill Nishi, Lois Ann Gregory-Wood, Maryellen Trautman, William J. Boarman, and Norman A. Sugarman.

“We’re dealing with a frontline assault,” Joseph said. “Books, laptops, and video cameras are now the weapons of change. As libraries are under assault, as books are under assault, we must stand, must continue to advocate, to educate so that libraries continue to be those safe places where dreams can live. We can’t give up that fight. We still have work to do.”

Susan Cain, author of *Quiet: The Power of Introverts in a World That Can’t Stop Talking*, said many people in the US hide their introversion because we see ourselves as a nation of extroverts—“bold, alpha, and comfortable in the spotlight.” She conveyed three primary ideas: we need to call for a world with peace and quiet; we need to cultivate the talents of children who are introverts so they know it’s okay to be different; and introverts and extroverts need each other. “Extroverts will seize the day, and introverts will



The Occupy Wall Street Librarians (from left) Jaime Taylor, Danny Norton, Zachary Loeb, Mandy Henk, and Betsy Fagin, present their Masters Series session.

be the ones to make sure there’s a day left to seize,” she said.

Speaking at the ALA President’s Program, Rich Harwood, president and founder of the Harwood Institute for Public Innovation, urged librarians to turn their focus outward to their communities. “We have organizations that seem to be more concerned about their own survival than serving the common good, and

yet as I travel this country, I hear the same message: People want to reengage and connect with one another,” he said. “They want to come back into the public square. They want to join with each other to make a difference, not only in their own lives, but in our common lives.”

Author and vlogger John Green spoke at the Auditorium Speaker Series about inventive social media. “There is no such thing as a non-social media internet,” he said, noting social media’s ability to form community and to raise the discourse within it.

The Rev. Dr. Lewis V. Baldwin addressed the annual Martin Luther King Jr. Sunrise Celebration on the theme “Honoring a Legacy that Still Inspires,” while Reforma Past President Oralia Garza de Cortés provided the call to action: “As we continue to advance in this rapidly changing, complex technological world of ours, we must continue to challenge ourselves: What will you do from this day forward to act on those values that matter most?”

Pop and children’s musician Lisa Loeb entertained the Wrap Up/Rev Up Celebration crowd January 23. Between songs, she reminisced fondly about an 8th grade “mishap” she had in which she got in trouble for laughing and cheerleading in the library. (She denies the cheerleading charge.) She also thanked

## YOUTH MEDIA AWARDS

While Midwinter is adapting, the Youth Media Awards announcements ceremony retains its traditional role as one of the most thrilling highlights of the weekend. *Dead End in Norvelt* by Jack Gantos won the John Newbery

Medal for the most outstanding contribution to children’s literature, while the Randolph Caldecott Medal for the most distinguished American picture book for children went to Chris Raschka’s *A Ball for Daisy*.

*Where Things Come Back* by John Corey Whaley won the Michael L. Printz Award for excellence in literature written for young adults. The Coretta Scott King Book Awards, recognizing African-American authors and illustrators, were awarded to *Heart and Soul: The Story of America and African Americans* (author award), written and illustrated by Kadir Nelson, and *Underground: Finding the Light to Freedom* (illustrator award), written and illustrated by Shane W. Evans.

Many of the winning authors created videos reacting to the news. Watch them at [youtube.com/alayouthmediaawards](http://youtube.com/alayouthmediaawards). See the full list of Youth Media Award winners and honor books, as well as the many lists of notable titles chosen in Dallas, at [ala.org](http://ala.org) under the Awards & Grants tab.



librarians for “doing what you do” to promote the freedom to read and sparking imaginations.

## Hot topics

New this year was the Masters Series, a set of fast-paced sessions on hot topics sprinkled throughout the schedule. Five librarians working with the Occupy Wall Street People’s Library offered their views at “A Library Occupies Wall Street,” a session in which they talked about democracy, protest, and the difficulties of providing services under radically different circumstances. “Most library disaster plans do not stipulate what to do when hundreds of cops come in to tear everything down and arrest people,” said Jaime Taylor, who works as an art librarian for an auction house in Manhattan.

Also part of the Masters Series were World Book Night Executive Director Carl Lennertz, who urged librarians to participate in the book-giving initiative, and Dallas Public Library Interim Director Corinne Hill, who spoke about how DPL is moving toward a more community-based, content-driven approach and “not necessarily owning stuff anymore, but providing access to information.”

Kansas State Librarian Joanne Budler shared the saga of how the Kansas Digital Library Consortium secured the right to transfer ebooks it had purchased to a new lending platform (*AL*, Jan./Feb., p. 27). Budler urged a positive stance in working with vendors. “I think that the secret of negotiation is to look for a gain-gain for everybody,” she said. “Not being so rigid on either side, and not beating up anybody. The vendors are really doing a service for us.”

Copyright experts offered tips on orphaned works and digitization at the Washington Office Update. Kevin Smith of Duke University suggested a four-pronged approach to

reduce the legal risks to digitizing content: Review published content to see its copyright has been renewed; if there are pieces that can be identified, get permission selectively within that group of pieces; add scholarly comment to the collection to increase the defense that this is fair use; and have a “take down” policy in which the institution is willing to take down a collection if someone approaches with a claim. “If you take that multi-pronged approach, you’ll have a risk that’s relatively low,” said Smith.

## Authors and their craft

The Exhibits Round Table/Booklist Author Forum featured authors Helen Schulman and Hillary Jordan, who discussed social issues and fiction. In researching *This Beautiful Life*, a book set in 2003 about a family whose life is upended after a sexual cellphone video of their son and a female friend goes viral, Schulman said, “I felt, as a parent, it was pretty fascinating how your kids can see anything. I was trying to show how easy it is for us to fall down a rabbit hole.” *Booklist* Adult Books Editor Brad Hooper moderated.

At ALTAFF’s Gala Author Tea, five authors shared how libraries helped to shape their lives. *Bond Girl* author Erin Duffy, making her first author appearance at any type of conference, recalled how her mother “manipulated me into going to the library. The library was the lone place where [she and three brothers] could all be in one place, including my mother.” Taylor Stevens (*The Innocent*), Kim Edwards (*The Lake of Dreams*), Pam Houston (*Contents May Have Shifted*), and Leonard Kniffel (*Reading With the Stars*) also spoke. ■

*This wrap-up is based on reports posted on americanlibrariesmagazine.org by Laurie D. Borman, George M. Eberhart, Pamela A. Goodes, Buffy Hamilton, Christopher Harris, Frances Jacobson Harris, Greg Landgraf, and Sanhita SinhaRoy. Read more at americanlibrariesmagazine.org/alamw12.*

# HEARD AND OVERHEARD

“It was basically a lot of rock-and-roll people walking around. A bit like here.” –Wrap-Up Rev-Up performer **Lisa Loeb**, comparing Midwinter to the National Association of Music Merchants Show she had recently attended.

“There is a special moment when you realize that this actually happened, that these are real people whose lives were affected by these events.” –**Lynn Novick**, codirector and coproducer with Ken Burns of the *Prohibition* documentary series, addressing the Alexander Street Press customer breakfast.

“I have a fantasy about a traveling digitization van filled with tech-savvy librarians and tons of equipment that goes from place to place to demonstrate the value of digital collections in libraries.” –**Gwen Glazer**, staff writer/editor, Cornell University Library, at OITP’s breakout session on digital collections.

“I see libraries making a difference in the development of human capital, and I think we need to think about it in that way.” –**Jennifer Martin**, senior associate provost and dean of the Graduate School at Texas Woman’s University, addressing the Advocacy Institute Workshop.

“A lot of people are coming to visit us on tour, which is a lot of fun and something I could never have expected, particularly because, you know, I don’t write about vampires in suburbia.” –YA author **John Green**.

# Barbara Stripling

CANDIDATE FOR ALA PRESIDENT

Visit [barbarastripling.org](http://barbarastripling.org)

Libraries are on the cusp of greatness. In the face of nationwide economic pressures, we are reinventing our services to become virtual and physical spaces of conversation, personal growth, innovation, and knowledge-building. ALA, the oldest and largest library association in the world, is ideally positioned to spearhead this transformation. By transforming libraries, we will be transforming our communities.

My strong background in librarianship and my broad experience in ALA with all types of libraries make me uniquely positioned to lead the Association at this exciting time of transformation. Throughout my library career, I have dedicated myself to building teams and empowering others to succeed—as a front-line school librarian; as a library administrator in Tennessee, Arkansas, and New York City; as an ALA division president; as an ALA Executive Board member; as an ALA councilor; and as an author, editor, and presenter. I thrive on developing positive solutions to challenging situations. By bringing this thoughtfulness and “can-do” attitude to every issue, I have fostered significant changes that have raised libraries to new levels of excellence.

As ALA president, I will build a strong collective ALA voice. From my experience in New York City’s school library system with more than 1,200 librarians, I have learned to develop a unified voice by empowering individuals to be actively engaged and framing their actions with a clear vision and core values. To create a strong ALA voice, I will lead efforts to make the Association



more inclusive by providing flexible ways for all library workers and supporters to get involved and have an impact on the Association. I will help translate our vision, as articulated in ALA’s strategic plan, into effective implementation initiatives. I will use my experience on the Intellectual Freedom Committee and as a trustee on the LeRoy C. Merritt Humanitarian Fund to frame our initiatives around ALA core values. I will demand equitable access to information, particularly in underserved rural and urban areas. Finally, I will bring passion, commitment, and extensive experience in public speaking to take ALA’s voice to legislators, politicians, and the public, so that we build the public will for strong libraries.

A second priority for my presidency is to strengthen the library profession. I was a member of the Executive Board when the ALA–Allied Professional Association (ALA–APA) was created and the Spectrum

Scholarship endowment was substantially increased. I chaired the ALA–APA Certification Committee that developed the certification program. Through ALA–APA, I will fight for higher library salaries and promote certification programs for all library workers.

I am committed to work with members, ALA units (for example, the New Members Round Table), and ethnic affiliates to increase the diversity of librarians in the field and in ALA leadership.

My third priority is to support library transformation efforts across the country. My career-long experience in working collaboratively with all types of libraries and in leading school reform through the library,

**My strong background in librarianship and my broad ALA experience with all types of libraries make me uniquely positioned to lead ALA during this exciting time of transformation.**

as well as my ability to navigate political agendas and complex systems, will enable me to lead ALA in negotiating increased public funding for libraries, library-friendly publishing and availability of electronic books, a

national strategy on school libraries, and a strong legislative agenda.

Finally, I will focus on transforming communities through libraries. I will continue ALA’s advocacy initiatives that promote aligning library services with community priorities so that community members will be empowered and will speak out for libraries.

I pledge that I will work with you to assert and enhance librarians’ leadership in this rapidly changing world. Together we can transform ALA, our libraries, and our communities.

I ask for your vote. ■

# Gina Millsap

CANDIDATE FOR ALA PRESIDENT

Visit [ginajmillsap.com](http://ginajmillsap.com)

I'm sitting at my old oak table in Auburn, Kansas, a few miles east of the Flint Hills, watching the cardinals bicker over who gets to sit on the feeder.

I'm also considering the ALA strategic plan and those of the divisions, round tables, and affiliate organizations. They're all thoughtful and well-written, and include goals like providing greater value to members, increasing or rebuilding membership, establishing partnerships, promoting diversity, preserving our core values, professional development, advocacy, and organizational excellence.

These plans are intended to transform our profession and our libraries for the 21st century, but we've been talking about these same goals since I became a librarian 35 years ago.

These are goals that I strongly support, but in the budget-constrained environment in which libraries are operating, we need to approach them in a more collaborative manner.

We have not always been successful in coming together to tackle our biggest challenges. ALA should be the place that issues and people coalesce to identify challenges, have a process to reach consensus, and to move forward representing the profession's best interests.

Twenty-first century libraries need advocates. Great 21st-century libraries also need great 21st-century librarians. And like many profes-



sional associations, ALA is beginning to see a decline in membership, as are many of its divisions. Its future success is tied to its ability to provide value and relevance to our profession and its members.

Library users expect services, collections, and programs when, where, and how they want them. Librarians must have a professional association that supports them in their efforts to deliver what our users and communities want and need. It must also model the way in the practice of leadership, use of technology, and timely responsiveness to the challenging economic, legal, and political environment we live and work in.

One of ALA's biggest assets—the choices it offers members, such as the variety of divisions, round tables, and committees—is also one of its biggest challenges. The way we organize ourselves doesn't necessarily lend itself to collaboration and pooling of

resources to fix big problems and attract members. The good news is—it can.

I've spent the last 10 years facilitating process improvement in libraries. I would use that experience to encourage staff and members to "operate effectively, efficiently, creatively," as the strategic plan says, to work together to develop an organization-level approach to common needs and challenges.

As ALA president, just as I have as the president of ALA's Library Leadership and Management Association; as chief executive officer of Topeka and Shawnee County (Kans.) Public Library; and as chair of Heartland Visioning, a community planning process, I would work to facilitate communication, participation, and organizational development to ensure that ALA is strategic, nimble, and innovative.

With the right leadership and a focus on value to its members and our profession, ALA will be THE champion and gathering place for 21st-century libraries and librarians and the many other individuals and professions that help make our libraries successful. I'd love the opportunity to help make that happen.

I believe that all of us are smarter than some of us. Remember that stack of strategic plans?

Each unit has to have a sense of identity and a work plan to move forward and serve its members, but ultimately, we need to come together in a different way to get bigger, better results. Let's work together and do that!

I ask for your vote for ALA and ALA-Allied Professional Association president. Let me know what you think. ■

**I would work to facilitate communication, participation, and organizational development to ensure that ALA is strategic, nimble, and innovative.**

# Currents

■ In January **Chris Ashmore** became director at Jacksonville (Ill.) Public Library.

■ **Shawn Averkamp** has recently become data services librarian at the University of Iowa's Digital Research and Publishing department.

■ Effective in June **Sherrie Bergman** will retire as director of Bowdoin College's Hawthorne-Longfellow Library in Brunswick, Maine.

■ January 17 **Josh Berk** was appointed director of Memorial Library of Nazareth and Vicinity in Pennsylvania.

■ **Connie Beverly** is retiring as head librarian from Munford (Ala.) Public Library.

■ March 5 **Lisa Carr** became director at Seymour Library in Auburn, New York.

■ **Christina Clark** has joined the Covington Branch of St. Tammany Parish (La.) Library as youth services librarian.

■ January 23 **Emily Clark** became librarian at the West Branch (Mich.) Public Library.

■ **Anna Coats** recently became children's librarian at East Rutherford (N.J.) Memorial Library.

■ In January **Bill Connors** returned to Sojourner Truth Library at the State University of New York in New Paltz to serve as interim dean.

■ January 1 **Mary Frances Cooper** became president and director of the Carnegie Library of Pittsburgh.

■ In January **Tom Dillard** retired as head of the special collections department at the University of Arkansas Library in Fayetteville.



Bill Connors



Tom Dillard



Holly Mercer



David Miller

■ In March **Ruth Dukelow** became executive director of Cooperating Libraries in Consortium in St. Paul, Minnesota.

■ **Katie Dunneback** has joined the National Library Service for the Blind and Physically Handicapped at the Library of Congress in Washington, D.C., as a selection librarian.

■ February 6 **Laura Eckley** became director of Larchmont (N.Y.) Public Library.

■ January 1 **Patricia Gil-eland** was appointed central administrator of the Wilderness Coast Public Libraries Cooperative in Monticello, Florida.

■ **Jenny Goodemote** was recently named interim director of Wood Library in Canandaigua, New York.

■ **Anner Gray** has been promoted to assistant director of the Demopolis (Ala.) Public Library.

■ Effective in April **Kay Iversen** will retire as director of Spencer (Iowa) Public Library.

■ February 13 **David Ketchum** became resource sharing librarian at the University of Oregon

Libraries in Eugene.

■ In February **Leslie McDonough** was appointed director of Mansfield (Conn.) Public Library.

■ In January **Holly Mercer** joined the University of Tennessee, Knoxville Libraries as associate dean for scholarly communication and research services.

■ February 20 **David Miller** became library director at Farmville (N.C.) Public Library.

■ Effective April 2 **Jacob Nadal** will join Brooklyn Historical Society in New York as director of library and archives.

■ In January **Adam Novitt** was appointed director of Sunderland (Mass.) Public Library.

■ **Jackie Nytes** recently became chief executive officer of Indianapolis Public Library.

■ Effective August 1 **Michael P. Olson** will become dean of libraries of the J. Edgar and Louise S. Monroe Library at Loyola University New Orleans.

■ January 16 **Susan Riley** became director of the Mamaroneck (N.Y.) Public Library.

■ May 1 **Ken Roberts** will retire as chief librarian of

## CITED

■ December 8 **Jane Martellino**, librarian at Consolidated School in New Fairfield, Connecticut, and founder of Yes, Grace Rocks, Inc., received the Heart of Women Award by the Women's Business Council of the Greater Danbury Chamber of Commerce. Yes, Grace Rocks, Inc., supports families of children diagnosed with brain tumors or brain injury. The award symbolizes the inspirational commitment made by someone on behalf of less fortunate individuals.



Hamilton (Ont.) Public Library.

■ In January **Tony Ross** was named administrative librarian for neighborhood libraries at the District of Columbia Public Library.

■ **Jodi Russ** has become head of the Bedford Branch of Monroe County (Mich.) Library System.

■ **Roberta Shaffer** has been appointed associate librarian for library services at the Library of Congress in Washington, D.C.

■ February 1 **Caroline Shepard** became North Carolina State Librarian.

■ **Tom Sloan** has been appointed manager of library services at Boca Raton (Fla.) Public Library.

■ **Ruby Smith** recently retired as reference librarian at Public Library of Johnston County and Smithfield in North Carolina.

■ February 13 **Camille Steinfeld** became director of the Emerson (N.J.) Public Library.

■ February 10 **Walter Stitt** retired as director of Attleboro (Mass.) Public Library.

■ **Penny Taylor** recently became librarian at San Diego County Library's Poway Branch.

■ April 2 **Ngoc-Yen Tran**



Jackie Nytes



Joshua Youngblood

## OBITUARIES

■ **Glenn Anderson**, 63, assistant dean for collections development at Auburn (Ala.) University Libraries, died January 21.

■ **Philip Miller Boord**, 101, librarian emeritus of Randolph-Macon Woman's college in Virginia, died December 27. Boord had also served as adjunct professor at Southern Illinois University in Carbondale, public librarian at Mason City (Iowa) Public Library, and librarian with the Illinois State Library in Springfield.

■ **Cecilia Elaine Cline**, 65, died after a long battle with breast cancer January 16. She was a college librarian at the University of Michigan in Ann Arbor; Georgia State University in Atlanta; and Hope College in Holland, Michigan. Cline completed her career as chief librarian of the Ralph J. Bunche Library at the US State Department in Washington, D.C.

■ **James M. Ethridge**, 90, executive vice-president and editorial director of Gale Research Company until his retirement in 1985, died December 13. Ethridge was responsible for launching some of the company's flagship publications, including *Contemporary Authors* and *Directories in Print*.

will become undergraduate services librarian at the University of Oregon Libraries in Eugene.

■ In February **John Unsworth** became vice provost for library and technology services and chief information officer at Brandeis University in Waltham, Massachusetts.

■ Effective April 30 **Scott**

**Walter** will become university librarian at DePaul University in Chicago.

■ January 31 **Jim Warwick** retired as director of St. Clair County (Mich.) Library System.

■ January 3 **Emma Weiler** was appointed youth librarian at Flint Memorial Library in North Reading, Massachusetts.

■ **Kathleen B. Hegarty**, 81, died after a short illness January 28. Hegarty served at the Boston Public Library for 46 years as coordinator of adult services, staff officer for programs and public relations, and staff officer for special programs and services. Hegarty established the Access Center for people with disabilities at the library and was a longtime member of ALA's Reference and User Services Association and the Association of Specialized and Cooperative Library Agencies Libraries' Serving Special Populations Section.

■ **William McDermed**, 88, died due to complications related to a fall January 3. McDermed served as president of the boards of the Thomas Ford Memorial Library, LaGrange Library, and Suburban Library System in Illinois for several years.

■ **Nina V. Siegel**, 76, former librarian for 33 years in the Plattekill and Leptondale Elementary Schools in New York, died January 12.

■ **Thomas Sutherland**, 71, who served as director of the Paducah-McCracken County (Ky.) Public Library from 1968 until his retirement in 1995, died January 17.

■ **Joshua Youngblood** recently became the research and outreach services librarian at the University of Arkansas Library in Fayetteville.

### At ALA

■ January 9 **Ronald Jankowski** joined ALA as membership development director. ■

Send notices and color photographs for *Currents* to Katie Bane, [kbane@ala.org](mailto:kbane@ala.org).

# It's Always Time for CE-TV

Grow your skill set online, 24/7

by Linda W. Braun

**H**ave you heard of Khan Academy? Sal Khan started the project in the belief that people could learn by watching short, targeted videos online. Subjects run the gamut: from algebra to art history to the principles of banking to taking the SAT. He began by remotely tutoring his cousin



**At least some of the people who use YouTube are not just watching cats getting stuck in ceiling fans.**

in 2004 and created videos to help other cousins, and now the academy catalog includes more than 2,700 recordings.

Khan Academy exemplifies one new option librarians can consider for

professional development. It is also a good example of the positive effects the web, video, and interactive content are having on learning in the second decade of the 21st century. In other words, at least some of the people who use YouTube are not just watching cats getting stuck in ceiling fans.

## Get out your sash

Remember Girl Scout and Boy Scout badges? Now it's possible for adults to earn badges for learning a skill or gaining a particular knowledge set. For example, Codecademy, a web resource for learning how to code (primarily in Javascript), awards

badges, which allow people to demonstrate to current and prospective employers that they've learned a skill.

YALSA is collaborating on the Badges for Lifelong Learning project, an initiative of Mozilla, the John D. and Catherine T. MacArthur Foundation, and HASTAC (Humanities, Arts, Science, and Technology Advanced Collaboratory). Its goal is to connect education-focused organizations with technology companies so they can develop badge-learning systems together. If YALSA receives funding, it will launch a curriculum that awards badges in order to encourage and facilitate professional development for those working with teens. The curriculum is based on YALSA's Competencies.

YALSA's proposed badge-earning activities include, one, creating a Pinterest board to market a collection and, two, publishing a survey that uncovers the specific needs and interests of a community's teens. Learners who earn badges as a part of this project can embed them in social profiles, in email signatures, on résumés, and so on.

## What else is out there?

If you are interested in web-based professional development, you may consider the following:

- The newly launched YALSA Academy. This YouTube channel has videos that help those working with teens learn how to use Twitter, provide good teen customer service,

run a mock Printz Award program, and much more. Each video is 3–7 minutes long and relevant for library staff members not specifically tasked with working with teens and those new to teen services.

- In mid-January Apple announced an update to iTunes University, a resource for locating and downloading courses from a wide array of educational institutions. The current catalog includes such courses as social science, teaching and education, and fine arts. I downloaded to my iPad what had been a face-to-face 2011 Stamford course on iPad and iPhone app development. I now have access to videos, lectures, and slides, and can learn something I haven't had a chance to learn previously, all in the comfort of my office or home.

- P2PU (Peer to Peer University) takes an informal, collaborative approach to learning. Anyone can start a course or a discussion group there and invite others to join as a student or instructor. It's also possible to join courses and discussions already under way. The course list is growing, and there is an education area with archived courses from 2011.

Using the web and other interactive resources makes professional development much easier than in the days when Scouts were the only ones collecting merit badges. ■

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LINDA W. BRAUN is educational technology consultant for LEO: Librarians and Educators Online and a past president of ALA's Young Adult Library Services Association.

# Create a Library “Tech Shop”

Digital media labs, hackerspaces, and coworking spaces put tools in customers’ hands

by David Lee King and Michael Porter

**Y**es, libraries have books about how to create a graphic novel, how to learn a musical instrument, and even how to set up a small business. Why not take it one step further and supply the tools necessary for your community to design the artwork for that graphic novel, record that song, and launch that start-up business? Some libraries are already doing just that, and here are three different but connected areas we have seen libraries create.

## Digital media labs

These spaces have content-creation tools that allow people to produce and share video, music, photography, and design projects. Not only do customers have access to software that enables editing videos, images, and audio, they can also often use—and sometimes check out—equipment such as camcorders, musical instruments, mikes, and digital cameras.

The best examples of digital media labs we have seen are Skokie (Ill.) Public Library’s Digital Media Lab and Chicago Public Library’s YOUmedia lab. Skokie’s lab includes a painted chroma-key greenscreen wall to aid in video production projects; CPL’s YOUmedia lab offers a small studio space for teens to record podcasts and music projects.

## Hackerspaces

A hackerspace is a place where do-it-yourselfers with an interest in computers, technology, science, or digital art can share resources and

expertise to build things. Hackerspaces tend to be public spaces with tools and teachers—tools such as 3D printers, drill presses, electronics equipment, and computers. The teachers are usually people from the area with an interest in assembling things. Some hackerspaces focus on community projects, while others simply provide tools and space. For two examples, check out Fayetteville (N.Y.) Free Library’s Fab Lab—short for fabrication laboratory—and Allen County (Ind.) Public Library’s partnership with nonprofit TekVenture.



**Turn your library from a content**

**collector to a content creator by incorporating digital media labs, hackerspaces, and coworking spaces.**

## Coworking spaces

Coworking brings together independent workers, freelancers, small business owners, and others who need workspace. These folks regularly gather to brainstorm ideas, team up on projects, and work in a more social setting. It’s an alternative to meeting at home or at a coffee shop.

Although libraries have unofficially provided this type of service for years, some are now becoming more formally involved by embedding librarians in existing coworking spaces or setting aside space. Meg Knodl, who recently moved from community management work with Hennepin County (Minn.) Library to doing similar work in county government, was an embedded coworking librarian one

day a week for part of 2011. She started a “genius bar” with rotating community experts on a variety of topics,

helping start-ups with market research needs.

Finland’s Helsinki City Library also created coworking spaces. According to clerk Roberto Corsini, a large part of its clientele “consists of mobile knowledge workers who don’t have their own offices—from students to C-level executives who have spare time between meetings.”

David’s library has been brainstorming ways to create a coworking space for Topeka and is investigating ways to add a digital media lab. He has also met with an organization interested in partnering with the library to create a hackerspace.

Content creation is much more than a fad, and it’s not just for teens, either. Offering these tools can draw in small businesses and nonprofits—groups that normally can’t afford equipment, software, services, and space. Email us if you know of other similar spaces. ■



**DAVID LEE KING** is digital branch and services manager for Topeka and Shawnee County (Kans.) Public Library. **MICHAEL PORTER** is currently

leading the effort of the e-content-centric nonprofit Library Renewal and has worked for more than 20 years as a librarian, presenter, and consultant for libraries.

# Librarian's Library

The Librarian's History of the Library

by Karen Muller

When I think of history, two quotations come to mind. One, by Marcus Cicero, says history illuminates the present; the other, by Henry Ford, says we must live in the present:

*"History is the witness that testifies to the passing of time; it illumines reality, vitalizes memory, provides guidance in daily life, and brings us tidings of antiquity."*

—Marcus Cicero, *Pro Publio Sestio*

*"History is more or less bunk. It's tradition. We don't want tradition. We want to live in the present, and the only history that is worth a tinker's damn is the history we made today."*

—Henry Ford (1863–1947), interview in *Chicago Tribune*, May 25, 1916

Libraries have been shaped by history, and providing historical sources is merely one way they serve their communities, either to research specific events or to pursue something more personal, such as genealogy.

## Overviews

*Books: A Living History*, by Martyn Lyons, is a beautifully illustrated

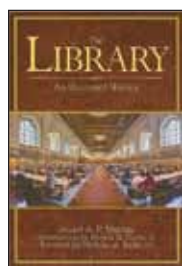


and informative overview of the history of printing and books, spanning from the Mesopotamian clay tablet to ebooks and

books on demand. Along the way, Lyons includes essays on the rise of literacy; the evolution of the publishing industry; the growth of the book trade; the history of censorship; and the development and growth of libraries, both private and public. While much of the coverage is European and American, Lyons also refers to cultural developments such as ancient Buddhist texts, Mesoamerican codices, and Japanese manga.

INDEXED. J. PAUL GETTY MUSEUM. 224 P. \$34.95. 978-1-60606-083-4

Stuart A. P. Murray's *The Library: An Illustrated History* is a bit older than



Lyons's book (2009) but a nice complement nonetheless.

Murray follows the progression of libraries from their beginnings as repositories for clay tablets to their role in the Middle Ages and present day. He includes parallel developments in the Islamic world, as well as in Asia and Africa, and profiles some of the major libraries of the world.

INDEXED. SKYHORSE PUBLISHING AND ALA EDITIONS. 310 P. \$20. 978-0-8389-0991-1

## Mining Library Records

Most public libraries serve small communities in which libraries are



The role of libraries throughout history

shows how far we've come—and where we could go.

a major feature. In fact, 75%–80% of the nation's 9,225 public libraries serve populations under 25,000 people. In *Main Street Public Library*, library historian Wayne A. Wiegand selects five community libraries

for an in-depth study, reviewing each one's history using such source

materials as trustee reports and accession

books. Wiegand examines how these particular libraries re-

sponded to residents' distrust of the new, changing

public tastes in reading, and the

societal impact of the Depression and World Wars I and II on those

tastes. In the end he concludes libraries are public spaces for community acculturation as well as literary spaces leading to social harmony.

INDEXED. UNIVERSITY OF IOWA PRESS. 284 P. \$25.95. PBK. 978-1-60938-067-0

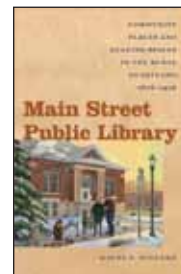
*Reading Places: Literacy, Democracy, and the Public Library in Cold War*

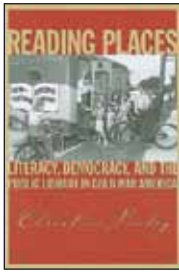
*America*, by researcher Christine Pawley, looks at library services

provided by Door-Kewaunee Regional Library (DKRL) and the

impact that Wisconsin's public policy legislation has had on

library services as administered by the Wisconsin Free Library





Commission. Pawley focuses on the state's Regional Library Demonstration, an experiment from 1950 to 1952 to provide library services to two ethnically diverse neighboring counties. The demonstration was founded on principles of library services for adult education and literacy, but the counties failed to give the program equal support despite an advocacy campaign not unlike ones libraries undertake today. INDEXED. UNIVERSITY OF MASSACHUSETTS PRESS. 325P. \$28.95. PBK. 978-1-55849-822-8

## Our Role

None of these books about libraries and their history would be possible without libraries themselves. In particular *Main Street Public Library*, *Reading Places*, and *Right Here I See My Own Books* (see p. 44–47) rely



not only on libraries but also on archives that include the source records. *Academic Archives: Managing the Next Generation of College and University Archives, Records, and Special Collections*, by Aaron D. Purcell, is the newest addition to the Archivist's and Records Manager's Bookshelf series. It covers both the why and how of maintaining archives—for traditional paper-based formats and also current “born digital” formats. Purcell includes chapters on defining the mission and vision of the collection, along with the necessary collection development issue of cultivating donors. ■

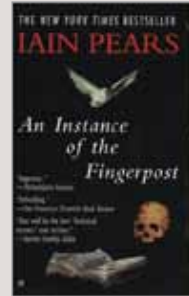
INDEXED. NEAL-SCHUMAN, AN IMPRINT OF ALA PUBLISHING. 336 P. \$95. PBK. 978-1-55570-769-9

KAREN MULLER is librarian and knowledge management specialist for the ALA Library.

# ROUSING READS

## SCIENCE FOR THE NONSCIENTIST

I was never any good at science, whether it was dissecting a frog or—God help me—completing a science-fair project. My personal nadir came on a chemistry exam in high school. I like to think my score of eight points out of a possible 100 remains, these many decades later, the worst officially posted number in the history of the school. Which is why, back in 1998, I had mixed feelings about meeting with the author of a soon-to-be-published historical novel about 17th-century scientists.



I had enjoyed Iain Pears's mysteries about art forgery in Rome, so when his publicist stopped by the *Booklist* office, with the author in tow, to discuss Pears's new novel, I was intrigued. But the more I heard about the book, the more my enthusiasm waned. *An Instance of the Fingerpost* represented a radical departure from Pears's earlier novels: A 700-page epic, it concerned a visionary band of English scientists who were attempting to take the work of Newton, Galileo, and others to new levels of understanding, but who encountered all sorts of resistance from the church and the government. The book is set in 1660, and the wounds from the Cromwell era are still festering. (I know almost as little about Restoration England as I do about science.) Still, Pears was an amiable chap in person, and he did make clear that, in addition to science, religion, and politics, the book was also about murder. So I thought I'd give it a quick look before assigning the review to someone who had at least scored in double digits on his or her last chemistry exam.

Not only did I read the entire book and write a glowing starred review, but *An Instance of the Fingerpost* remains one of the handful of books I remember most fondly after more than 30 years at *Booklist*. In fact, it's very near the top of a special category in my reading life: books that I stumbled upon, for one serendipitous reason or another, and that won me over with all the peculiar power of an unwanted crush. Adding only a few fictional characters to a cast made up mainly of real-life figures (John Locke and Thomas Boyle, among them), Pears uses the death of Robert Grove, fellow of New College, Oxford, as the linchpin that holds together a sprawling tale of politics and passion, science and sex, religion and revenge. Five narrators, all revealing different degrees of unreliability, present their versions not only of who killed Grove but also of the events surrounding the crime. Amazingly, the novel made me see that science could be the stuff of challenging and thoroughly compelling fiction.

Here's how I ended my *Booklist* review: “Come for the history of science, come for the Restoration politics, come for the Dickensian sprawl, but stay for the passion, the human hearts in deadly turmoil.” It was an unlikely thing that I came at all, but I'm very glad I did. Email me your stumbled-upon reading treasures, and I'll share them in a future column.



BILL OTT is editor and publisher of *Booklist*. Email him at [bott@ala.org](mailto:bott@ala.org).

# Solutions and Services

## [www.goodsemester.com](http://www.goodsemester.com) >>>

GoodSemester has recently launched a cloud-based open learning platform. GoodSemester urges users to share course content to facilitate collaboration and the acceleration of learning through access to an open repository of information from multiple respected sources and a suite of productivity tools to accelerate education. The site has over 100 features that enable students and professors to organize, collaborate on, and collectively access academic content from around the world. Students can create real-time private study groups with anyone in the world, store notes and files in the cloud and view them right in the browser, and easily work with and get answers from classmates and professors through live question and discussion sessions. Professors have access to a visual grading system, allowing them to simplify complex grading calculations, such as curving and percent weighting.



## [www4.auto-graphics.com](http://www4.auto-graphics.com)

Auto-Graphics, Inc. has announced Version 3.9 of its VERSO integrated library system. Version 3.9 incorporates nearly 200 enhancements to the VERSO system with improvements to the user administration, circulation, serials, acquisitions, and cataloging functions. New features include: availability of photos within patron records, automatic patron duplication alerts, item values calculated and available on circulation receipts, acquisitions consortial duplication checking, and serials prediction patterns sharing. These features are a result of customer feedback and are focused on streamlining workflow, improving speed, and providing better cohesion between modules.



## >>> [https://unglue.it](http://unglue.it)

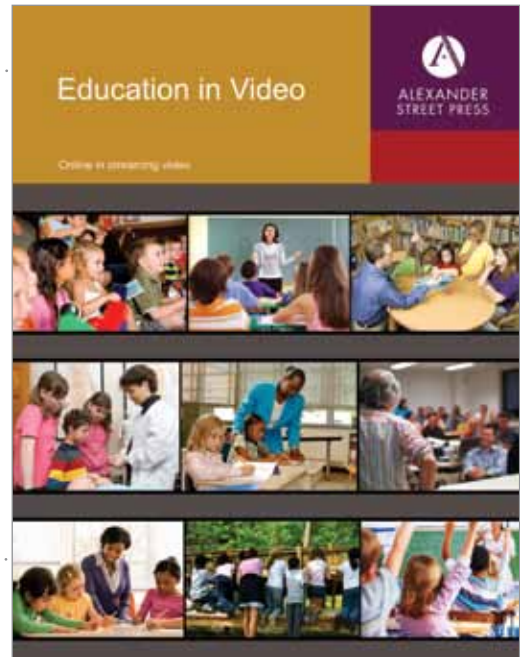
In January Unglue.It, a website that hopes to “unglue” ebook versions of copyrighted books through crowdfunding, was released in alpha. The site runs crowdfunding campaigns to raise money for specific, already-published books. When the funding goal set by the rights holders is reached, an electronic edition will be issued with a Creative Commons BY-NC-ND license, which makes the edition free and legal for everyone to read, copy, and share. While live funding campaigns are not running in the alpha phase, most of the other features of the site are, including searching for books, adding them to your wishlist, and personalizing your user profile work.



To have a new product considered for this section, contact Katie Bane at [kbane@ala.org](mailto:kbane@ala.org).

## [alexanderstreet.com/products/education-video](http://alexanderstreet.com/products/education-video)

In February Alexander Street Press announced the addition of the complete catalog of United Kingdom-based *Teachers TV* to its *Education in Video* collection. This addition significantly increases the collection, adding more than 800 hours of best-practice research-based and in-classroom education video, with no additional charge to customers. Created by the United Kingdom's Department of Education in 2008, *Teachers TV* produces concise instructional videos featuring engaging and practical in-classroom demonstrations and commentary from teachers, administrators, and other educational experts. More than 3,000 videos make up the *Teachers TV* catalog with topics including: global issues and citizenship, behavior issues, assessment, administration techniques, social issues, information and communications technology, and special education.



## CASE STUDY

### PLEASANTON LIBRARY CUTS LIGHTING ENERGY

The Pleasanton (Calif.) Public Library is a 30,000-square-foot, single-story building that serves just under a million visitors annually. It features multiple skylights and large windows that supply an abundance of natural light. However, adjusting light levels to meet building users' needs was not possible. The library's lights were constantly on from the arrival of the first staff in the morning until the last person left at night. In July 2011, Adura Technologies aided the library in a lighting retrofit project that enabled the library to significantly reduce energy costs.

Before the project, the library's 661 light fixtures were on an average of 13 hours per day, seven days per week, costing the city approximately \$46,000 each year in electricity. The retrofit project included both a lamp

and ballast retrofit and the installation of a wireless lighting controls system. Julie Farnsworth, director of Pleasanton Library Services, said "Their staff helped us translate service needs—like dimming the lights before closing—into preprogrammed responses. We love that any light can be dimmed and that our 1988 building now takes advantage of daylight in ways it couldn't before." The project installation was completed in about one month.

The installation of Adura's technology to retrofit the lighting system in their facility has seen a 46% reduction in energy usage. Farnsworth explained, "As are most librarians, the staff and I are

very dedicated to reducing our building's environmental impact. The work of Adura was doubly helpful in that it saved money as well as reduced our ecological footprint."



Pleasanton Public Library

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# The Coolness Factor

Hipness rarely ages gracefully

by Will Manley

**A**ge among librarians used to be fairly easy to determine, but no longer in our era of nips, tucks, Botox, and hair coloring. And you can't just come out and ask someone his or her age; such a question today is not only impolite but possibly even discriminatory.

If you're really curious about how old a librarian is, the safest and most effective approach is to start talking about an obsolete library format. Here's a good icebreaker: "Weren't phonograph records the biggest pain to process and maintain? No patron ever scratched an LP; it was always the patron who borrowed it immediately before who did the damage." If the librarian replies, "What's an LP?" he or she is not nearly as old as you thought.

Yes, I've been around the block a

few times and my track record proves it; as a librarian I have dealt with an embarrassingly wide variety of obsolete resources. No, I never had to catalog a clay tablet, scroll, illuminated manuscript, or wax cylinder, but I have dealt with LPs, reel-to-reel tapes, 8-tracks, audiocassettes, 16 millimeter films, 8 mm films, Super 8 mm film loops, and Betamax and VHS tapes.

Why did all these formats become obsolete? Basically there are six factors involved: usability, quality of presentation, durability, ease of storage, cost, and coolness.

Reel-to-reel tapes delivered a wonderful sound and were the audio medium of choice by cool people, but they were a pain to thread, splice, and play. LPs had cool album covers, sounded okay, and were easy to play—but they scratched easily. Sixteen millimeter films projected sharply on a big screen but were difficult to thread, broke easily, and were very expensive. Eight-tracks were okay to boogie to in the car, but the tapes stretched and the sound was good only at high decibels. Cassettes were compact and easy to use but had an annoying background hiss. VHS tapes were easy to use, gave a good picture, and were inexpensive, but were

superseded in quality and compactness by DVDs and then Blu-ray.

Some obsolete resources made brief comebacks because of the coolness factor. LPs were popular for a while because of the movie *High Fidelity*, and bebop fans still covet vintage 1950s jazz music on reel-to-reel tapes. But of the six endurance factors, coolness is the most fleeting. (See: Palm pilot.)

Which brings us to the old curmudgeon itself, the glue-and-paper book. How does the traditional book hold up against the six endurance factors? Although it's not nearly as cool as the new and improved e-reader, it's still easier to use. Cost? It depends on the title, the publisher, and the e-reader. Storability? The e-reader wins hands down. Quality? That depends on one's taste. The e-reader has the advantage of backlit pages and scalable print. Durability? Glue and paper lasts longer than electrons, especially when they are programmed to dissipate after 26 circulations.

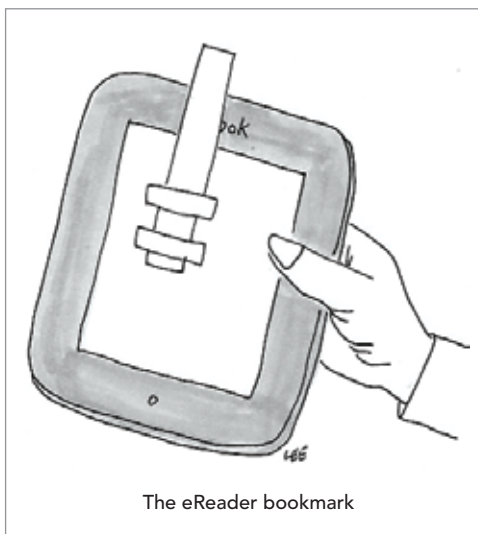
ALA Annual Conference is being held in Las Vegas in two years, so I'll bet you right now that glue and paper will beat the e-reader as the reading medium of choice in 2014.

Beyond that, who knows? ■

**WILL MANLEY** has furnished provocative commentary on librarianship for over 30 years and nine books on the lighter side of library science. Write him at [wmanley7@att.net](mailto:wmanley7@att.net).



**No, I never had to catalog a clay tablet or a wax cylinder.**



The eReader bookmark

# Connect People with Information Through Technology

## Drexel University Online, The *iSchool*

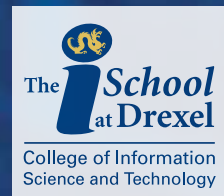
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Questions? Contact: Colleen Haggerty | (215)-895-6290 | [cmh384@drexel.edu](mailto:cmh384@drexel.edu)

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