

## Report to American Library Association Council and Executive Board

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Executive Director

### ALA Publishing Reorganizes: Three New Projects to be Unveiled in 2006

The ALA publishing department is in the process of undertaking a historic reorganization. The goal is to concentrate expertise in the three key functional areas of publishing success-content development, production technology, and marketing and sales-in ways that will enable them to customize and personalize ALA offerings, move more rapidly into online opportunities, and provide better customer access and service.

The reorganization is being accomplished by realigning positions as vacancies occur. Design, layout, composition, and manufacturing have already been gathered together in a Publishing Technology unit under the direction of Troy Linker, who has been with ALA since 1998. Under the leadership of Mary Mackay, who began work in October, the Marketing and Sales unit now includes staff positions for books, promotional materials, periodicals, market research, online marketing, and customer service.

Among the projects Publishing expects to unveil in 2006 are:

- > American Libraries Direct: A weekly electronic member newsletter that combines elements of the magazine with national and international news stories, along with association news provided by the Public Information Office.
- > Booklist Online: A subscription-based database that will provide access to more than 100,000 archived reviews, columns, and features. The database will be combined with a free website updated daily with information about the world of libraries and books. Booklist Online is designed to be used not only by librarians, but by the general public as an online reader's advisory service.
- > JobLIST: A combined effort of AL, the Association of College and Research Libraries, and the Office for Human Resource Development and Recruitment, this online career center is being designed as a one-stop job site that will combine the resources of AL and C&RL News to make it the most exhaustive site for jobs in library and information science and technology.

The design and layout changes found in this month's AL are largely the result of the reorganization effort and better utilization of current staff talents, specifically the assignment of Production Editor, Karen Sheets, from general production work to the magazine.

This reorganization will also permit to an evolution in the role of AL publisher, turning

the marketing and production functions of the magazine over to Mackay and Linker and enabling concentration on content and product development.

At the Midwinter Meeting in San Antonio, the AL Advisory and the Publishing Committees will discuss the reorganization in more detail, and all are welcome to attend the meetings to learn more.

#### Teen Read Week 2005 Wrap Up

Between April 2005, when the Teen Read Week (TRW) web site was launched, and the end of September, there have been 245,483 visits to the TRW site. Last year, there were only 88,014 visits during the entire year. The "Join YALSA and receive free books drive" that ran during TRW netted YALSA 117 new personal members and 15 new organizational members. The last time this campaign ran in 2003, only 56 total new members were added. PIO reported that

Working with YALSA, the Public Information Office reached out to media outlets on behalf of Teen Read Week and the importance of reading for fun. TRW 2005 received 161 media placements across the nation and reached more than 6 million readers, listeners and viewers through two national media events and coverage in about 200 outlets. Teen Read Week was also featured on AOL RED on October 18 and 19. The placement consisted of YALSA's Top Ten Teen choice list and a mention of Teen Read Week. AOL RED is America Online's Teen Web page.

#### Selection of a new Web Content Management System

The selection process for a new content management system (CMS) vendor is nearing completion. After reviewing proposals from more than 20 vendors, a selection committee comprised of both staff and members has narrowed the choice to two finalists, which made detailed presentations to the selection group. Based on these presentations, a final vendor has been identified. That vendor's references have been checked, and now ALA's ITTS staff is working with the vendor on a Proof-of-Concept (POC) to take place by the end of December. Pending satisfactory results, a formal announcement and contract negotiations should begin after the first of the year, with development to take place this winter. Rollout of the new CMS would tentatively take place in the spring. Any questions may be sent to Sherri Vanyek, Director of ITTS, at [svanyek@ala.org](mailto:svanyek@ala.org).

#### ALA OFFICES

##### ALA Editions

Books Published October/November, 2005

Susan Sharpless Smith. *Web-Based Instruction : A Guide for Librarians*, ed. 2.

Gail Dickinson. *Achieving National Board Certification for School Library Media Specialists : A Study Guide*.

ALCTS/ Sheila Intner. Cataloging Correctly for Kids : ed. 4.  
Saroj Ghoting/ Pamela Martin-Diaz. Early Literacy Storytimes @ your library :  
Partnering With Caregivers for Success.

## ALA Library and Knowledge Management

### Implementation of Knowledge Management System

During November the staff implementation team received initial training in the use and specification development for the new ALA Knowledge Management System, developed by SydneyPlus International. The initial phases of implementation will replace the current ALA in-house Intranet with an Information Portal and replace the current library OPAC. The two components will be implemented in March 2006. New features will include keyword-searchable access to human resources policies and forms, searchable access to links to electronic resources, and a number of other specialized files. Irene Marquez, ITTS, Karen Muller, Library, and Sherri Vanyek, ITTS, are the project managers.

## Public Information Office (PIO)

### Campaign for America's Libraries

Investor Education @ your library, a joint partnership of ALA and the Investor Protection Trust (IPT), will be rolling out in 20 library systems this winter. Participating libraries will host at least one investor education seminar over the course of the next few months. Each library has received a \$2000 grant to develop its investor education collection and host and promote a seminar. In addition, each library has received promotional materials; a set of booklets prepared by IPT and the editors of Kiplinger's Personal Finance; a bibliography prepared by IPT and members of RUSA's Business Reference and Services Section; and a DVD set of IPT's national "MoneyTrack" series airing on PBS stations. The participating libraries include: Anchorage (Alaska) Municipal Libraries; Atlanta-Fulton Public Library System; Bowling Green (Ky.) Public Library; D.C. Public Library; Des Moines (Iowa) Public Library; Detroit Public Library; Fletcher Free Library (Burlington, Vt.); Free Library of Philadelphia; Jacksonville (Fla.) Public Library; Kansas City (Mo.) Public Library; Monroe County Public Library (Bloomington, Ind.); New York Public Library; Norfolk (Va.) Public Library; Onondaga County Public Library (Syracuse, N.Y.); Parmlly Billings Library (Billings, Mont); Public Library of Charlotte and Mecklenburg County (N.C.); Sacramento (Calif.) Public Library; SiouxLand Libraries (Sioux Falls, S.D.); Tuscaloosa (Ala.) Public Library; and Wichita (Kan.) Public Library.

## Advocacy Institute

ALA's third Advocacy Institute will take place on Friday, January 20, 2006, at the Hilton Palacio del Rio Hotel during the Midwinter Conference in San Antonio. The Texas

Library Association, New Mexico Library Association, and Arkansas Library Association have all signed on as co-sponsors. A series of Regional Advocacy Institutes have also been planned, supported in part through a grant from the Ford Foundation. The first is scheduled for April 2006 at the SELA Conference in Memphis. Supplementary materials, including a syllabus and curricula, are also in development. For more information, visit [www.ala.org/advocacyinstitute](http://www.ala.org/advocacyinstitute) .

Public Programs Office  
(PPO)

Great Stories CLUB (Connecting Libraries, Underserved teens and Books)

The Public Programs Office and YALSA received the Oprah's Angel Network Book Club Award for \$50,000 in October. The award was announced on the October 26, 2005 episode of "The Oprah Winfrey Show" and will be used to implement a national book club to reach at-risk teens. The program is called the "Great Stories CLUB (Connecting Libraries, Underserved teens and Books)."

Beginning on January 25, 2006, libraries can apply to receive books and instructional resources to conduct a theme-related book club for teens. Public and school libraries that agree to conduct outreach programs by partnering with alternative high schools or juvenile detention centers will be eligible to apply. Book sets will be awarded on a first come, first served basis, and selected libraries will be required to implement a book discussion program for teens based on the three theme-related titles.

YALSA and PPO will create an online toolkit to support the program, including sample discussion questions, recommended titles for further reading, downloadable bookmark art and other resources. Theme and book titles will be announced on December 30 at [www.ala.org/greatstories](http://www.ala.org/greatstories).

PPO Launches 2006 Campaign Goal for Cultural Communities Fund (CCF)

The Public Programs Office has begun work on its 2006 fundraising goal for the Cultural Communities Fund. More than \$575,000 has been raised in cash and pledges since its inception, including \$117,000 in 2005.

According to the terms of the grant from the National Endowment for the Humanities (NEH), ALA's current fundraising goal is to raise \$140,000 for CCF by July 31, 2006. The Public Programs Office and the Public and Cultural Advisory Committee (PCPAC), chaired by Deborah L. Jacobs of the Seattle Public Library, are spearheading this effort.

During the first months of the campaign, ALA announced a new personal membership benefit through Collette Vacations, which offers escorted tours, cruise programs and learning vacations to all seven continents. When ALA members travel with Collette, a

portion of the sales proceeds will be returned to the ALA as a royalty to support CCF. More information is available online at [www.ala.org/ccf](http://www.ala.org/ccf).

#### Five New Prime Time Sites Selected

The Louisiana Endowment for the Humanities (LEH), in cooperation with the ALA Public Programs Office, selected public libraries in California, Georgia, Kansas, Ohio, and South Dakota to participate in the national expansion of the LEH's award-winning family reading and discussion program, PRIME TIME FAMILY READING TIME®. Created by LEH in 1991, PRIME TIME helps low-income, low-literate families bond around the act of reading and talking about books.

In California, Ohio, and Georgia, the state libraries will direct the partnership with the public libraries. In Kansas and South Dakota, the Kansas Humanities Council and the South Dakota Humanities Council, respectively, will direct the partnership with the state libraries serving as partners. In all, nine states submitted applications to host the program. Additional 1,000 We the People Bookshelf Grants on "Becoming American"

In November 2005, the Public Programs Office announced that the total number of available We the People Bookshelves on "Becoming American" has been doubled. Thanks to support from the McCormick Tribune Foundation, 2,000 copies of the Bookshelf are available for school and public libraries. Applications will be accepted online through January 17, 2006, and award selections will be announced in the spring of 2006.

#### Applications Available for "Looking at: Jazz" Viewing and Discussion Program

The ALA Public Programs Office and National Video Resources (NVR) are accepting grant applications from public, academic and special libraries that are interested in hosting Looking At: Jazz, America's Art Form, a new film viewing and discussion series. The National Endowment for the Humanities (NEH) provides support for the series.

Looking At: Jazz, America's Art Form is a six-part, scholar-led film viewing and discussion series that explores the history of jazz music, an art form that evolved in the 20th century to occupy a unique place in American cultural history. Fifty applicants will be selected to participate and will receive a collection of six films; topical essays written by eminent scholars; an extensive resource guide; and program and publicity materials. Additionally, selected organizations will receive a \$1,000 grant and training for the program coordinator and scholar at a workshop hosted by National Video Resources and Jazz at Lincoln Center. Applications are available at [www.ala.org/publicprograms](http://www.ala.org/publicprograms) and must be received by February 10, 2006.

#### ALA DIVISIONS

American Association of School Librarians  
(AASL)

AASL Represented at 21st Century Literacy Event in West Virginia

On November 14, 2005, West Virginia became the second state in the nation, after North Carolina, to implement the teaching and learning model of the Partnership for 21st Century Skills. Representatives from the West Virginia State Board of Education, the Higher Education Policy Commission, Legislature, Department of Commerce, teachers unions and others joined Gov. Joe Manchin in signing the collaboration agreement with the Partnership for 21st Century Skills. AASL was represented at the kick-off event by the Chair of the School Division of the West Virginia Library Association, Patricia Ramsburg. AASL joined the Partnership for 21st Century Skills in February 2005. For more information on the Partnership, please see [www.21stcenturyskills.org](http://www.21stcenturyskills.org)

AASL Pre-Midwinter Institute

AASL will offer a Pre-Midwinter Institute, "Library Media Best Practices Workshop and Tour," on January 20, 2006, 8:30 a.m. to 4:30 p.m., in San Antonio, Texas. The institute will allow attendees to experience enabling students to be life-long learners in a modern age where knowing how to learn is as important as what to learn. The staff of the San Antonio Northside Independent School District, winners of the 2004 AASL School Library Media Program of the Year (NSLMPY) Award, will lead morning workshops covering topics including integrated lessons, teacher collaboration and technology connections. Attendees will spend the afternoon touring area school library media centers where best practices will be demonstrated and observed live.

Association of College and Research Libraries  
(ACRL)

ACRL/ARL Institute on Scholarly Communication, July 12-14, 2006, Los Angeles, CA

The first Institute for Scholarly Communication, cosponsored by ACRL and the Association for Research Libraries (ARL), is an immersive learning experience to prepare participants as local experts within their libraries. Participants, who are encouraged to apply in teams, will become fluent with scholarly communication issues and trends, developing outreach plans for their campuses. Applications, available after Midwinter, will be due by April 1.

ACRL Partnering with CNI and EDUCAUSE to Offer Virtual Conference

ACRL is offering its first completely Virtual Conference, April 20-21, 2006. The conference, "Innovate and Motivate: Next Generation Libraries," is co-sponsored by the Coalition for Networked Information (CNI) and EDUCAUSE. Synchronous and asynchronous conference programs will explore how revolutions in technology impact academic librarianship and higher education. The Call for Proposals was issued last month and proposal submissions are due by January 6, 2006. Complete details are online at [www.ala.org/acrl/events](http://www.ala.org/acrl/events) (Click "Virtual Conference").

## ACRL to Co-sponsor Programs at the Higher Learning Commission's Conference

ACRL was invited to co-sponsor a program track at the upcoming Higher Learning Commission's 2006 Annual Conference. The Higher Learning Commission is a commission of the North Central Association of Colleges and Schools, and its yearly conference attracts 3,500 administrators and faculty from more than 800 institutions. ACRL's programs will tie into the conference theme "The Future-Focused Organization: 2016-Ready or Not?" by examining future-focused issues such as learning spaces, scholarly communication, and planning the library of the future.

## ACRL Announces Enhanced Access to College & Research Libraries

ACRL has announced that its scholarly research journal *College & Research Libraries* is available free of charge in PDF format on the ACRL website six months after publication. Retrospective issues are now available through volume 58 (1997). ACRL supports open access to scholarship as a principle for reform in the system of scholarly communication. In addition to this new access to *College & Research Libraries*, ACRL encourages author self-archiving of its published articles in both institutional and disciplinary repositories.

## Association of Specialized and Cooperative Library Agencies (ASCLA)

### New ASCLA Online Course

ASCLA is offering its first online course this spring. "Selecting Spanish-language Materials for Adults" will be taught by Yolanda Cuesta, Cuesta Multicultural Consulting, on February 6-March 6, 2006. Course participants will explore the diversity of the Latino community and learn practical tips to build Spanish-language collections. The course is tailored for non-Spanish speaking public library staff at all levels.

## Library and Information Technology Association (LITA)

### Midwinter Workshops

On Thursday, January 19, 2006 and Friday, January 20, 2006, LITA will debut the two newest Regional Institutes as pre-Midwinter Workshops in San Antonio, Texas.

User Centered Design: Design Process  
Brenda Reeb, University of Rochester  
David Lindahl, University of Rochester

In this interactive workshop, participants learn about a design process for managing digital projects within a library context. Using examples, lecture and exercises, participants discuss staff skills and responsibilities, artifacts of the design process (items that staff create during the design process) and communication channels. Web technologies and standards are included as a framework for the design process.

User Centered Design: Usability  
Brenda Reeb, University of Rochester  
David Lindahl, University of Rochester

In this interactive workshop, participants learn about usability theory and methodology within a library context. Participants practice several types of tests and construct test instruments. Attendees review the major administrative aspects of usability testing including how to manage test results, equipment, recruitment, and human subjects testing exemption.

These Workshops may be attended separately or together. Special pricing is available for those attending both workshops. Please see the LITA website ([www.lita.org](http://www.lita.org)) or the ALA Midwinter Meeting Preliminary Program for more information.

#### LITA Volunteer Coordinator Positions Available

The LITA Executive Committee is currently seeking volunteers for two positions: the LITA Web Coordinator and the LITA Standards Coordinator. Position descriptions including responsibilities, qualifications, and how to apply have been widely distributed and are available under "New and Noteworthy October 2005" on the LITA Web site ([www.lita.org](http://www.lita.org)). Selected candidates will be contacted by December 19, 2005 to schedule in-person interviews at the Midwinter Meeting of the American Library Association in San Antonio, TX. The appointment will begin following the ALA Midwinter Meeting.

#### LITA National Forum 2006 Call for Proposals

The 2006 Forum will be in Nashville next fall, and the call for proposals may be found under "Events and Programs" on the Web site ([www.lita.org](http://www.lita.org)). Proposals on all aspects of library and information technology are invited. The theme is NetVille in Nashville: Web Services as Library Services. The deadline for submitting proposals is December 15, 2005.

Reference and User Services Association  
(RUSA)

Investor Education @ your library Resources

Educational booklets and a bibliography of recommended books and websites on investor

education are now available at <http://cs.ala.org/ra/invest/>. The materials were developed for the Investor Education @ your library grant project (as noted in the PIO section above), which has provided twenty public library systems with grants of \$2,000, and other materials to support investor education seminars.

#### RUSA Spring Online Courses

"The Reference Interview" will be offered February 6-March 6, 2006 and will be taught by David Tyckoson, Director of Public Services at California State University, Fresno. This popular course is a "must" for support staff, library technicians, and newly hired reference librarians.

"Business Reference 101" will be offered March 13-April 10, 2006 and will be taught by Celia Ross, Reference and Instruction Librarian, Bibliographer for Finance and Management, DePaul University. This new course provides the uninitiated or the apprehensive with some of the ins and outs of business reference and lays a foundation for future strength and assurance when dealing with this topic.

"Readers' Advisory 101" will be offered April 17-May 15, 2006 and will be taught by Neal Wyatt, Collection Management Senior Librarian, Chesterfield County Public Library, Virginia. This new course will help attendees become more comfortable in providing readers' advisory (RA) services. Through practice sessions, they will learn how to use RA tools, craft annotations, read in genres, articulate appeal, and experiment with methods of offering RA services.

#### Young Adult Library Services Association (YALSA)

##### Continuing Education

YALSA's first online course, New Literacies for Teens, will debut in February 2006.

##### Outreach

YALSA is collaborating with the Chicago Public Schools and World Wrestling Entertainment (WWE) to conduct a reading promotion program between January 2006 and April 2006 in conjunction with WWE's WrestleMania event. Conducted in Chicago's public high schools, this program will reach over 106,000 high school students.

##### Membership

The most recent statistics available are for October 2005. Total membership is 4,876, which is up nearly 11% from this time last year. YALSA has a plan in place to identify its 5,000th member. The individual will be sent a packet of free professional materials, recognized via a press release and acknowledged at YALSA's Membership Meeting at

ALA's 2006 Annual Conference.

## ALA-APA

### Nominations Sought for SirsiDynix Award

Nominations are being accepted for the SirsiDynix Award for Outstanding Achievement in Promoting Salaries and Status for Library Workers. This \$5000 Award is given to a person or persons who have made notable contributions to improving the salaries and status of library workers. Three forms are required per nominee. Please see details at [http://www.ala-apa.org/salaries/sirsidynix\\_nominationform.html](http://www.ala-apa.org/salaries/sirsidynix_nominationform.html).

### 2005 ALA Survey of Librarian Salaries

The 2005 ALA Survey of Librarian Salaries is now available for sale at the ALA Online Store. This survey has state-level as well as regional data for six positions in public and academic libraries and smaller libraries are now included. Useful for librarians seeking employment in academic and public libraries, and for library directors hiring staff. The cost is still \$63 for ALA members and \$70 for non-ALA members. The Support Staff Salary Survey is being prepared for release in early 2006. To order the survey, please see [http://www.alastore.ala.org/SiteSolution.taf?\\_sn=catalog2&\\_pn=product\\_detail&\\_op=1917](http://www.alastore.ala.org/SiteSolution.taf?_sn=catalog2&_pn=product_detail&_op=1917).

### Certification News

The long anticipated certification program for public librarians in will be launched in 2006. Currently, ALA-APA is seeking educators to provide courses for candidates that will enable them to fulfill requirements for the Certified Public Library Administrator (CPLA) designation. This certification, the first of its kind to be offered in the United States, is a course and evaluation-based national, portable program especially for public librarians who have had at least three years of supervisory experience. The program incorporates nine standards that will allow candidates to demonstrate mastery of the breadth of skills necessary for library and human resource management. Please see <http://www.ala-apa.org/certification/cplarf.html> for more information. The certification is open with no specific deadline, but the first review will be at the Midwinter Meeting

The Certified Public Library Administrator Program (CPLA) Certification Review Committee currently has fifteen applications for the first review at Midwinter. Applications from public librarians who are interested will be accepted again in January, after the Midwinter Meeting.

## Fundraising Campaigns

The theme for the 2006 Fundraising Campaign is that it costs less than 6 cents per day to support the missions of ALA-APA by giving \$20 in 2006.

The 2005 Campaign "GIVE \$5 in '05!" asks members of the library community to donate at least \$5 to the organization in 2005. \$25+ donors receive the Working @ Your Library: For Love or Money advocacy video. For details, please see <http://www.ala-apa.org/donate.html>

## National Library Workers Day

Plans are underway for the third National Library Workers Day to encourage libraries across the country to celebrate on April 4th, 2006. The theme: Libraries work because we do. The goal is to showcase-to administrators, patrons and the general public-the work of library employees at all levels.

## Second Anniversary of the Newsletter

The January issue of Library Worklife: HR E-News for Today's Leaders will mark the second anniversary of the newsletter.