

Report to Council and Executive Board

September 4, 2019

Mary Ghikas
Executive Director

ALA OFFICES

Communications and Marketing Office (CMO)

Libraries Transform

As of mid-August, more than 13,000 people have signed up to use [Libraries Transform](#). This summer, CMO surveyed Libraries Transform users about their satisfaction and found that more than 88% of respondents would recommend our tools to fellow library advocates.

Library Card Sign-up Month

With [Library Card Sign-up Month](#) coming up this September, CMO has continued a promotional push throughout the summer. Free tools for libraries featuring “Toy Story 4” characters (this year’s Honorary Chairs) include library card artwork, sample social media copy, and print and digital graphics; additional materials are available for purchase from the [ALA Store](#). Library workers and members of the public can participate in ALA’s #GetLibraryCarded promotion by posting a photo of themselves with their library cards on social media for a chance to win a \$100 Visa gift card. <http://www.ilovelibraries.org/>

I Love My Librarian Award

In June, CMO launched the nomination window for this year’s [I Love My Librarian Award](#); nominations will be accepted through October 21. 10 exceptional librarians will be selected by a jury of ALA member leaders to receive \$5000 and be honored at the award ceremony at Midwinter 2020. [Promotional tools](#) including sample newsletter copy, a template press release, and print and digital graphics are available for libraries to spread the word in their communities. To date, more than 850 applications have been received, a significant increase from last year’s contest.

Milo Ventimiglia PSAs

CMO collaborated with 20th Century Fox to create a [PSA video](#) starring Milo Ventimiglia, star of the new film “The Art of Racing in the Rain.” The video, which highlights the value and impact of libraries, is available for libraries to download and distribute in their communities. ALA shared the video [on Facebook](#) and reached more than 50,000 users.

Media Activity Overview

The following is a snapshot of Communications and Marketing Office (CMO) publicity activities that took place from June 1 – August 30, 2019. During this timeframe more than 3,560 articles mentioning the American Library Association (ALA) were captured by ALA's new monitoring service Cision, resulting in a circulation rate of more than 3.7 billion and a publicity value of more than \$5.6 million. (Please note that circulation rate is calculated using the number of articles/mentions multiplied by the monthly unique visitors for each media outlet's website.) During this reporting period most coverage (3,185 clips) was positive and focused on ALA initiatives. Approximately 345 neutral clips were recovered and consisted of brief ALA mentions, including event calendar notices, or mentions within author references. Only 37 recovered clips positioned ALA negatively and were fueled by the association's position on intellectual freedom and Drag Queen Story Hour events.

Per the News Media Alliance (formally the Newspaper Association of America), there are more than 1,300 daily newspapers and 5,700 weekly newspapers in the United States, so the following placements should be viewed as a snapshot of coverage.

Library Card Sign-up Month (September)

CMO developed several media assets including a [web press kit](#), [PSAs](#), and [press materials](#). Media outreach efforts resulted in significant earned PSA placements. Westwood One radio network picked up our :15 and :30 second Library Card Sign-up Month audio PSAs featuring *American Libraries* Senior Editor Phil Morehart. Westwood One radio network reaches 245 million people each week through 434 owned-and-operated stations in 89 US media markets (including eight of the Top 10), more than 8,000 broadcast radio affiliates and numerous digital channels. Also, radio stations in eight states and more than 20 cities have downloaded PSAs from our [Library Card Sign-up Month audio PSAs](#) page. CMO also worked with ALA's Graphic Novels & Comics Round Table (GNCRT) to secure coverage of Comic Creators #GetLibraryCarded in support of #LibraryCardSignUp Month. For the month of September, the GNCRT will be featuring a new creator each day posing with his or her library card. Thus far coverage highlights include [Newsarama](#), [Comic Book Legal Defense Fund](#), [Multiversity Comics](#), and [American Libraries](#). GNCRT members will also participate in a podcast interview with Sci-Fi Talk. Media outreach efforts are in full swing and additional earned coverage will be shared within the next reporting period.

ALA Annual Conference, June 20-25, 2019

More than 23,000 library professionals and supporters from coast-to-coast gathered for the American Library Association (ALA) Annual Conference & Exhibition, June 20-25, in Washington, D.C. CMO produced materials, coordinated events, lead media outreach efforts and assisted onsite media. Media outreach efforts resulted in more than 600 articles, with a reach of more than 35 million and a publicity value of more than \$800,000. CMO staff pitched conference issues and events to more than 220 media contacts in the Washington, D.C. market. Local conference coverage included the [Washington Post](#), the [Washington Examiner](#), the [Washington Informer](#) and WPFW, 89.3 FM. Conference media support also included pitching to

more than 115 mainstream and library trade press members and registering more than 50 onsite press members. Additional earned placement successes include:

- *Publishers Weekly* wrote a [preview](#) of the conference, covered the Opening Keynote speech by [Jason Reynolds](#), as well as the appearance of U.S. Supreme Court Justice [Sonia Sotomayor](#), and published a feature article on [Sari Feldman](#),
- *Library Journal* [previewed](#) the conference and wrote about a protest of the CIA on the [Exhibits Floor](#).
- *Graphic Policy* and *Comics Beat* focused on Annual's emergence as one of the biggest comics conferences of the year.
- *American Libraries* provided extensive coverage of the conference, including articles on the celebration of the 50th Anniversary of the [Coretta Scott King Book Awards](#), council's approval of the [renaming](#) of the Dewey medal, and ALA President Loida Garcia-Febo's [Rally for Libraries](#).

CMO coordinated media interviews during the conference, including Spanish language media outlets like WLZL and Telemundo, with speaker Mariana Atencio. ALA President Loida Garcia-Febo also spoke with Pedro Biaggi Encendio with La Red Hispana and Autentica 950 AM. [CBS Sunday Morning](#) was also onsite shadowing 2017 Andrew Carnegie Fiction Medal winner Colson Whitehead, author of "The Underground Railroad." Crews followed Whitehead as he headlined the Freedom to Read Foundation's 50th anniversary celebration and exhibit floor book signing event.

The 2019 Andrew Carnegie Medals for Excellence in Fiction and Nonfiction celebratory event, sponsored by NoveList, included presentations by nonfiction winner Kiese Laymon for "Heavy: An American Memoir," fiction winner Rebecca Makkai for "The Great Believers" and featured speaker Laura Lippman. The event was covered by [American Libraries](#), [Publishers Weekly](#) and [Library Journal](#).

CMO coordinated two events involving ALA President Loida Garcia-Febo on Saturday, June 22. CMO participated in the preparation of food, the setup of technical equipment, and the decoration of the stage for [Cooking with ALA President Loida Garcia-Febo](#), during which the president, as part of her commitment to workplace wellness, shared healthy recipes at the ALA cooking stage with 60 to 70 attendees.

Also, CMO produced and coordinated Garcia-Febo's Rally for Libraries, the [culmination](#) of her yearlong Libraries = Strong Communities advocacy effort. During the past year, CMO assisted Garcia-Febo as she visited eight countries and traveled more than 200,000 miles to meet with local advocates, library leaders and elected officials. More than 200 [media outlets](#) mentioned Libraries = Strong Communities resulting in a circulation rate of more than 56 million. Coverage successes translate into millions of opportunities to cultivate support for our world's libraries. At the Annual Conference, Libraries = Strong Communities tasks included staging a [rally event](#) and developing an event rundown, coordinating staff and volunteers, creating event collaterals like [rally signs and T-shirts](#) and press materials. CMO also produced a highlight [video](#) that promoted campaign successes and media coverage as well as materials for the Opening General Session. Onsite coverage included [American Libraries](#) and *Publishers Weekly*.

Notable Coverage:

Associations Now- "[LIBRARY GROUPS SAY LINKEDIN POLICY CHANGES COULD VIOLATE USERS' PRIVACY](#)," fueled by a statement from Wanda Brown regarding LinkedIn Privacy Concerns. Additional publications like [Edsurge](#), [CNBC](#) and [Winbuzzer](#), *New York Times* - "[Where Libraries are Tourist Attractions](#)," the article features quotes from ALA Past President Loida Garcia-Febo and was picked-up by news publications in the U.S., Canada and Singapore.

Future Publicity Efforts

CMO is currently working on publicity efforts to support the following initiatives:

- Library Card Sign-up Month – September
- Banned Books Week, September 22 – 28, 2019
- Andrew Carnegie Medals for Excellence in Fiction & Nonfiction, October 2019 (Date TBD)
- I Love My Librarian Award winners, December 2019
- ALA Midwinter, January 24 – 28, 2020
 - BAM Awards, January 26
 - ALA Youth Media Awards, January 27, 2020

Membership Development and Customer Service

Library of Congress Federal Union Joins Member Value Programs

<http://www.ala.org/membership/mvp>

The ALA Member Value Programs (MVP) are affinity programs that provide additional discounts accessible only with ALA membership. The Library of Congress Federal Credit Union (LCFCU) program was activated earlier this year and a marketing plan is being built to increase exposure. The LCFCU was chartered in 1935 and provides our members with low rates for financial lending to invest in their future. The LCFCU joins the robust suite of Member Value Programs including discounts on insurance, car rentals and digital galleys.

FY20 Membership Dues Update

Effective September 1, 2019, the ALA Executive Board-approved FY20 membership dues will go into effect. To provide context, in the 2018 election ALA members voted (7,420 [72.2%]) to 2,862 [27.8%]) to establish a five-year personal dues adjustment mechanism not to exceed the percentage change in the national average Consumer Price Index (CPI) beginning with FY19 dues and running through FY23. Personal member dues are to be reviewed by the ALA Executive Board annually. The FY20 budget for ALA membership dues was developed with a 2.2% CPI adjustment and is as follows:

Member Type	FY20 Dues
1 st Year	\$74
2 nd Year	\$112
3 rd year +	\$148
Student	\$39
Earning <\$30,000	\$53

Support Staff	\$53
Retired	\$53
Associate	\$67
Trustee	\$67
Friend	\$67
International	\$89

The membership dues for the joint student membership program with ALA Chapters will remain at \$42 for the upcoming year. 2 additional chapters have joined the program, Illinois Library Association and Wyoming Library Association, bringing the total number of participating chapters to 48.

Office for Diversity, Literacy and Outreach Services (ODLOS)

Jody Gray Departs ALA

Jody Gray, Director of the Office for Diversity, Literacy and Outreach Services (ODLOS) has announced that she will be leaving the American Library Association (ALA) effective September 6, 2019. She will be returning to Minnesota to serve as the University of Minnesota, College of Food Agriculture and Natural Resource Science, Director of Diversity in Inclusion.

ODLOS Announces Three Diversity Research Grant Projects

ODLOS and the Diversity Research Grant committee has selected three projects to fund as part of the Diversity Research Grant. Dr. Reysa Alenzuela has announced her project on “Cultural Competency Awareness of Ni-Vanuatu Librarians and Vanuatu Libraries Contribution to Vibrant Cultural Identity.” The second project, from Holly Yu, is titled, “Integration of Library Use Data with Campus Learning Analytics for Student Success.” The third project, “Library Staff and Drag Queen Perspectives and Decision-Making about Drag Queen Storytimes,” is from a team of researchers at the University of Kentucky.

Spectrum Scholars Identified for 2019-2020 School Year

The Spectrum Scholarship Program actively recruits and provides scholarships to American Indian/Alaska Native, Asian, Black/African American, Hispanic/Latino, Middle Eastern and North African, and/or Native Hawaiian/Other Pacific Islander students to assist them with obtaining a graduate degree and leadership positions within the profession and ALA. A prestigious committee of twenty-one jurors selected this year’s Spectrum Scholars based on their commitment to equity and inclusion, demonstrated community outreach, commitment to the library profession, and leadership potential. This year, the committee chose 60 scholars with special thanks to generous donors.

2019 Spectrum Scholar Institute at ALA Annual

In June 2019, the Spectrum Leadership Institute hosted 60 Scholars from the previous year’s cohort for a weekend of community-building, panel sessions, and networking with ALA

leadership. Considered a hallmark of the Spectrum Scholarship Program, the Institute is often the first opportunity for individuals to meet their fellow cohort members in-person and hear from library folks of color from a variety of professional and leadership backgrounds.

Coretta Scott King Book Awards Celebrated 50 Years at ALA Annual

At Annual, the Coretta Scott King Book Awards committee celebrated its historic anniversary with a gala at the Library of Congress, the annual Coretta Scott King Book Awards Breakfast, the annual Coretta Scott King – Virginia Hamilton Lifetime Achievement Award reception, and a social. The committee continues to celebrate its anniversary through 2019 and encourages library workers and educators to host Coretta Scott King Book Awards programs in their local communities.

Satia Orange Selected as 2019 Jean E. Coleman Library Outreach Lecturer

The invited lecturer for the Jean E. Coleman Library Outreach Lecture was Satia Marshall Orange, former director of the Office for Literacy and Outreach Services (OLOS). Under Orange's passionate leadership and advocacy, OLOS broadened the association's support and celebration of traditionally underserved library staff and library communities, developed new ALA member units and increased participation in events and activities, including the initiation of the annual Dr. Martin Luther King, Jr. Sunrise Celebration. During her lecture, Satia reflected on the past to encourage library workers to continue the great work of outreach to underserved populations. Her presentation can be viewed here: <http://www.ala.org/aboutala/offices/diversity/jeanecoleman>.

SRRT celebrated 50 years

The Social Responsibilities Round Table (SRRT) celebrated its 50th anniversary at ALA Annual with a social. Attendees gathered at Busboys and Poets in Washington, D.C. and enjoyed a keynote speech by Phyllis Bennis (Institute for Policy Studies), delicious food, and good company.

The Role of ALA Leaders in Living Out Our Values, Shaping Our Culture Webinar

ALA Councilors joined DeEtta Jones on June 11 for a webinar in preparation of a training held at ALA Annual which allowed ALA Councilors to shift mindsets and behaviors to integrative and sustainable practices that reflect ALA's values of equity and inclusion. This 90-minute webinar can be found in the archives: <http://www.ala.org/aboutala/offices/diversity/odlos-webinar-archives>. During Annual, DeEtta Jones held two sessions for Councilors to further discuss this work.

ALA Spectrum Twitter Chat on Museums, Archives, and Special Collections

On August 22, current Spectrum scholars, alumni, and other LIS professionals joined a conversation on museums, archives, and special collections work. Learn more about these chats here: <http://www.ala.org/advocacy/spectrum/twitter-chats>.

GLBTRT Awards Ceremony - Featuring Stonewall Book Awards

On Monday, June 24, ALA's Gay, Lesbian, Bisexual and Transgender Round Table (GLBTRT) celebrated at its annual award ceremony. The ceremony honored Donna Coghill, July Siebecker, E. Patrick Johnson, Michael Amherst, Eric and Stephani Lohman, Robert W. Fiesler, Lisa Maas, Carole Maurel, Rebecca Makkai, Uzodinma Iweala, Amy Bloom, Ashley Herring Blake, Jessica Love, Kacen Callender, and Kelly Loy Gilbert.

Leaders Wanted: Exploring Doctoral Options

As part of a series of online informational sessions, the Leaders Wanted webinar explored the PhD journey and allowed the panelists to give their experiences. The panel was comprised of Dr. Nicole Cooke, Jason Alston, LaVerne Gray, Dr. Africa Hands, Dr. Sandy Littletree, and J. Elizabeth Mills. More information can be found here:

<http://www.ala.org/educationcareers/leaders-wanted-exploring-doctoral-options>.

EDICon in Tennessee

Jody Gray and Kristin Lahurd traveled to Chattanooga, Tennessee to deliver their EDICon to two different library audiences. This introductory half-day session allowed library staff to recognize microaggressions, marginalizations, and create action plans to make their library spaces more equitable.

Latina/o Engagement: Case Studies to Connect Your Community Webinar

As a follow up to ODLOS' October 2018 webinar, Miguel Ruiz returned on June 6 to present "Latina/o Engagement: Case Studies to Connect Your Community." This free webinar provided guidelines on how libraries can build trust with their community members as well as some challenges they may encounter. An archived presentation can be found in the webinar archives: <http://www.ala.org/aboutala/offices/diversity/odlos-webinar-archives>.

ODLOS Exhibiting at the Association for Rural and Small Libraries

Amber Hayes will travel to Burlington, Vermont to attend the Association for Rural and Small Libraries (ARSL) conference during the first week of September. As an affiliate with which ODLOS works closely, Amber will work with ARSL members to understand how they can engage with ODLOS and meet with members.

Reimagining the Public: Library Services to People in Jails and Prisons Webinar

This October 10 webinar presented by Dr. Melissa Villa-Nicholas and Jeanie Austin will equip public librarians and library and information science instructors with the information they need to reimagine the publics they serve as including people in local jails and prisons. The webinar will cover a variety of service models and best practices that can be modified to fit the library contexts of webinar participants, and participants will leave with the tools needed to advocate for library services to people in jails and prisons as an aspect of increasing equity, diversity, and creating more inclusive library practices. More information will be forthcoming.

ODLOS Welcomes the Rainbow Round Table

At ALA Annual, Council approved the Gay, Lesbian, Bisexual and Transgender Round Table (GLBTRT) request for a name change. Effective September 1, GLBTRT will become the Rainbow Round Table (RainbowRT).

Office for Intellectual Freedom (OIF)

New Interpretations and Policies Now Online

The Intellectual Freedom Committee (IFC) revised several existing interpretations and resources and created new policies, guidelines and resources addressing new intellectual freedom and privacy issues. ALA Council approved the policy documents during the 2019 Annual Meeting in Washington, D.C. The new and revised documents are now available online. They include:

- [Access to Digital Resources and Services: An Interpretation of the *Library Bill of Rights*](#)"
- ["Access to Library Resources and Services for Minors: An Interpretation of the *Library Bill of Rights*"](#)
- ["Diverse Collections: An Interpretation of the *Library Bill of Rights*"](#)
- ["Economic Barriers to Information Access: An Interpretation of the *Library Bill of Rights*"](#)
- ["Education and Information Literacy: An Interpretation of the *Library Bill of Rights*"](#)
- ["Evaluating Library Collections: An Interpretation of the *Library Bill of Rights*"](#)
- ["Library-Initiated Programs and Displays as a Resource: An Interpretation of the *Library Bill of Rights*"](#)
- ["Minors and Online Activity: An Interpretation of the *Library Bill of Rights*"](#)
- ["Privacy: An Interpretation of the *Library Bill of Rights*"](#)
- ["Rating Systems: An Interpretation of the *Library Bill of Rights*"](#)
- ["User-Generated Content in Library Discovery Systems: An Interpretation of the *Library Bill of Rights*"](#)
- ["User-Initiated Exhibits, Displays, and Bulletin Boards: An Interpretation of the *Library Bill of Rights*"](#)
- ["Intellectual Freedom Advocacy and Education"](#)

The following new and revised guidelines and resources are also newly available online. They include the ["Labeling and Rating Systems Q&A,"](#) ["Privacy and Confidentiality Q&A,"](#) ["RFID in Libraries: Privacy and Confidentiality Guidelines,"](#) ["Guidelines for Library Policies,"](#) ["Guidelines for the Development of Policies and Procedures Regarding User Behavior and Library Usage,"](#) and the ["Meeting Rooms Q&A."](#)

Statement on LinkedIn Learning and Library Users' Privacy

The Office for Intellectual Freedom worked with members of the Intellectual Freedom Committee, the Communications and Marketing Office, and ALA President Wanda Brown to develop a [statement criticizing the significant changes to the LinkedIn Learning platform](#) that severely impair library users' privacy rights. The statement urged LinkedIn and its owner, Microsoft, to reconsider the changes to their policies. It has received coverage in several major news outlets and on blogs addressing technology, privacy, and libraries.

Save the Date: Banned Books Week

Banned Books Week will take place September 22 through September 28, 2019. This year's featured events will include three webinars, banned author videos, social media highlights, the release of a new list of 100 Frequently Challenged Children's Books in cooperation with the Children's Book Council, and a performance by the CityLit Theatre company at ALA headquarters. The 2019 Banned Book Week products featuring the theme, "Censorship Leaves Us in the Dark. Keep the Light On!" are very popular. Many items have sold out already, including posters and bookmarks.

Upcoming Events

- Deborah Caldwell-Stone, OIF Interim Director, will attend the Harwood [Public Innovators Lab for Libraries](#) on behalf of the American Library Association. The conference will take place October 15-17, 2019, in Atlanta, Georgia.
- OIF staff will be presenting at conferences for the Idaho Library Association, the Illinois Library Association, the Colorado Association of Libraries, and presenting staff development events at libraries in Illinois, Indiana and Montana.

Public Policy and Advocacy Office (PPAO)

ADVOCACY OUTREACH

PPA Promotes Opportunities for Civic Engagement

To support libraries' efforts to serve voters and promote civic engagement, the PPA team is encouraging libraries to observe National Voter Registration Day (September 24) with free resources provided by Rock the Vote's Democracy Class and [National Voter Registration Day](#), with whom ALA is a premier partner.

ALA Finalizes Plans for the New Hampshire Presidential Primary in 2020

PPA staff met with the New Hampshire Library Association Board to discuss how to generate a strong library presence during the New Hampshire Presidential Primary. Ideas include developing advocacy materials and holding events, potentially at the state library. These will highlight how libraries advance local and national priorities from early childhood learning to

small business development. Materials will be distributed to each campaign as well as to local library advocates, the media and other influencers. PPA staff continue to work closely with our key partners in the state: New Hampshire Library Association; New Hampshire State Library; Michael York, State Librarian; Lori Fisher, Assistant State Librarian, ALA Policy Corps Member, and ALA Chapter Councilor; and David Hallenbeck, former Director of the New Hampshire Library Trustee Association.

ALA Announces National Library Legislative Day 2020

Planning has begun for National Library Legislative Day (NLLD) 2020, which will be held at Georgetown University Conference Center in Washington, D.C., May 4-5. PPA released a save-the-date announcement on September 9, when the NLLD website went live with basic information about the two-day advocacy event. To accommodate the growing number of NLLD attendees, PPA has made several changes to the event, including a new venue at the Georgetown University Conference Center, which will provide allotted breakout spaces for state delegation meetings and a more affordable room rate. Registration will open later in 2019.

PPA Supports State and Local Library Advocacy

The state ecosystem task force gathered feedback this summer from member leaders and state librarians, which will inform the development of its ecosystem assessment tool and corresponding resources, which will be released at Annual 2020. PPA collaborated with other ALA divisions and with state and local chapters to advocate for libraries. ALA and PLA submitted a joint thank-you letter to Kansas Governor Laura Kelly. During a ceremonial bill signing for the Eudora Community Library District Act, Governor Kelly recounted her own strong connections to public libraries as a new resident and young parent in two Kansas cities. ALA and AASL also submitted a letter to Tennessee Education Commissioner Penny Schwinn, in support of the Tennessee Association for School Librarians' efforts to have a state school library consultant reinstated at the Tennessee Department of Education.

ALA Units Collaborate on #eBooksForAll Communications Campaign

In the wake of Macmillan Publishers' announcement that it was changing its licensing terms for libraries to limit them to only one eBook copy for the first two months of a new release, PPA has been coordinating the ALA response, starting with a [statement](#) from ALA President Wanda Brown. An [action page](#) has been created, and the Public Library Association has [amplified](#) this work and added its own [statement](#) from PLA President Ramiro Salazar. Together with the Communications and Marketing Office, the three units are coordinating a short-term communications plan to engage the public and rapidly scale up activity before the embargo is scheduled to go into effect on November 1. State library associations and local public libraries have begun issuing their own statements as well, and ALA has developed a [template](#) to make this easier for all of our members. We will continue to share updated information and resources via these web pages and ILoveLibraries.org.

FEDERAL LEGISLATION AND POLICY UPDATES

Senate and House Expected to Come to a Final Decision about Funding Increases

Appropriations negotiations continue to move forward slowly as the House and Senate appropriators determine which House-approved increases remain or are reduced. The House already passed funding increases for library programs, including \$17 million for LSTA, \$2 million for IAL, \$150 million for Title IV, \$22 million for NLM, and \$24 million for the Library of Congress, respectively, while the Senate's bills are forthcoming. The Congress and White House came to a two-year budget agreement that increased overall non-defense spending by \$27 billion in July. This decision lowers the chances of a government shutdown; however, these funding levels are approximately \$10 billion lower than what was included in the House bills. ALA is working with members to encourage their representatives in Congress to visit libraries in order to see how federal funding is instrumental for their communities.

ALA Continues Library Education and Policy Advocacy on the 2020 Census

On July 11, the White House announced it would abandon efforts to add a question about citizenship status to the 2020 Census. On June 27, the Supreme Court had [ruled against](#) the administration's proposed addition, removing a significant distraction from preparations for a complete count. Since publishing the [Libraries' Guide to the 2020 Census](#) in May, ALA has begun releasing two-page tip sheets for libraries and for community leaders. The most recent of these is [How Can My Library Increase Awareness of 2020 Census Hiring](#), which focuses on the need to hire 500,000 temporary workers to support a complete count. ALA continues [working in coalition](#) to support the full funding needed to enable a successful census. Larra Clark also joined state legislators from Rhode Island, New York and Pennsylvania on a 2020 Census panel at the Council of State Governments-Eastern Regional Conference in July. We will continue to add and update resources at www.ala.org/census throughout the coming months.

ALA DIVISIONS

American Association of School Librarians (AASL)

[New AASL Standards publications focus on leadership, lessons, and collection development](#)

Five new publications from the American Association of School Librarians (AASL) and ALA Editions expand on AASL's "National School Library Standards" to build practitioners' leadership skills, provide compelling and authentic lessons, and introduce key components that influence collection development. All titles are available for order or pre-order at www.alastore.ala.org/.

[AASL selects seven school administrators to serve on its School Leader Collaborative](#)

The American Association of School Librarians (AASL) has selected seven school administrators to serve on its AASL School Leader Collaborative. The "AASL School Leader Collaborative: Administrators & School Librarians Transforming Teaching and Learning" is a two-year initiative that aims to strengthen AASL's collaboration with school administrators. This initiative champions the school librarian's integral role in teaching and learning. Support for the initiative is provided by OverDrive Education.

[AASL releases guide to develop inclusive learners and citizens](#)

The American Association of School Librarians (AASL) has released a new resource guide to support school librarians in nurturing inclusive learning communities. “Developing Inclusive Learners and Citizens Activity Guide” contains reflection activities and resources based on one of the six Shared Foundations contained within AASL's "National School Library Standards." The guide, along with supporting materials, can be downloaded at standards.aasl.org/project/inclusive.

[AASL announces Best Digital Tools recognition](#)

In 2020, the American Association of School Librarians (AASL) will launch a new recognition, the AASL Best Digital Tools for Teaching & Learning. The new list will combine AASL's annual Best Apps for Teaching & Learning and Best Websites for Teaching & Learning into one comprehensive list. The application for the new recognition will open September 2, 2019, at www.ala.org/aasl/awards/best.

[New book series dives into the Shared Foundations anchoring the AASL Standards](#)

A new series of upcoming books from the American Association of School Librarians (AASL) and ALA Editions will provide an immersive and dedicated study of the Shared Foundations that anchor the "National School Library Standards for Learners, School Librarians, and School Libraries." The six-book series will help school library professionals deepen their understandings of the Shared Foundations, broaden their perspectives, make connections for personal relevance, and innovate and reflect on their practice.

[New School Library Research Asks "Whose Responsibility Is It to Teach Digital Citizenship"](#)

New research published in the American Association of School Librarians' (AASL) peer-reviewed online journal, [*School Library Research*](#) (SLR), examines the perceptions and beliefs of school librarians regarding state-mandated digital citizenship instruction in K–12 schools. SLR promotes and publishes high-quality original research concerning the management, implementation and evaluation of school libraries. Articles can be accessed for free at www.ala.org/aasl/slr.

[AASL President recognizes OverDrive Education with Crystal Apple Award](#)

OverDrive Education has been selected by American Association of School Librarians (AASL) President Kathryn Roots Lewis as a 2019 recipient of the AASL Crystal Apple. The Crystal Apple honor is given at the discretion of the AASL President to an individual or group that has had a significant impact on school libraries and students.

[AASL commends twelve programs and events across the country](#)

Moving on recommendations made by its Affiliate Assembly, the American Association of School Librarians (AASL) formally commended twelve events and programs for their support of the school librarian profession and the learners the profession serves. To be considered,

programs must align with AASL's "National School Library Standards" and the principles expressed in the association's mission and value statements.

[AASL announces 2019 Best Apps and Best Websites for Teaching & Learning](#)

The American Association of School Librarians (AASL) announced its 2019 Best Apps and Best Websites for Teaching & Learning at the American Library Association (ALA) Annual Conference in Washington, D.C. The annual lists honor apps and websites that provide enhanced learning and curriculum development for school librarians and their teacher collaborators.

[AASL President recognizes Marney Welmers with Crystal Apple Award](#)

Marina "Marney" Welmers, retired middle school librarian, has been selected as a 2019 recipient of the Crystal Apple by American Association of School Librarians (AASL) President Kathryn Roots Lewis. The Crystal Apple honor is given at the discretion of the AASL President to an individual or group that has had a significant impact on school libraries and students.

Association of College and Research Libraries (ACRL)

[2020 ACRL Board of Directors Candidates](#)

ACRL is pleased to announce the slate of candidates for the association's Board of Directors for the 2020 ALA/ACRL elections.

Vice-President/President-Elect: Lynn Silipigni Connaway, OCLC, and Julie Garrison, Western Michigan University.

Director-at-Large: Jennifer Nutefall, Santa Clara University, and Toni Anaya, University of Nebraska-Lincoln.

Director-at-Large: Kathy A. Parsons, Iowa State University, and Jessica Brangiel, Swarthmore College.

A full list of candidates for ACRL and section offices will be available in the January 2020 issue of *C&RL News*.

[ACRL Equity, Diversity, and Inclusion LibGuide](#)

ACRL is dedicated to creating diverse and inclusive communities in the association and in academic and research libraries. This Core Commitment to Equity, Diversity, and Inclusion (EDI) permeates the work of the Association, cutting across all ACRL sections, committees, interest and discussion groups, and communities of practice. You can learn more about our wide range of activities related to EDI in the new [ACRL Equity, Diversity, and Inclusion LibGuide](#). The new guide contains a wealth of information on ways ACRL has implemented the

association's Core Commitment, including the ACRL Diversity Alliance; standards and guidelines; information on conference and online learning programming; links to books, articles, and other publications focusing on EDI topics; a calendar of association activities; and suggestions on ways you can get involved in this important work.

Open and Equitable Scholarly Communications: Creating a More Inclusive Future

In June, ACRL released "[Open and Equitable Scholarly Communications: Creating a More Inclusive Future](#)," prepared for ACRL by Nancy Maron and Rebecca Kennison with Paul Bracke, Nathan Hall, Isaac Gilman, Kara Malenfant, Charlotte Roh, and Yasmeen Shorish. Developed over the course of a year with leadership from the Research and Scholarly Environment Committee (ReSEC) and with a high degree of community involvement, this powerful new action-oriented research agenda encourages the community to make the scholarly communications system more open, inclusive, and equitable by outlining trends, encouraging practical actions, and clearly identifying the most strategic research questions to pursue. This report is an important contribution to ACRL's core commitment to equity, diversity and inclusion which includes valuing different ways of knowing and identifying and working to eliminate barriers to equitable services, spaces, resources, and scholarship.

New Presenters for Scholarly Communication Workshop

In late June, the ACRL Research and Scholarly Environment Committee announced the selection of Jennifer Beamer, Sandra Enimil, and John Martin as the newest presenters for the one-day RoadShow [Scholarly Communication: From Understanding to Engagement](#). They join the current presenter team as partners in shaping the curriculum and presenting the workshop. Beamer is the Scholarly Communications Librarian/Coordinator at the Claremont Colleges Consortium, Enimil is the Copyright Services Librarian and Program Director of Copyright Services at The Ohio State University, and Martin is the Scholarly Communication Librarian at the University of North Texas. The Scholarly Communication RoadShow is part of ACRL's [slate of day-long workshops](#) that can be brought year-round to your campus, chapter, or consortium worldwide.

New ACRL Immersion Program Facilitators

ACRL has announced the selection of Veronica Arellano Douglas, Ashleigh Coren, Carlos Duarte, Michelle Gohr, Sofia Leung, Jessie Loyer, and Rachel McCaskill as the newest facilitators for the 4.5-day Immersion Program. They join the current program facilitator team in shaping the curriculum and facilitating the program. Now in its twentieth year, the 4.5-day Immersion Program is designed for those who contribute to the educational role of libraries in higher education. Through a critical examination of information literacy, teaching and learning, and influence and leadership, the Immersion Program curriculum aims to develop critically reflective practitioners who go on to enact change in their practice, projects, or personal and professional goals. Complete details are available on [ACRL Insider](#).

2019 Academic Library Impact Research Grant Recipients Announced

ACRL is pleased to announce the recipients of its [Academic Library Impact Research Grants](#) in 2019. These grants of up to \$3,000 each support new research on library contributions to

student learning and success in areas suggested by the 2017 report *Academic Library Impact: Improving Practice and Essential Areas to Research*. The grant recipients are Deb Baker (Manchester Community College); Ted Chodock (College of Southern Nevada); Jeffrey Delgado and Reabeka King-Reilly (Kingsborough Community College, CUNY); Yi Ding, Elizabeth Cheney, and Laura Wimberley (California State University Northridge); Amanda MacDonald, Anne Brown, and Keri Swaby (Virginia Tech); and Amanda Ziegler (Northcentral University). ACRL is happy to support this new research and looks forward to working with these researchers as their projects develop. Complete details on recipient projects are on [ACRL Insider](#).

2019 ACRL Environmental Scan Released

Every two years, the ACRL Research Planning and Review Committee releases an environmental scan of higher education, including developments with the potential for continuing impact on academic libraries. The [2019 environmental scan](#) provides a broad review of the current higher education landscape, with special focus on the state of academic and research libraries. The document builds on earlier ACRL reports, including the *Top Trends in Academic Libraries*, published in June 2018 issue of *C&RL News*.

2018 Academic Library Trends and Statistics

In July, ACRL published [2018 Academic Library Trends and Statistics](#), the latest in a series of annual publications that describe the collections, staffing, expenditures and service activities of academic libraries in all Carnegie classifications. The one-volume title includes data from Associate of Arts Colleges, Baccalaureate, Master's Colleges and Universities/ and Research/Doctoral-granting Institutions. The 2018 survey is also data available through [ACRL Metrics](#), an online subscription service that provides access to the ACRL survey data from 1999-2018. More details are on [ACRL Insider](#).

The Future Academic Librarian's Toolkit

ACRL published [The Future Academic Librarian's Toolkit: Finding Success on the Job Hunt and in Your First Job](#), edited by Megan Hodge, this June. This thorough handbook is designed to guide you from library school through your first several years as an academic librarian, helping you apply for your first position, find your bearings in your new job, establish yourself in the profession through scholarship and service, and transition to your next position. *The Future Academic Librarian's Toolkit* is divided into five comprehensive sections: What is Academic Librarianship; Landing a Position; Working within the Academy; Establishing Yourself within the Profession; and Preparing for your Next Position. In addition to exploring these stages of your career, you will add important skills to your professional toolkit, including advocating for yourself and your ideas, writing for publication, teaching effectively, connecting with faculty and students, and building your professional brand.

The Grounded Instruction Librarian: Participating in The Scholarship of Teaching and Learning

In July, ACRL announced the publication of [The Grounded Instruction Librarian: Participating in The Scholarship of Teaching and Learning](#), edited by Melissa Mallon, Lauren Hays, Cara Bradley, Rhonda Huisman, and Jackie Belanger. Across four sections—Pedagogical Content

Knowledge/Signature Pedagogy, SoTL Theory, SoTL Research, and SoTL as Professional Development—*The Grounded Instruction Librarian* engages the Scholarship of Teaching and Learning (SoTL) through different lenses and provides a sense of the varied ways it's currently being conducted in academic libraries in North America and Europe.

Keeping Up With...

The latest editions of [Keeping Up With...](#), ACRL's online current awareness publication featuring concise briefs on trends in academic librarianship and higher education, are now available. The June issue features a discussion of [Critical Assessment](#) by Candice Benjes-Small, Maura Seale, Alex R. Hodges, and Meg Meiman while the August issue features a discussion of [Web Annotation](#) by Lorena O'English.

ACRL Presents - Consulting Services for Academic Libraries

Is your library well positioned to leverage its services, programs, and resources at your institution? Are you thinking creatively and planning strategically to innovate and advance your library's role on campus? Learn how ACRL can help your library prepare for a dynamic, positive, and successful future through its consulting and facilitation services in a free ACRL Presents webcast presented on July 2, 2019. ACRL Consulting Services assists with library reviews and planning activities, organizational change and development initiatives, staff retreats, and campus collaborations. Hear from librarians who have used ACRL Consulting Services to enhance their library's programs and collections on their campuses. An [archive](#) of the webcast is available.

ACRL Presents – Open and Equitable Scholarly Communications

An ACRL Presents webcast on ACRL's new research agenda *Open and Equitable Scholarly Communications: Creating a More Inclusive Future* was held on Monday, July 15, 2019. This action-oriented research agenda is designed to provide practical, actionable information for academic librarians; include the perspectives of historically underrepresented communities in order to expand the profession's understanding of research environments and scholarly communication systems; and point librarians and other scholars toward important research questions to investigate. A [recording](#) of the free webcast is available.

ACRL e-Learning

ACRL's e-Learning program offered six live webcasts during this report period. 71 individuals and 28 groups participated in e-learning focusing on conversational topics and difficult dialogues, impostor syndrome, and a four-part series on the Scholarship of Teaching and Learning. Upcoming topics for the ACRL e-Learning program include signature pedagogies, copyright and course reserves, and sustainability. Full details and registration information are available on the [ACRL website](#).

Association for Library Collections & Technical Services (ALCTS)

News from ALCTS

- The successful *Fundamentals of Cataloging* course will be undergoing a revision to ensure it is up to date with current standards and will continue to meet the needs of librarians, support staff, and library students.
- ALCTS exhibited at the recent Archives Records conference and observed a lot of traffic and interest in Preservation Week, and the theme/honorary chair for next year.
- Planning for the joint ALCTS/LITA/LLAMA President's Program for Annual Conference 2020 in Chicago is underway.
- Planning for the joint ALCTS/LITA/LLAMA Exchange in the spring 2020 is underway as well. More information and the call for proposals will be sent out this fall.

Association for Library Service to Children (ALSC)

ALSC Bill Morris Seminar

Applications for the [Bill Morris Seminar: Book Evaluation Training](#) are currently being accepted through September 2, 2019. After this deadline, an advisory group consisting of ALSC member leaders who have previously served and/or chaired evaluation committees will begin their review of the applications and letters of nomination to select the attendees. The seminar will take place at the 2020 ALA Midwinter Meeting in Philadelphia. More information about this exciting event is available on the ALSC website.

Call for Program Proposals

ALSC is now accepting proposals for two events, the 2020 ALA Annual Conference and the 2020 ALSC National Institute. For both events, the ALSC Program Planning Committee is looking for a wide range of themes and topics such as advocacy, technology, multiculturalism, administration and management, early literacy, research, partnerships, best practices, programming, and outreach.

- ALSC is now accepting proposals for innovative programs for the 2020 ALA Annual Conference. To submit a program proposal, members are encouraged to visit the [ALA submission site](#). All proposals must be submitted by midnight on September 10, 2019.
- ALSC is also now accepting proposals for the 2020 ALSC National Institute. To submit a program proposal, members are encouraged to fill out the [online program proposal form](#) on the ALSC website. All proposals must be submitted by midnight on September 10, 2019.

ALSC National Institute

The [ALSC National Institute](#) with the theme of “Dive In: Engage, Amplify, Activate” will be held October 1 – 3, 2020 in Minneapolis, Minnesota. Featuring quality educational programming and inspirational speakers, event registration will be opening soon. A number of award-winning authors and illustrators will be present at the Institute and a special reception, held at the Hennepin County Library, is a highlight event.

Fall Online Education Courses

ALSC is pleased to announce courses available for the fall season. [Fall Online Courses](#) will begin on September 23, 2019 and include

- [Contemporary Issues in Action: Ethics for Librarians](#);
- [Full STREAM Ahead: How to take Science, Technology, Engineering and Math \(STEM\) to the next level with maker kits](#);
- [Postmodern Picturebooks: Changing Minds for Life](#); and
- [STEM Programs Made Easy](#).

Upcoming ALSC Webinars

ALSC has a number of exciting live webinars slated for this fall, including [Early Childhood Expertise Beyond Libraryland: Reading Life Between the Lines: Using Children's Literature for Tough Conversations About Diversity](#). More webinars will be announced for the fall in the coming weeks. [Registration](#) is now open for all webinars and is free for both members and non-members to attend. ALSC's [archived webinars](#) are now free for all ALSC members, and are offered at a small price for non-ALSC members.

Continuing Education Proposals

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

ALSC Professional Award Applications

Each year ALSC gives away over \$100k in professional awards, grants, and scholarships to its members. Applications and nominations are now open or will soon be open for [The Penguin Young Readers Group Award](#), [ALSC Distinguished Service Award](#), [The Maureen Hayes Author/Illustrator Award](#), [ALSC Baker & Taylor Summer Reading Grant](#), and the [Louise Seaman Bechtel Fellowship](#).

May Hill Arbuthnot Honor Lecture Location

The 2020 May Hill Arbuthnot Committee has selected the [Sacramento \(CA\) Public Library](#) (announced at the 2019 ALA Annual Conference in Washington, DC) as the host site for the 2020 May Hill Arbuthnot Honor Lecture featuring author and library advocate, Neil Gaiman, whose work has been honored with many awards internationally, including the Newbery Medal.

ALSC and Daniel Tiger's Neighborhood Celebrate Families

[ALSC collaborated with Fred Rogers Productions and Grand Communications to co-develop a suite of materials to support the theme of "Family" for the Daniel Tiger's Neighborhood television show](#). ALSC encourages children's librarians to incorporate the resources into early and family

literacy programming with children and their families. ALSC's Early Childhood Programs and Services Committee contributed activities for librarians. The Daniel Tiger's Neighborhood television program will spotlight the theme of family during the month of September. ALSC's Quicklists Committee also created a reading list to support the celebration of all types of families.

Association of Specialized, Government, and Cooperative Library Agencies (ASGCLA)

ASGCLA at the Annual Conference

ASGCLA and ASGCLA members had a successful conference in Washington, DC. The ASGCLA Awards Program celebrated six individuals and libraries receiving Achievement Awards, <https://www.asgcladirect.org/category/achievement-awards/>. The ASGCLA Mentoring Program welcomed eight pairs of mentors and mentees for 2019-2020 at an orientation session and welcome lunch, <https://www.asgcladirect.org/2019/07/asgcla-mentoring-program/>. A group of about 30 people came to the ASGCLA 101 introductory program for new and potential members. The 2019 ASGCLA 101 slides are now on the website, <http://www.ala.org/asgcla/about/asgcla101>. The ASGCLA-sponsored programs were well attended, one was even moved to a larger space to accommodate the audience. Eleven of ASGCLA's Interest Groups reported on successful meetings and information sessions. Two initiatives for 2019-2020 were initiated during the Annual Conference. ASGCLA's Consortial eBook Interest Group developed a resolution, introduced to Council from ASGCLA, on eBook Pricing for Libraries. This resulted in the establishment of the Joint Working Group on Digital Content. Discussions by deaf advocates raised awareness of issues of inclusion for deaf and hard-of-hearing individuals. These discussions resulted in planning for a Deaf Culture Forum to be held prior to Midwinter in Philadelphia.

ASGCLA Membership

ASGCLA staff have been concerned that, after a significant increase in membership in September 2018 from the merger with FAFLRT, there was a steady reduction of members during the year. Staff reviewed membership totals by type of member for 2017-2018 and 2018-2019. This revealed that, although monthly totals for most member types remained constant, student members accounted for most of the non-renewal drops during 2018-2019. ASGCLA total membership is higher than the same point in 2017-2018, but lower than the September 2018 total. The fragility of the membership increase bubble, led to renewed efforts to improve the member experience for ASGCLA members.

ASGCLA Efforts to Improve Member Experience for Division Members

The following member experience initiatives occupied ASGCLA staff during the summer months:

- *Membership Messages:* We identified that the welcome messages for new and renewing members had not been updated for several years. Working with the current President, staff edited, updated and reinitiated these important contacts with members.

- *Web:* We worked to change content and layout of the www.ASGCLADirect.org/Resources page: The *FAQs* and *How To* sections were consolidated into a *For ASGCLA Members* section. We reviewed and consolidated the *Recommended Resources* section. A plan is underway to identify individual and interest group authors to update topics in the *Recommended Resources* section.
- *Interest Groups:* ASGCLA staff updated Interest Group information on ASGCLADirect.org and in ASGCLA's Connect groups. A *How to Get Things Done in ASGCLA* virtual session is planned for September.
- *Preconference Planning:* Staff are updating the proposal process for Institutes and Preconferences (and related Google Form) to assist members in planning for these educational events.
- *Awards:* Staff are streamlining and updating the ASGCLA Awards submission process, including moving from a shared ASGCLA/RUSA award submission form to separate forms for the two divisions.

Library and Information Technology Association (LITA)

Reduced LITA Presence at Midwinter 2020

To continue shifting our focus toward virtual activities, the LITA Board has decided on some changes for the 2020 Midwinter Meeting. *LITA committees and interest groups will not meet at Midwinter* in Philadelphia, except for the LITA Board and the LITA Committee Recognizing Excellence in Children's and Young Adult Science Fiction. *We will continue to offer our traditional Happy Hour and Top Technology Trends panel.* Committees and IGs are encouraged to continue meetings and discussions through Zoom, using our new [Zoom Scheduling Calendar](#) or ALA Connect. There is also the possibility of planning a program for Annual 2020 in Chicago or Forum 2020. We hope these changes will provide some great LITA events for folks who do attend Midwinter, while making it easier for committee/IG members to participate fully without traveling. By adjusting our activities at Midwinter, we'll be preparing for the changes ALA may recommend for Midwinter, as well as the potential merger of LITA, ALCTS, and LLAMA. [Please contact us](#) if you have questions about these changes.

We've Been Busy

Catch up with everything that's been happening in LITA with [President Bohyun Kim's Annual Report](#) (PDF). It covers everything from the allyship/bystander training we'll be introducing for members, to how we've started exploring what a Forum event might look like with ALCTS and LLAMA as collaborators.

Mahaffy Awarded 2019 LITA/Christian Larew Memorial Scholarship

[Ruth Mahaffy](#) has been selected to receive the 2019 LITA/Christian Larew Memorial Scholarship (\$3,000) sponsored by LITA and Baker & Taylor. Mahaffy is the Bilingual Services Director at the Sioux Center (IA) Public Library, where she started the Library's first outreach to Spanish speaking immigrants in 2010, which now has over 1,000 attendees at programs for Spanish speakers and English language learners each year (in a town of 7,000). She also

drafted a new internet use policy that addresses the rights of minors to access information and implemented ongoing eResource training for all staff, including an eCertification program.

New LITA Guides

LITA members receive a 20% discount by using the promotion code RLLITA20.

[Casting Light on the Dark Web: A Guide for Safe Exploration](#) by Matthew Beckstrom and Brady Lund

“Readers will be led on a tour of this elusive technology from how to download the platform for personal or public use, to how it can best be utilized for finding information. This guide busts myths and informs readers, while remaining jargon-free and entertaining. Useful for people of all levels of internet knowledge and experience.”

[Change Management for Library Technologists](#) by Courtney McAllister

“Chapters on assessment, communication, and iterative change outline a wide range of skills that can facilitate changes like an ILS migration, makerspace launch, website re-design, or room reservation process overhaul. The condensed case studies integrated throughout the book demonstrate the breadth of technology changes taking place in the field and give first-hand accounts of triumphs and learning experiences.”

Library Leadership and Management Association (LLAMA)

Upcoming Webinars

September 4 – “From Transactional to Interactional: Leading Change in Frontline Public Services in Academic & Public Libraries

September 11 – “Successful Change Management”

September 18 – “Designing for Human Behavior” (A free webinar!)

Public Library Association (PLA)

PLA Condemns Macmillan Publishers’ eBook Library Lending Model

On July 31, PLA [joined ALA in denouncing Macmillan Publishers’ new model for library eBook lending](#). [Read the full statement](#), which echoes ALA’s statement while also citing PLA’s commitment to equity and inclusion, as outlined in PLA’s [2018-2022 Strategic Plan](#). PLA’s Board of Directors sent a [letter to Macmillan CEO John Sargent](#) on August 1, urging him to change the policy and cancel the embargo. PLA is working with ALA and allied library organizations to explore all possible avenues to ensure that libraries can purchase and lend at pricing models that are reasonable and flexible. PLA will continue to update information and resources in the [Advocacy, Legislation and Issues section](#) of its website .

Nationwide Economic Opportunity Initiative Launched in 20 of 50 U.S. States

[Libraries Lead with Digital Skills](#), an initiative of ALA and PLA, sponsored by Grow with Google, continues to move forward. The goal of the initiative is to ensure that public libraries in every state receive ongoing access to free tools and resources to help everyone across America grow their skills, careers and businesses. The \$1,000 grants can be used by libraries to continue or expand services and programs related to workforce development – either to assist job seekers in finding or preparing for work, or to empower small businesses to grow online. Grantee libraries will integrate Grow with Google tools into new or existing programs to address the needs of their communities. As of August 30, the application process has been completed in 16 U.S. states, and applications are currently being accepted in four others. A total of 125 applications have been received, 104 of which have been approved for funding. Approximately 70% of the applicant libraries have proposed programs or events intended to assist job seekers in finding or preparing for work, while the other 30% have sought to empower small businesses to grow online. [Learn more about this initiative.](#)

PLA Expands Access to Technology and Digital Skills Training for Rural Communities with Microsoft Philanthropies

In June, PLA announced a new effort, supported by Microsoft Corporation, to increase digital skills programming and access to technology in rural communities. Through nearly \$400,000 donated by Microsoft Philanthropies, PLA will provide hardware and digital skills training and resources to rural libraries, helping rural populations reap the benefits of broadband internet connectivity. PLA's program, [DigitalLead: Rural Libraries Creating New Possibilities](#), will accept applications through August 30 from libraries in select rural counties to help them to establish mobile hotspot lending programs and to initiate or expand digital skills training programs and patron access to computers. At least 50 libraries will be approved to receive new computers or hotspots, training and more. Libraries nationwide will benefit from the training and tools collated by the project and released for use by PLA members and others. [Learn more.](#)

PLA Inclusive Internship Initiative Kicks Off for Summer 2019

In June, PLA commenced its [Inclusive Internship Initiative](#) (III) for summer 2019. Through III, PLA funds summer internships at public libraries for high school juniors and seniors. The libraries were selected through a competitive application process in early 2019. With individual guidance from a mentor, each intern engages with multiple facets of library life, from administration to programming to user services, while also completing a connected-learning project on behalf of the host library. A total of 96 people — 48 interns and 48 mentors — attended the 2019 III Kick-Off event in Chicago, IL, June 13-15. The three-day event included networking, social activities, and master classes focused on the people, programs, and priorities of public libraries. [Learn more.](#)

Clara Bohrer Named PLA's First Fiscal Officer

In July, PLA officially announced the appointment of Clara Nalli Bohrer, director of the West Bloomfield Township (MI) Public Library, as its first fiscal officer. Through a ballot initiative approved by the members earlier this year, the position of fiscal officer was added to the PLA

Board of Directors. In her capacity as immediate past-president, board member Pam Sandlian Smith selected Bohrer for the fiscal officer role. Bohrer will serve a three-year term on the PLA Board, ending in 2022. [Learn more.](#)

Reference and User Services Association (RUSA)

“Developing Financial Literacy in the Next Generation: Resources for Children and Teens”

RUSA’s Financial Literacy Interest Group recently hosted a webinar titled “*Developing Financial Literacy in the Next Generation: Resources for Children and Teens*”. The webinar was free to all attendees through the generous support of the FINRA Investor Education Foundation and had nearly 500 registrants. RUSA’s partnership with the FINRA Foundation will continue into the new financial year and more educational offerings on financial literacy will be available through both webinars and programs at the Midwinter and Annual conferences.

New Model Interlibrary Loan License Clause Approved

The RUSA Board recently approved a new Model Interlibrary Loan License Clause. This model clause was developed by the RUSA STARS Legislation & Licensing Committee to advocate for more standardized, modernized and permissive license language than what currently exists in many electronic resource vendor licenses. The clause is recommended to libraries and vendors to adopt in all electronic resource licenses and states, “Licensee may fulfill requests from other libraries or archives, a practice commonly called Interlibrary Loan. Licensee agrees to fulfill such requests in accordance with Sections 107 and 108 of the U.S. Copyright Act. Requests may be fulfilled using electronic, paper, or intermediated means, including but not limited to the prevailing technology of the day.”

Upcoming Educational Offerings

Upcoming contracted educational offerings include three courses:

- 9/16/2019 – “*Reference Interview 101*”,
- 10/7/2019 – “*Mastering Emotional Intelligence*” and
- 11/4/2019 – “*Inside Interlibrary Loan: Basics for a New Millennium*”

...and two webinars:

- 10/9/2019 – “*Demystifying Resource Sharing: ILL Basics for Non-Resource Sharing Staff & Librarians*” and
- 10/17/2019 – “*Online Learning Resources: Creating Instructional Objects*”.

Young Adult Library Services Association (YALSA)

Voting Is Open for the 2019 Teens’ Top Ten

Voting for YALSA's annual [Teens' Top Ten](#) is open now through October 15. Library staff, educators, as well as others who work for and with youth are encouraged to have teens [vote](#) for their three favorite titles from the list of 25 nominees. [Learn](#) more and encourage teens to [vote](#).

Register for YALSA's 2019 YA Services Symposium

[Early bird registration](#) for YALSA's 2019 symposium, which will take place November 1-3 in Memphis, TN is open through September 15. Interested individuals are encouraged to register early in order to receive the best rates. Individuals who register and join YALSA by September 15 will be entered for a chance to win *free registration* for the 2020 symposium. [Additional events](#) such as pre-conferences, a Graceland tour, and author luncheon can be added for an extra fee. [Learn](#) more.

Announcing YALSA's New Teen Celebration, TeenTober

YALSA's new teen celebration, [TeenTober](#) is a nationwide celebration hosted by libraries every October. It aims to celebrate teens, promote year-round teen services and literacies and the innovative ways teen services helps teens learn new skills, and fuel their passions in and outside the library. [TeenTober](#) replaces YALSA's previous Teen Read Week™ and Teen Tech Week™ celebrations, allowing libraries the flexibility to celebrate all types of literacies according to their library's schedule. Library staff are encouraged to utilize this new celebration to advocate for and raise awareness of the importance of year-round teen services in libraries. For this inaugural year, the celebration will have a "soft" launch with free, digital marketing tools, which will be available soon. If you'd like to receive updates about TeenTober, please sign up [here](#).

Get in the Game and Vote Poster & Bookmark

In collaboration with ALA Graphics, YALSA has released a [poster](#) and [bookmark](#) aimed to encourage teens to become more civically engaged. The poster highlights the who, what, when, where, how, and why of voting and will help youth and new voters navigate their way to the polls. Customizable, digital versions of both the [poster](#) and [bookmark](#) are also available. Check out the [mini-poster](#), [bookmark](#), or the [set](#) and customize it with your state's voting information to encourage teens to become more civically engaged.

September Webinar

[Registration](#) for YALSA's September webinar, *What's in a Political Campaign? Media Literacy Techniques for the Campaign Season*, which takes place *Thursday, September 12 at 2 p.m.* (Eastern) is open. In this webinar, participants learn from D.C. Vito (one of the founders of the [22x20 campaign](#)) on how to integrate production and analysis of political video interviews into media literacy activities for and with teens. Non-YALSA members who want access to YALSA's webinars can become a [webinar subscriber](#) (\$59 for an annual subscription) or [register for individual webinars](#) at a cost of \$29/per webinar.

New YALSA Research Articles

In July, YALSA's research journal, [Journal of Research on Libraries and Young Adults](#) (JRLYA), published three new articles:

- *Feels Like Home: The Digital Information Practices of Teen Fans*
- *Perspectives on Youth Data Literacy at the Public Library: Teen Services Staff Speak Out*
- *What's Going on Down Under? Part 2: Portrayals of Culture in Award-Winning Australian Young Adult Literature*

The articles can be read and downloaded as a PDF on the [JRLYA website](#).

Upcoming YALSA Activities & Events

Now – October 15: [Voting for the 2019 Teens' Top Ten](#)

September 12: [Webinar: Media Literacy Techniques for the Campaign Season](#)

September 15: [Early bird registration deadline for YALSA's 2019 YA Services Symposium](#)

October 1 – 31: [TeenTober](#)

October 13: [Advanced registration deadline for YALSA's 2019 YA Services Symposium](#)

October 16: [2019 Teens' Top Ten Announcement](#)

November 1 – 3: [YALSA's 2019 YA Services Symposium in Memphis, TN](#)

ALA PUBLISHING

ALA Editions

ALA Editions/Neal-Schuman published 56 new books for the profession and ten pamphlets for library patrons in Fiscal Year 2019. The new professional development books published since our last report include

- [Seamless Youth Services for Every Age and Stage](#), by Karis Loop, which helps libraries meet the needs of every child;
- [Wholehearted Librarianship: Finding Hope, Inspiration, and Balance](#), by Michael Stephens, a newly curated collection of succinct writings that refresh readers' view of the profession;
- [The Coretta Scott King Awards: 50th Anniversary](#), celebrating the milestone anniversary of the book awards;
- [Libraries that Learn: Keys to Managing Organizational Knowledge](#), edited by Jennifer A. Bartlett and Spencer Acadia, which surveys approaches to knowledge management (KM);
- [Mapping the Imaginary: Supporting Creative Writers through Programming, Prompts, and Research](#), by Riley Hanick, Micah Bateman, and Jennifer Burek Pierce, which supports libraries' efforts to actively and thoughtfully engage with writers in their communities;
- [An Introduction to Collection Development for School Librarians, Second Edition](#), by Mona Kirby, a book co-published with AASL that introduces the key components that influence collection development today;
- [Library Leadership Your Way](#), by Jason Martin, a guide signposted with prompts for self-reflection, workshop discussions, and mentoring conversations;

- [*A Starter's Guide for Academic Library Leaders: Advice in Conversation*](#), by Amanda Clay Powers, Martin Garnar, and Dustin Fife, a book offering frank discussions on a diverse range of academic library management issues;
- [*The Culture of Digital Scholarship in Academic Libraries*](#), edited by Robin Chin Roemer and Verletta Kern, which takes an in-depth look at the University of Washington's approaches;
- [*Marketing Plans in Action: A Step-by-Step Guide for Libraries, Archives, and Cultural Organizations*](#), by Amanda L. Goodman, which presents 72 time-saving guides;
- [*Strategic Planning for Academic Libraries: A Step-by-Step Guide*](#), by Gregory C. Thompson, Harish Maringanti, Rick Anderson, Catherine B. Soehner, and Alberta Comer, which provides library deans, directors, and university librarians with powerful guidance (all ALA Editions);
- and [*A Matter of Facts: The Value of Evidence in an Information Age*](#), by Laura A. Millar, the first volume in the Archival Futures series published in collaboration with the Society of American Archivists (SAA), which demonstrates why the safeguarding of authentic facts is essential;
- [*The Data Wrangler's Handbook: Simple Tools for Powerful Results*](#), by Kyle Banerjee, sharing easily digestible but powerful concepts that will enable readers to feel confident working with data;
- [*Teaching Media Literacy, Second Edition*](#), by Belinha S. De Abreu, which examines how consuming media and technology impacts the learning of K–12 students; and
- [*Anonymity*](#), by Alison Macrina and Talya Cooper, published in cooperation with ALA's Center for the Future of Libraries as part of the Library Futures Series, which encourages libraries to think about anonymity and what it means for the future of our institutions (ALA Neal-Schuman).

The ALA Editions book [*The Stories We Share: A Guide to PreK–12 Books on the Experience of Immigrant Children and Teens in the United States*](#), by Ladislava N. Khailova, was awarded Best Professional Resource for School or Youth Librarians—2019 SLC/ARBA Best of Reference Awards.

Events Spotlighting ALA Editions and ALA Neal-Schuman at the 2019 ALA Annual Conference

Several programs and Meet the Author events spotlighting ALA Editions and ALA Neal-Schuman professional development books took place at the 2019 ALA Annual Conference. The programs' topics included

- child development theory and storytimes, with Betsy Diamant-Cohen;
- public library directorship skills, by Kathy Parker and Kate Hall;
- multicultural children's and young adult literature, by Gauri Manglik and Sadaf Siddique;
- collaborative library design, by Peter Gisolfi;
- libraries and gardens, with Carrie Scott Banks;
- shaping school library instruction and collections, with Mona Kerby and Maureen Schlosser;
- wholehearted librarianship, with Michael Stephens;
- censorship beyond books, by Kristin Pekoll;
- information policy, with Paul T. Jaeger and Natalie Greene Taylor;
- projects and storytimes for kids, with Kathy MacMillan and Christine Kirker;

- rebooting book clubs, with Sarah Ostman and Stephanie Saba;
- the impacts of digital anonymity, with Alison Macrina and Talya Cooper; and
- teaching media literacy, with Belinha S. De Abreu.

Fall/Winter 2020 New & Noteworthy Catalog

The Fall/Winter 2020 New & Noteworthy catalog was mailed in August to more than 65,000 recipients. Additionally, direct mailings targeting archivists and records managers, and academic librarians, were mailed to several thousand recipients. For a full listing of titles including books, online workshops, and eCourses, visit the ALA Store.

www.alastore.ala.org

ALA Graphics

ALA Graphics Fall 2019 Catalog

The ALA Graphics Fall 2019 catalog arrived in mailboxes mid-July. Working with ODLOS and with input from members of REFORMA, the cover debuted a new Latino Heritage Poster featuring original art from award-winning illustrator Rafael López. A matching bookmark is also available.

Items Developed in Partnership with PLA and YALSA

In partnership with PLA, Graphics unveiled the Family Engagement Poster and Bookmark File with text by PLA's Family Engagement Task Force, as well as the Health Literacy Poster and Bookmark File developed by PLA's Health Initiative Advisory Group. Graphics also worked with YALSA's 22 x 20 Task Force to create the Vote Poster and several customizable, digital products to help educate and motivate voter registration.

American Libraries

September/October 2019 Issue

The cover story for *American Libraries* magazine's September/October 2019 issue is the annual Library Design Showcase. Now in its 31st year, the feature showcases innovative architecture that addresses library user needs in interesting and effective ways. Other design-inspired stories include the 2019 ALA/AIA Library Building Awards, featuring outstanding architecture from around the world; construction project case studies from three public library administrators; ALA President Wanda Kay Brown's column on inclusive design; and Meredith Farkas's column on participatory design. The issue also features articles on the 2019 ALA Award Winners, self-service library technology, beekeeping libraries, and a school librarian in Tennessee who has trained as a volunteer firefighter. These stories and more are available at americanlibrariesmagazine.org on September 3.

American Libraries Online and Social Media

Top stories since May 30:

1. [The Future of Ebook Pricing](#)
2. [Newsmaker: Emma Boettcher](#)
3. [Battling Information Illiteracy](#)

Since May 30, American Libraries Online has published 90 original online stories, including coverage from the ALA Annual, IFLA, and Society of American Archivists conferences; online Newsmaker interviews with Mo Rocca, Mariana Atencio, and Linda Holmes; and several news stories from the Public Policy and Advocacy Office.

Average web/PageSuite traffic for June and July was 100,569 sessions. *American Libraries* has 78,181 Twitter followers.

AL Direct

Top three *AL Direct* news items:

1. [When librarians become targets of harassment](#) (1,630)
2. [14 great readers' advisory tools](#) (1,384)
3. [Man's promise to dying librarian is basis for a new bill](#) (1,296)

Number of links published in Latest Library Links: 517

Dewey Decibel Podcast

The *Dewey Decibel* podcast hosted a panel discussion to celebrate the 50th anniversary of the Coretta Scott King Book Awards at the 2019 ALA Annual Conference. Presented on the PopTop Stage in the exhibit hall, the panel featured past award winners and honorees Jacqueline Woodson, Jason Reynolds, Angie Thomas, Christopher Myers, and Ekua Holmes. The [discussion was taped for the July 2019 episode](#) of the podcast.

In addition to the July episode, *Dewey Decibel* released an [episode devoted to library gardens and beekeeping](#) in May and an [insiders' guide to Washington, D.C., episode](#) in June for Annual Conference attendees.