**Report to Council and Executive Board**

**EBD #12.2**

**2020-2021**

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Summary of the American Library Association’s cumulative and prospective activities at the close and start of Fiscal Years 2020 and 2021,respectively.

**Amplifying ALA’s Mission and the Value of Libraries in the Midst of Crisis**

Fall marks the beginning of the first quarter of the American Library Association’s fiscal year and finds the organization’s membership, stakeholders, and staff continuing to navigate the changes and challenges brought on by the continuing and looming effects of the COVID-19 pandemic. Despite setbacks caused by the necessity of cancelling its Annual Conference and all other face-to-face programs, advocacy efforts; convenings and forums; continuing education and professional development; direct consultancies; visits to ALA’s website (by 11% for all users and 13% for new users); as the sector sought out the general guidance, subject matter expertise, and practitioner network the Association provided.

More determined than ever to ensure that efforts to preserve, evolve, and expand library services not only reach the broadest range of the sector, but are seen and felt by the public, ALA’s Communications and Marketing Office in coordination with its units has worked vigorously to raise the visibility of the Association’s efforts and that of libraries nationwide to close the information and resources gaps widened by the pandemic.

On September 10, ALSC President Kirby McCurtis appeared on ABC’s Good Morning America to talk about how parents and caregivers should turn to children’s librarians for books and information that can guide conversations about difficult topics, such as the COVID-19 pandemic, racism, adjusting changes in routine, and dealing with natural disasters. ALSC has created a resource page for members as part of its [Look to Libraries Campaign](http://www.ala.org/alsc/publications-resources/look-to-libraries).

Inspired by a conversation with ALA leadership and with research support from ALA’s Executive, Chapter Relations, and Public Policy and Advocacy Offices, sociologist and author Eric Klinenberg (*Palaces for the People)* wrote a well-received New York Times editorial on the role that libraries, as one of our nation’s “last trusted institutions,” could play in supporting voting during in the midst of public safety concerns and worries about overtaxing the postal system. The piece, [How Libraries Can Save the 2020 Election](https://www.nytimes.com/2020/09/03/opinion/mail-voting-trump-libraries.html), supported ALA’s ongoing efforts and resources such as its [Libraries and Voter Engagement guide,](http://www.ala.org/advocacy/sites/ala.org.advocacy/files/content/advleg/statelocalefforts/voterengagement/Libraries%20and%20Voter%20Engagement%20-%20WEB%20120219%20%28005%29.pdf)  created to aid libraries seeking ways to boost voter engagement in the November elections in alignment with our core value, democracy.

ALA’s Banned Books week continues to net wide media coverage. In September, Banned Books Week was covered by the following leading international media outlets:

* **CNN.com**: CNN.com produced an interactive slideshow of OIF’s 2019 Top Ten List. CNN.com has the largest global audience than any other news platform in the world with 165 million unique multiplatform visitors per month - <https://www.cnn.com/ampstories/us/banned-books-week-the-most-challenged-books-in-the-us>.
* **The Guardian (UK):** Featured article “American classics among most ‘challenged’ books of the decade in US” - <https://www.theguardian.com/books/2020/sep/28/classics-books-most-often-challenged-and-banned-in-us-banned-books-week-to-kill-a-mockingbird>. Article was distributed through the Guardian’s wire, to news groups in the US, Europe, and UK Commonwealths.
* **Washington Post**: Office of Intellectual Freedom Director, Deborah Caldwell interview with the Post resulted in this article which also appeared in the print issue. The reporter, Ron Charles, also posted about Banned Books Week in his weekly newsletter and blog. Article: “For Banned Books Week, I read the country’s 10 most challenged books. The gay penguins did not corrupt me”<https://www.washingtonpost.com/entertainment/books/banned-books-week-2020/2020/09/27/8e8a9320-fd12-11ea-b555-4d71a9254f4b_story.html>
* **Agencia EFE, S.A**.: EFE is an international wire service that reaches Spanish language news groups in more than 120 countries including the US. IFC member and ALA Past President Loida Garcia Febo participated in the interview. La Semana de los Libros Prohibidos, un grito por la libertad intellectual - [https://www.efe.com/efe/usa/cultura/la-semana-de-los-libros-prohibidos-un-grito-por-libertad-intelectual/50000109 4351144?utm\_source=wwwefecom&utm\_medium=rss&utm\_campaign=rss](https://www.efe.com/efe/usa/cultura/la-semana-de-los-libros-prohibidos-un-grito-por-libertad-intelectual/50000109%204351144?utm_source=wwwefecom&utm_medium=rss&utm_campaign=rss)

As demonstrated by the table below graphing mentions in print and digital media articles, growing interest in how libraries are supporting communities through this pandemic as well as continued interest in facets of ALA’s ongoing work, have resulted in spikes in media coverage (highest in the early days of the spread of COVID-19 contagion) that persist into the fall.

With the goal of increasing public awareness of and advocacy for public, school, and academic library services ALA will continue a forward press on cultivating media attention for the LIS sector nationwide.

**Leveraging Uncertainty through a “New” Pivot Strategy**

This is a year of upheaval for our global economy, our communities, our libraries and by extension our association. Though, ALA started the fiscal year with downturns exacerbated by the pandemic, the cracks had previously begun to show, necessitating a new evaluation of our current business model and an exploration of new revenue streams that play to the Association’s present and prospective strengths.

Informed by conversations with member-leaders, partners, stakeholders, and peer associations, rapid inventories of Association activities and assets (which is still underway), and design charrette sessions with over half of our nearly 250 staff members, ALA’s draft Pivot Strategy was designed to stabilize its operations and the funding on which its work depends; increase its value proposition to current and future constituents; raise its visibility to entities who share a commitment to its mission, core values, and strategic priorities; and ultimately to make its direct impact tangible to the general public in a way that elevates the perception of libraries as integral to the health of our society and of library workers as forces for equity, access, and the common good.

Though the term “pivot” is perhaps being overused at this moment when change management strategies are being so widely discussed and rehearsed, as it is being used here it is intended to reference business strategist Eric Ries’ (*The Lean Startup*) description of a pivot as “*making a change in strategy, without a change in vision.”* To underscore that idea, the working draft of ALA’s Five-Year Pivot Strategy intends to fortify its three traditional revenue streams by doubling them and adding three additional ones that have the potential to foster new areas of growth. In so doing, ALA also seeks to shift the majority of its business model from one in which member and stakeholder value is mostly *implied* (implicit or suggested) to one in which value is *supplied* (explicit and delivered).



 **Doubling ALA’s Revenue Streams and Shifting from Implied to Supplied Value**

For example, a static revenue stream such as membership – where our ranks, according to the Member Relations & Services unit -- represents just fifteen percent (15%) of the potential market share, stands to be complemented by a more diversified revenue model that leverages ALA’s standing as the leading provider of continuing education to the field (a positioned that has not been fully optimized) and tethers the two to attract members who may be solely driven by the Association’s educational and professional development offerings. Though there is more work to be done in the development and integration of this ambitious plan, the past has proven that there is no better time to plan for great change than in the middle of it, as a time of crisis often carries with it, new opportunity,

**Cultivating Partnership and Investment: The Plan for an ALA Stabilization Campaign**

Contributed Revenue is another emergent revenue stream outlined in ALA’s Pivot Strategy. ALA has invested in expanding the capacity of its Development Office. By setting a stretch goal for grant and individual donations, The FY 21 Budget tests the assumption implicit in that investment, that the Development Office can work strategically to cultivate outside significant investment in ALA’s operations and programs. Historically dependent on earned revenue, over the next four years, ALA hopes to increase its percentage of contributed revenue from 6% to 18%. Growth in this area will allow the Association to critically expand its circle of sponsor and shareholders to create advocates outside of and adjacent to the LIS field. An increased pool of contributed revenue will also allow ALA the affordance of undertaking timely and responsive work that does not compete for the same pool of dollars as its signature and enduring programs.

To ensure that ALA’s service reach is not diminished at a time when its members and the larger field needs its offerings the most, the Development Office is currently investigating the launch of a three-year stabilization campaign designed to raise money to support its general operations and build programmatic capacity in 2021, for a possible launch at the Annual Conference or in December. The launch date will be predicated on when the Association successfully raises between 20 to 25% of the overall goal (which at this writing has been imagined within the $6-15M range) for the three years total.

The formation of the Philanthropy Advisory Group (PAG) established in 2018, to “initiate more purposeful coordination and cooperation of philanthropic activities within ALA” offers the needed bench depth for an endeavor of this nature. Charged with mandates to:

* Work with the ALA Development Office to investigate the general philanthropic activities and direction of Development Office to determine the current culture of philanthropy.
* Review current ALA philanthropic activities and directions.
* Work with the Development Office to establish a set of strategic philanthropic initiatives.
* Lead the effort to accomplish fundraising goals of the Development Office, which could include participating in direct asks for contributions, participating in donor stewardship efforts, and other opportunities.
* Study the effect of the PAG strategies and evolve over time to more effective and efficient directions.

Comprised of over a dozen members, including present and former ALA endowment trustees and heads of library development offices, PAG is the perfect vehicle for cultivating the culture of philanthropy across the Association. The stabilization campaign will serve as both aspiration and proof point for the new Contributed Revenue stream.

**Continuing the Press for Digital Access and Universal Broadband**

In September the Deutsche Bank Research team released a [study](https://www.db.com/newsroom_news/2020/new-report-from-deutsche-bank-research-analyst-apjit-walia-reveals-america-s-racial-gap-in-big-tech-en-11668.htm) on the implications of the widening digital divide broughtinto stark relief during the current public health crisis. The research forecast that 76% of Black people and 62% of Latinx people in the U.S. could be shut out or underprepared for 86% of jobs in the country by 2045, according to the report. The study’s assessment that Black and Latinx households are a decade behind white households in the U.S. when it comes to levels of broadband access in the home calls on the sector to mobilize. ALA has a central role to play in tooling the field to remedy this gap.

ALA’s fall release of *Built by E-Rate: A Case Study of Two Tribally-Owned Fiber Networks and the Role of Libraries in Making It Happen* ([Full report](http://www.ala.org/advocacy/sites/ala.org.advocacy/files/content/telecom/erate/Built_by_E-Rate_WEB_090420.pdf); [Executive summary](http://www.ala.org/advocacy/sites/ala.org.advocacy/files/content/telecom/erate/Exec_Sum_Built_by_E-Rate_WEB_090420.pdf)), a new report, demonstrating how tribal libraries have used the federal E-rate program to bring high-speed internet to sovereign nations in New Mexico is such a tool. The study brings many of our priorities and partners together. The hope is that this paper will inspire libraries around the country, especially in tribal and rural areas, to find similar solutions for their communities.

Connected to this work, upon nomination of the Public Policy and Advocacy team, the FCC has named [“America’s libraries” as an honoree](https://www.fcc.gov/document/commissioner-starks-announces-2020-doer-honorees) of the inaugural Digital Opportunity Equity Recognition (DOER) Program. Commissioner Starks established the award in 2020 “to acknowledge the tireless efforts of Americans working to close the digital divide in communities without access to affordable, reliable broadband.” The recognition of our nation’s libraries underscores the scale of digital access that they singularly provide the public.

**Increasing Voter Engagement Ahead of the November Elections**

In response to its core values, ALA has proactively worked to continue its efforts to grow voter engagement and to address concerns around secure voting during the upcoming November elections related to possible erosions of US Postal Service capacity—as well as continue to equip libraries and their communities with the information they need to expand secure polling and ballot drop off sites. ALA’s Public Policy and Advocacy office has compiled resources about libraries and voter engagement, including nonpartisan tools at: <http://www.ala.org/advocacy/voter-engagement>. ALA also partnered with [National Voter Registration Day](https://nationalvoterregistrationday.org/2020-nvrd-partner-sign-on/?source=ALA) on September 22. PPA, Chapter Relations, and Communications and Marketing staff worked together to create the [Libraries and Voter Engagement web press kit and other supporting materials](http://www.ala.org/news/libraries-voter-engagement-press-kit) that has become a well-used member and public resource.

**Recruiting New Association Leaders**

With the retirements of two longtime division leaders at the close of FY 20, and the continued quest for an Office chief, ALA has launched searches for three key positions this fall:

* ACRL Executive Director
* PLA Executive Director
* Director of the Office for Diversity, Literacy and Outreach Services.

The Association’s goal is to fill all three roles by the close of this current fiscal year

**Forward Together Update**

Since August 2020, the Forward Together Working Group has been leading ALA Council in a series of information and discussion sessions on the recommendations in the [Forward Together Report.](https://forwardtogether.ala.org/wp-content/uploads/2019/12/Forward-Together-Nov-2019.pdf) Facilitated by Joslyn Bowling Dixon (Newark Public Library) and Steven Yates (University of Alabama SLIS**)** The goal of these sessions is to guide council through the recommendations and provide a space for councilors to give feedback and suggestions. This information is being collected and will be synthesized into a final analysis report by the working group. Recordings and summaries of these sessions are available on the [Forward Together microsite](https://forwardtogether.ala.org/index.php/reports/). As of this writing, about 33 percent of Council has attended at least one FTWG session. The Governance will seek to encourage Council engagement with the hope that at least two-thirds of Council will have attended a session before the sessions come to a close.

**ALA Staff Sustainability Update**

[ALA’s Sustainability Round Table](http://www.ala.org/rt/sustainrt/) (SustainRT) led an initiative that resulted in ALA adding sustainability as a core value of librarianship just over a year ago. At the 2019 Midwinter Meeting in Seattle, ALA Council committed to the triple bottom-line framework for sustainability: practices that are environmentally sound, economically feasible, and socially equitable.

Taking inspiration from SustainRT, and ALA’s move to a new, LEED-certified office location, staff became motivated to be innovative and determine how to best align the organization within the sustainability framework. Melanie Welch (ALA Public Programs Office) and Jamie Santoro (ALA Editions), took the initiative to start and lead a staff sustainability team. They hoped to create a staff-driven, grassroots movement to ensure sustainability is at the forefront in the new Chicago headquarters. Welch and Santoro met with the chair of ALA’s SustainRT, Rebekkah Aldrich, to learn more about the round table’s work. A meeting with interested staff was to occur in March 2020 but the COVID-19 pandemic postponed the meeting to a later date.

With the support of ALA Executive Director, Tracie Hall, the Green Team met in July 2020 to review the [Report of the ALA Special Task Force on Sustainability](https://olos.ala.org/sustainrt/2018/06/28/report-of-the-ala-special-task-force-on-sustainability/) recommendations and discussed the many questions and ideas staff had in order to establish current, baseline sustainability practices. The full group, which consists of approximately 27 interested staff, determined it should focus on: 1) Developing sustainable practices as a work community in our new ALA building and 2) Helping libraries move toward sustainability by showcasing ALA’s efforts. The group established a subcommittee to develop a staff survey to gather basic information such as:

* Which units have sustainability in its charge or strategic plan?
* Do any members or subscribers have interest in adding sustainability to unit priorities?
* What projects related to sustainability have been in any unit's agenda in the last year?
* What sustainability opportunities can we pursue?

The subcommittee shared updates at the Advisory Committee meeting on October 9.

In addition to adapting to the changes and urgent demands of this unprecedented moment, ALA is working towards manifesting the fullness of its potential as one seamless and powerful force for information and education access whose impact is not only felt within its ranks, but is made visible and tangle in the public sphere. That goal, to amplify the work of libraries in a way that preserves and widens information access and resulting support for these services even in the midst of – and more so, because oft - the pandemic will remain in focus over the course of the year,

**ALA OFFICES**

**Chapter Relations Office**

CRO has been a central part of ALA’s COVID 19 Recovery Initiative. With help from the Chapters gathered state guidelines and protocols and other resources for reopening library facilities. Created State ‘Reopening Task Forces Group’ in ALA Connect as forum for sharing.

Through listserv Chapters discussed and shared their development and final versions of statements/condemnations of Systemic Racism as part of nationwide response.

In July CRO organized three-hour Virtual Chapter Leaders Forum which was attended by sixty-five Chapter Leaders which focused on advocacy, funding, and managing associations during the pandemic. Also, in July, CRO hosted the “Chapter Management Exchange: Planning Virtual Chapter Conference and Other Virtual Events” webinar to help Chapters pivot and plan for taking their conferences virtual this fall (and next spring). Presenters were from the Texas Library Association, the Washington Library Association and the North Carolina Library Association who shared their experiences creating successful virtual events.

CRO has been tracking reports of libraries where positive COVID cases have occurred and is hosting a webinar with United for Libraries [“Responding When COVID Comes to Your Library: Learning from Real Stories”](https://ala-events.zoom.us/webinar/register/3916001809164/WN_QSHXDoUARbi8gAUjpFs3iQ) Sept 28. Over 1,000 have registered.

CRO has been collaborating with PPA, CMO, and Executive Office on ALA Voter Engagement and Libraries efforts, especially status in states on libraries as polling locations and ballot drop-off locations.

CRO continues to connect state and regional Chapters where disasters, especially the past two months in its role as ALA’s point unit on disaster relief. CRO participated in Heritage Emergency National Task Force (HENTF) calls with sixty government and other NGO partners.

Thanks to generous support from ALA members and other supporters ALA has provided Marion Public Library $10,000 for tablets, laptops, and hotspots to lend their community after the library was declared uninhabitable after the Derecho storm in August. CRO is completing disaster grants from the National Network of Libraries of Medicine that have provided computers and health information training to librarians Puerto Rico and the U.S. Virgin Islands impacted by hurricanes.

**Center for the Future of Libraries**

Inaugural Director of the Center for the Future of Libraries, Miguel Figueroa stepped down from his role on September 4, to become President and CEO of Amigos Library Services. Over the past six years, with the help of ALA members and staff, Figueroa helped create core content for forecasting the future of libraries, including the Center's [trend collection](http://www.ala.org/tools/future/trends) and e-newsletter, and a book series published with ALA Editions/Neal-Schuman. With the support of ALA Conference Services and the Center's Advisory Group, the Symposium on the Future of Libraries has been a part of the ALA Midwinter Meeting since 2017. Committed to its continuation, ALA is working on a leadership transition plan for the unit. In the meantime, the Center’s administrative work will be supported by ALA by Library and Research manager, Colleen Barbus and Raymond Garcia, Special Assistant to the Executive Director. The Advisory Group is currently planning its symposium for the upcoming virtual Midwinter Meeting in 2021.

**Communications and Marketing Office (CMO)**

Public Awareness Initiatives and Digital/Social Content

**Library Card Sign-up Month**

[Library Card Sign-up Month](http://www.ala.org/conferencesevents/celebrationweeks/card) is held every September to promote the value of a library card and encourage sign ups. To help libraries spread the word throughout the month, CMO created a suite of free graphics and tools, including social media images and library card artwork featuring DC’s Wonder Woman who is this year’s Library Card Sign-up Month Honorary Chair. CMO also provided tools like a template press release and PSA audio scripts as well as yard/window sign templates and a library-themed bingo card for libraries and library supporters to share through their communications channels. In addition, CMO worked with the Graphic Novels and Comics Round Table to showcase creators with their library cards for the #CreatorsGetCarded social media promotion. To date, the Library Card Sign-up Month webpage has received more than 27,885 pageviews and there have been more than 14,950 downloads of the tools.

**Libraries Transform Book Pick**

CMO, in collaboration with Booklist and OverDrive, announced the return of the [Libraries Transform Book Pick](http://ilovelibraries.org/libraries-transform-book-pick) digital reading program September 14-28, 2020 with its second ebook selection: Lauren Francis-Sharma’s “Book of the Little Axe.” During the lending period, ebook copies of “Book of the Little Axe” will be available for unlimited downloads without waitlists or holds through U.S. public libraries using OverDrive. CMO developed [free marketing tools](http://www.ilovelibraries.org/librariestransform/libraries-transform-book-pick-toolkit) for libraries to use in promoting the program with their patrons such as digital graphics, a customizable flyer and newsletter copy. Additional resources like a reading guide, author interview and readalike list were provided to inspire conversations across communities. There have been more than 13,350 pageviews of the Libraries Transform Book Pick website and more than 4,625 tool downloads.

**New Celebrity Video PSAs: Josh Gad and Cast of “The Baby-Sitters Club”**

CMO teamed up with Josh Gad and the cast of Netflix’s “The Baby-Sitters Club” to produce two new video public service announcements (PSAs) in support of libraries. [Josh’s PSA](http://www.ala.org/advocacy/josh-gad-video-psa) highlights how libraries take everyone on journeys and open up new worlds through library resources and services. The PSA has been viewed more than 15,319 times on the ALA’s YouTube, Twitter, and Facebook pages. [The Baby-Sitter’s Club PSA](http://www.ala.org/advocacy/baby-sitters-club-video-psa) shares how libraries offer great entertainment the whole family can enjoy. The PSA has garnered more than 17,424 views through ALA’s YouTube and social media channels. To encourage libraries and library lovers to spread the message about the power of libraries on websites, social media and more, CMO made the PSAs available for download in different formats and created sample social media posts.

**“Moana” Star Auli’i Cravalho Encourages Families to be Counted in Census**

CMO partnered with Simply Put Media, Carnegie Corporation, and Civic Nation to produce a new read-along video featuring “Moana” star Auli’i Cravalho reading from “WE COUNT! A Census Counting Book for Kids, (and the Grownups That Love Them),” an interactive book with illustrations of diverse American families by artists representing their own cultural heritage. The video premiered on ALA’s [Facebook](https://www.facebook.com/AmericanLibraryAssociation/videos/363578847972881/) page on August 27, and the video and related promotional content are available on ALA’s [website](http://www.ala.org/advocacy/we-count-read-along).

On Facebook, the promo video received 7,600 video views, 31,000 impressions and 534 engagements; the storytime event had 9,900 video views, 58,067 impressions, and 1,100 engagements; the PSA version had 1,400 video views, 7,780 impressions, and 163 engagements; and the Facebook ad (PSA version) had 11,688 thruplays. On Twitter, the promo PSA was viewed 3,900 times with 32,400 impressions and 60 RT engagements. YouTube views include1,352 for the storytime and 146 for the PSA. Overall traffic to landing page on ALA was 2,112 pageviews.

**I Love Libraries**

I Love Libraries has continued to raise public awareness of ALA and the value of libraries, with the site netting 270,000-page views since June 1. Blog content has showcased the many ways library workers have gone above and beyond to serve their communities during the pandemic, including [fighting misinformation about COVID](http://www.ilovelibraries.org/article/how-avoid-false-information-during-pandemic), [collecting stories of life during quarantine](http://www.ilovelibraries.org/article/your-pandemic-journal-entries-and-photos-could-help-historians-understand-covid-19), and [offering hunger relief to those in need](http://www.ilovelibraries.org/article/hunger-rise-during-covid-19%E2%80%94here%E2%80%99s-what-libraries-are-doing-help).

Recent highlights from I Love Libraries include the following:

* Many of our top stories amplified ALA units’ efforts and resources around equity, diversity, and inclusion. [A piece about the Black Caucus of the American Library Association and the Graphic Novels and Comics Round Table’s Black Lives Matter comics reading list](http://www.ilovelibraries.org/article/librarians-share-black-lives-matter-comics-reading-list) had 2,344 views, and [a story about the Public Programs Office’s Great Stories Club racial healing resources](http://www.ilovelibraries.org/article/racial-healing-resources-library-workers-and-scholars) netted 2,009 views.
* Collaborations with ALA Publishing helped drive web traffic to some of the association’s key revenue sources. [An article about library-themed face masks from ALA Graphics](http://www.ilovelibraries.org/article/keep-calm-and-read-these-library-themed-face-masks) had 7,000 views; [a guest post from *Booklist* staff highlighting books about librarians](http://www.ilovelibraries.org/article/our-favorite-books-about-libraries-and-librarians) received 3,600 views.
* Whimsical feel-good stories helped I Love Libraries reach wider audiences. [Coverage of Harris County Public Library’s online sensation “Curbside Larry”](http://www.ilovelibraries.org/article/curbside-larry-reminds-everyone-check-out-their-library-summer) netted 6,000 views while [a story about library cats](http://www.ilovelibraries.org/article/what-it%E2%80%99s-be-library-cat-during-pandemic) went viral with more than 14,000 views.

**I Love My Librarian Award**

On September 8, CMO opened nominations for the annual [I Love My Librarian Award](http://www.ilovelibraries.org/lovemylibrarian), which recognizes the outstanding achievements of public, school, and college/university librarians. Sponsored by Carnegie Corporation of New York, the award will honor ten exceptional librarians with a $5,000 prize and complimentary registration to ALA’s 2021 Midwinter Meeting, during which the I Love My Librarian Award ceremony will take place. As an added bonus this year, each librarian’s institution will receive $750 in unrestricted funds to use as it sees fit. A selection committee chaired by ALA past president Wanda Brown will determine the winners. Nominations are open until November 9; [promotional tools](http://www.ilovelibraries.org/lovemylibrarian/promotional-tools) include social media copy, graphics, and a sample press release are available online to help libraries spread the word.

**ALA Social Media Statistics:**

ALA Virtual:

ALA’s social media channels were heavily used for the promotion and engagement throughout ALA’s Virtual Event, June 24-26, 2020. Overall impressions on ALA Conferences and ALA social media channels relating to ALA Virtual were 1,372,699. 579,279 of those impressions were during the ALA Virtual event. The hashtag #ALAVirtual20 was used 4,677 times from the date the event was announced in April to a week after the event (July 3). 3,695 posts occurred during the event.

ALA Book Awards Celebration:

The ALA Book Awards Celebration (a collaboration of several units’ awards ceremonies) was hosted on ALA’s YouTube account, which resulted in 8,692 total views for the day of the event.

Holding Space:

ALA Holding Space, a presidential initiative of ALA President Julius C. Jefferson, Jr., virtually toured the country this summer with a strong focus on social media engagement. Overall impressions for posts about the virtual tour were 378,320, with 251,260 of those impressions on Twitter. The hashtag #ALAHoldingSpace was used a total of 575 times.

Library Card Sign Up Month:

Impressions for Library Card Sign Up Month posts are currently at 729,045 impressions, with 498,568 of those happening from September 1-25 (time of reporting). The hashtag has been used 5,227 times, with 4,874 of those happening September 1-24.

Libraries Transform Book Pick:

Impressions for the Libraries Transform Book Pick posts are currently at 133,221 impressions, with 56,568 of those happening from September 1-25 (time of reporting). The hashtag has been used 476 times, with 335 of those happening from September 1-24.

Other Notable Social Media Stats:

Our impression total for June through August for all ALA channels (Facebook, Twitter, Instagram, and LinkedIn) was 5,675,942,‬ with 3,120,353 of them from Twitter. Our highest growth on social media was our LinkedIn page, where we currently stand at 58,947 followers.

Media Activity Report, June 1 – August 31, 2020

**Overview**

The following is a snapshot of Communications and Marketing Office (CMO) publicity activities that took place from June 1 – August 31, 2020. During this timeframe, all media outreach efforts focused on securing publicity that highlighted the invaluable role libraries play in supporting their communities both in person and virtually during the pandemic. More than 6,000 articles mentioning the American Library Association (ALA) were captured by the association’s monitoring service Cision, resulting in a circulation rate of more than 4.3 billion and a publicity value of more than $9.9 million. (Please note that the 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, roughly 78 percent (4,751 clips) of coverage was positive and focused on libraries' response to COVID-19 and ALA’s efforts to support its members as communities work to fight racism and bigotry. Approximately 20.8 percent (1,254 clips) recovered clips were neutral and consisted of brief ALA mentions, National Library Week library event calendar notices, or mentions within author obits or announcements. Only .04 percent (23 clips) recovered positioned ALA negatively and were fueled by the association’s position on Drag Queen Story Hour, censorship, and lack of action surrounding library furloughs and layoffs.

Per the News Media Alliance (formerly 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.

**Libraries Respond to COVID-19 Survey**

The Public Library Association (PLA) released findings from its second survey Libraries Respond: COVID-19. More than 3,800 K-12 schools, college and university, public and other libraries from all 50 states responded to the survey between May 12-18. Survey results showed a shift in services to support students, faculty, and communities at large during the pandemic and phased preparations for the months ahead. While virtually all libraries (99%) report limited access to the physical buildings, survey respondents reported leaps in the use of digital content, online learning, and virtual programs.

CMO worked to pitch survey findings and secured a variety of high-level placements including  [NPR](https://www.dropbox.com/s/ov4ntov0vn819jh/NPR_Newscast_Blair_Libraries%206_3_20.wav?dl=0), [Yahoo News](https://news.yahoo.com/libraries-needed-more-ever-many-181702341.html), [New York Times](https://www.nytimes.com/2020/06/11/books/coronavirus-library-reopening.html), [USA Today](https://www.usatoday.com/story/news/2020/06/11/when-libraries-reopen-after-coronavirus-might-months/5316591002/), and [ABC News](https://abcnews.go.com/US/video/libraries-coping-covid-19-71197346). Peabody Award-winning senior producer/reporter on NPR’s Arts Desk Elizabeth Blair covered the release of the survey. The piece aired on June 3, 2020, during NPR's National News roundup which reached more than 28.5 million listeners and broadcasted nationally over 263 NPR affiliates.

CMO secured interviews for PLA leadership. Public Library Association (PLA) President Ramiro Salazar appeared as a guest on "[Pandemic: What You Need to Know](https://abcnews.go.com/US/video/libraries-coping-covid-19-71197346)," a new ABC Network program temporarily replacing the third hour of Good Morning America. This national news segment focused on how libraries are responding to challenges fueled by COVID-19. Since the program’s inception in March of 2020, it has attracted more than 40 million viewers, with an average of 2.5 million viewers per episode. The program’s digital footprint is just as impressive, with a reach of more than 270 million viewers through ABC News Live. Salazar was quoted in an article from USA Today entitled “[Libraries are needed more than ever. But many aren't sure how to reopen amid the coronavirus pandemic](https://www.usatoday.com/story/news/2020/06/11/when-libraries-reopen-after-coronavirus-might-months/5316591002/).” The article was shared through USA Today’s Digital network and picked up by multiple high-level news websites including YAHOO news. The article reached more than 150 million readers. The USA Today Network is the largest local-to-national digital media organization in the country.

The Survey also fueled a story from The New York Times about libraries and their efforts to reopen, “[Libraries Strive to Stay ‘Community Living Rooms: as They Reopen](https://www.nytimes.com/2020/06/11/books/coronavirus-library-reopening.html).”  Ramiro Salazar was quoted and libraries who participate in the survey also are highlighted in the article. This placement reached more than 5.3 million *New York Times* subscribers, 33 million unique visitors, and was distributed over their wire landing on other news websites.

PLA President-Elect Michelle Jeske participated in a live interview with “[The Jefferson Exchange](https://www.ijpr.org/show/the-jefferson-exchange/2020-06-05/mon-8-30-how-american-libraries-plan-to-reopen-to-the-public),” a live interactive program devoted to current events and newsmakers from around the region and beyond. The program airs on JPR's News & Information Service and bridges more than 1 million listeners in Southern Oregon and Northern California through conversation. Library Trade publications such as [*American Libraries*](https://americanlibrariesmagazine.org/blogs/the-scoop/ala-survey-shows-effects-of-pandemic-on-library-services/) and [*Library Journal*](https://www.libraryjournal.com/?detailStory=ala-survey-reports-similar-library-reopening-plans-scattered-schedules-covid-19)also covered survey findings.

**ALA Virtual - Community Through Connection**

The American Library Association made a difficult decision to cancel its Annual Conference & Exhibition scheduled for June 25-30, 2020, in Chicago.

The ALA offered members a virtual alternative instead.  [ALA Virtual](https://2020.alavirtualevent.org/) featured a portfolio of more than 50 educational sessions, including COVID-19 related information pertinent to libraries; live chat opportunities with authors and speakers; an exhibitor showcase with more than 500 participating exhibitors; and presentations in an on-demand format from book publishers on forthcoming book titles.

CMO created a [web press kit](http://www.ala.org/news/mediapresscenter/presskits/ALAVirtual)and worked with Conference Services to vet and distribute a variety of event [press releases](http://www.ala.org/news/taxonomy/term/2314) announcing events and activities. CMO registered more than 40 press members for the event resulting in substantial coverage from [Publishers Weekly](https://www.publishersweekly.com/pw/by-topic/industry-news/libraries/article/83153-ala-announces-virtual-option-for-canceled-annual-conference.html),  [Library Journal](https://www.libraryjournal.com/?detailStory=ALAs-virtual-reality-ALA-virtual-2020), [Information Today](http://newsbreaks.infotoday.com/Spotlight/Calls-for-Equity-and-Diversity-at-ALA-Virtual-141747.asp), and [Against the Grain](https://www.against-the-grain.com/2020/06/atg-news-and-announcements-6-18-20/).

**[Holding Space] Tour**

ALA President Julius C. Jefferson, Jr., kicked off a 12-stop virtual tour to spotlight how libraries of all kinds across the country are addressing the needs of their diverse communities and engaging stakeholders to advocate for libraries. The 10-day [Holding Space tour](http://www.ala.org/advocacy/holding-space) began at the Library of Congress in Washington, D.C., on July 27 and ended at the Hawaii State Library on Friday, August 7. CMO worked closely with Jefferson and PPA to create a series of press releases and [Letters from the Road](http://www.ala.org/advocacy/holding-space#blog) blog posts. CMO lead media outreach efforts and secured [media coverage](http://www.ala.org/advocacy/holding-space#media) with library trade and local media outlets. Efforts resulted in a circulation rate of more than 560,000 and 39 articles/mentions.

Placement successes included:

* *American Libraries,*
* [Information Today](http://newsbreaks.infotoday.com/Digest/ALA-President-Goes-on-Virtual-Tour-of-US-Libraries-141943.asp)
* [OCLC Blog](http://olc.org/blog/2020/07/22/alas-nationwide-virtual-tour-comes-to-ohio-next-week/)
* [The Tribune-Democrat](https://www.tribdem.com/news/partnership-between-cambria-county-library-careerlink-garners-praise/article_86c1dfee-d054-11ea-9c79-c7fcefe4c95e.html)
* [The Tennessean](https://www.tennessean.com/story/news/local/davidson/2020/07/30/nashville-public-library-previews-new-womens-suffrage-room/5537681002/)
* [Pine Bluff Commercial](https://www.pbcommercial.com/news/20200729/national-leaders-uapb-to-spotlight-hbcu-libraries)
* [Greater Diversity News](http://greaterdiversity.com/national-library-leaders-spotlight-role-hbcu-libraries-developing-black-leaders/),
* [School Library Journal](https://www.schoollibraryjournal.com/?detailStory=texas-school-librarians-discuss-innovative-programs-with-ALA-president-tamiko-brown)
* [Sugar Cane Magazine](https://sugarcanemag.com/2020/07/national-library-leaders-uapb-library-spotlight-role-of-hbcu-libraries-in-developing-black-leaders/)
* [Our Town – Daily American](https://www.dailyamerican.com/ourtownjohnstown/news/american-library-association-president-makes-virtual-visit-to-local-library/image_7a85ff3e-d1e0-11ea-a7dd-27f82f87b97b.html)
* [Indian Country Today](https://indiancountrytoday.com/news/reservation-libraries-provide-internet-lifeline-Qjt4kBVtfkGXz4tP9Yvhxw)
* [Nevada State News](https://nevadastate.news/2020/07/nevada-libraries-selected-for-national-virtual-tour/)
* [Nevada Appeal](https://www.nevadaappeal.com/news/carson-city-library-part-of-national-virtual-tour-thursday/)
* [Publishers Lunch](https://lunch.publishersmarketplace.com/2020/08/people-etc-1213/).

**#LooktoLibraries**

CMO worked closely with team members from the Association for Library Service to Children (ALSC) worked to launch a media mentoring campaign entitled #LooktoLibraries, a national effort to bring attention to the work and expertise of children’s librarians as media mentors, especially in times of crisis. Through #LooktoLibraries, ALSC provides free access to media mentoring tools and resources to support library professionals in all types of libraries. Items include a variety of booklists with selections meant to assist children with understanding and healing from challenging situations like catastrophic illness, unexpected moves, the loss of a loved one, and much more.

CMO lead publicity efforts and developed materials such as press releases and pitches. #LooktoLibraries media outreach efforts resulted in placements with library trade and national mainstream media.  Highlights include ALSC President Kirby McCurtis’s appearance on "[Pandemic: What You Need to Know](https://www.goodmorningamerica.com/news/video/libraries-families-covid-19-72927317)," a new ABC Network program temporarily replacing the third hour of Good Morning America. The segment focused on #LooktoLibraries.

McCurtis discussed how during the pandemic librarians and library workers are on the front lines assisting parents and caregivers verify the accuracy and trustworthiness of sources and materials they encounter online. She also explained that librarians can assist with the conscious consideration of how screen time fits best within a family’s overall media consumption The clip was picked up by various radio stations, [Yahoo News](https://news.yahoo.com/libraries-help-families-during-covid-112318382.html), and streaming services like Hulu and YouTube TV and OTT devices such as Amazon Fire TV, Apple TV, and Roku.

ALSC leadership also participated in a series of #LooktoLibraries interviews with print and radio outlets including [Publishers Weekly](https://www.publishersweekly.com/pw/by-topic/childrens/childrens-industry-news/article/84156-alsc-offers-support-during-pandemic-with-looktolibraries.html) and participated in a FOX Radio Network interview tour. Also, ALSC President Kirby McCurtis participated in an interview with CNN.com for an article entitled “[Teaching your children resilience for hard times? These kids' books are all about it](https://us.cnn.com/2020/07/13/health/children-books-resilience-wellness/index.html).” CNN shared the article with national and international partners, which resulted in pickups from CNN International, [MSN](https://www.msn.com/en-us/news/us/teaching-your-children-resilience-for-hard-times-these-kids-books-are-all-about-it/ar-BB16FdUm), and a host of TV websites resulting in a circulation rate of more than 127 million.

**ALA Midwinter**

CMO continues its work to support ALA Conference Services with the announcement of [ALA Midwinter 2021](http://www.ala.org/news/press-releases/2020/08/american-library-association-announces-2021-midwinter-meeting-will-be-virtual).The event is scheduled to take place from January 22-26 virtually. CMO worked with Conference Services to vet and distribute a [press release](http://www.ala.org/news/press-releases/2020/08/american-library-association-announces-2021-midwinter-meeting-will-be-virtual) to announce the event and continues to lend support with the development of a [web press kit](http://www.ala.org/news/mediapresscenter/presskits/mw). CMO is currently working to establish a media plan and press registration guidelines.

The announcement of Midwinter 2021 was picked up by [Publishers Lunch](https://lunch.publishersmarketplace.com/2020/08/people-etc-1213/), [Library Journal](https://www.libraryjournal.com/?detailStory=ALA-takes-2021-midwinter-meeting-virtual-library-covid-19), [Against the Grain](https://www.against-the-grain.com/2020/08/atg-conferences-meetings-webinars-8-14-20/), and [Publishers Weekly](https://www.publishersweekly.com/pw/by-topic/industry-news/libraries/article/84047-ala-cancels-2021-midwinter-meeting-announces-virtual-conference.html) and reached more than 590,000 readers.

**Future Publicity Efforts**

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

* Library Card Sign-up Month
* AASL Survey
* Midwinter Meeting
* ALA Youth Media Awards
* I Love My Librarian Award

**Development Office**

Development Office Staff

The Development Office is responsible for planning, coordinating, implementing, managing, and evaluating ALA fundraising activities, programs, projects, and events within ALA and for establishing strategic alliances and partnerships. The purpose of the Development Office is to seek and obtain philanthropic resources to support Association work in promoting and improving libraries in America consistent with the goals of the Association. The Development Office currently consists of five full time staff, two of whom work exclusively in gift processing. In addition, since joining ALA in February, Tracie Hall has served as Interim Director of the Development Office in the wake of Sheila O’Donnell’s departure which was weeks before her arrival.

Investment Budget

Along with the Public Policy and Advocacy Office and Information Technology Office, ALA’s Development Office is supported through ALA’s Investment Budget. The Development Office’s budget projects revenue of $2.5M for the coming year. This represents a significant increase over previous years and reflects several factors, including Tracie Hall’s leadership, the stabilization of Development Office staff, and significantly increased focus by the Development Office on the identification, expansion, and stewardship of potential donors.

Major Gifts and Planned Giving

This area of the Office's work has been undermined in the past several years due to staff turnover.  Tracie has charged the Office with bringing innovation to the Major Gifts function of the office. Since then, the Development Office has devoted considerable effort to codifying processes and updating prospects lists. We are expanding the Major Gifts prospect list beyond what has been traditionally thought of as the ALA community and to identify individuals outside of ALA who have goodwill towards the association and may be willing to contribute.

ALA is pleased to have received the following major gifts and bequests:

**Pledges**

* From Marney Welmers, a $10,000 gift in support of ALA’s general fund.
* A new pledge from Betty Turock annually to support Spectrum Scholarships.

**Gifts**

* YALSA has received nearly $30,000 in memory of Joann Sweetland Lum, beloved wife of Gregory, to be used for scholarships for students pursuing careers in young adult services.

**Bequests:**

* ALA is delighted to receive a bequest in the amount of $100,000 from the estate of Jay and Ruth Toor for scholarships to attend AASL conferences.
* The Julia Brody endowment generously donated $100,000 for scholarships for people pursuing careers as public librarians.
* ALA is honored to be the recipient of the Ann Symons and Robert Newlen Legacy Fund to support advocacy and outreach activities of the Rainbow Round Table and the New Members Round Table. The Fund is generously supported by a gift from Ann Symon’s and Robert Newlen’s separate estates.

**Corporate and Foundation Relations**

Anne Manly, who is the Assistant Director of Corporate and Foundation Relations, has taken on much of the day-to-day operations of the Development Office since Development Office Director Sheila O’Donnell left in February.  Anne works closely with Tracie to identify and engage major corporate and foundation donors. Tracie and Anne are actively pursuing new opportunities announced in light of the pandemic and in support of racial justice and have been asked to submit proposals for consideration by three potential new funders.

ALA Stabilization Campaign

The Development Office's biggest upcoming initiative is the ALA Stabilization Campaign The purpose of the campaign will be to raise money for ALA’s general fund and to provide stabilization for ALA’s financial picture. This campaign will last three years. Between now and Annual we will be working on planning, identifying major donors, and working with internal and external experts and advisors.  We hope to launch the public phase of the campaign in mid to late 2021.

Annual Fund, Giving Tuesday, and On-Going Initiatives

Development is preparing for the Annual Fund and ALA’s Giving Tuesday campaign. We aim to have a solicitation letter out to donors in November and are working to secure donor “challenge funds” for Giving Tuesday to increase donor participation. This year, we are sending the solicitation letter to a much more targeted group than in years past. The goal is to create more frequent, targeted mailings, rather than relying on one large end-of-year mailing. We are on track to send the letter earlier than FY20, which fulfills a goal we set for ourselves last year. We are also working with a new mailing house to address some of the timing challenges we faced with our mailing house last year. The letter is focused on digital equity. Development is also working with CMO on this year’s Impact Report, which is should be finalized within the next couple of weeks.

The Office continues to raise funds through other established means such as the Legacy Society and Library Champions.  Tracie Hall, Julius Jefferson, and Kathi Kromer hosted a Library Champion Meet and Greet in July in lieu of the traditional VIP Reception at Annual. The event was a great success with the Library Champions getting an “insiders” perspective on ALA Leadership’s goals for the coming year. Internally, there was a concern that the Library Champion program would be negatively impacted by the pandemic’s effect on the library business community but to date only one Library Champion has announced that it will not renew its membership this year and three other Champions renewed in the past two weeks. The Development Office is working to expand the pool of possible Library Champions beyond those corporations specifically working within the library field.

 Philanthropy Advisory Group

The Philanthropy Advisory Group is the brainchild of longtime ALA supporter Lenore English and former ALA Development Director Sheila O’Donnell. PAG is an advisory committee and its purpose is to deepen the culture of philanthropy at ALA. PAG works closely with the Development Office and provides advice and expertise to meet the development needs of the Association. PAG currently consists of 10 advisory members plus ALA Executive Director Tracie Hall. PAG’s current Chair is Karlene Jennings, Executive Director of Advancement and External relations at UNC Greensboro University Libraries. Other members of PAG include Robert Newlen, Ed Garcia, and Barbara Ford. PAG is honored to have Janice Welburn recently join PAG as the Endowment Trustee representative.

Development Office staff work closely with PAG and engage with PAG on a weekly basis. Recently, the Development Office worked closely to PAG leadership to host PAG’s second day-long retreat. PAG’s is also working with ALA’s Communications office. In addition, PAG has addressed ALA’s Executive Board, with a special session for new ALA Executive Board members, and ALA Units Managers.

Development office with ALA Units

Pursuant to Tracie's directive that all Units explore ways they can become revenue generating or revenue supporting units the Development Office will be meeting with all ALA Units throughout the fall to work with them on stewardship, prospecting, developing a culture of philanthropy within the association and developing revenue streams where possible.

**International Relations Office (IRO)**

The International Relations Roundtable (IRRT) and partners have organized and hosted eight webinars in the past three months that have provided global perspectives on libraries during the pandemic and other issues. Nearly 3,000 librarians from around the world registered for these events. To make the webinars accessible in various time zone multiple sessions of “[Libraries Reopening: A Perspective of Best Practices from Around the World in the Time of COVID-19](http://www.ala.org/rt/irrt-past-webinars)” were held. Presentations were made by librarians from Australia, Germany, Hong Kong, Indonesia, Mexico, Sweden, Qatar, and the U.S.

IRO provided resources and advice for the development of IFLA’s [COVID 19 and the Global Library Field World](https://www.ifla.org/covid-19-and-libraries) website.

IRO has been working on the development of the [7th Sharjah International Library Conference](https://www.sibfala.com/program) which is scheduled be held Nov 10-12 in a hybrid version of in-person and virtual access.

IRO Director continues to serve on the IFLA Governing Board participating in meetings and a North American Round Table on the news proposed IFLA Governance Structure. In coordination with the International Relations Committee ALA’s Call for IFLA Nominations for Section Committees for 2021-2025 has begun with support of numerous ALA Divisions, Round Tables, and Office to recruit and review applicants.

**Office for Accreditation**

All but one Spring review visit was able to be conducted before the COVID-19 campus shutdowns. Among that group of reviews, a 67th program was accredited: the Master of Library and Information Science program at Southern Connecticut State University, College of Education, Department of Information and Library Science, having rebuilt from Withdrawal of accredited status by the Committee on Accreditation (CoA) in 2013.

The CoA took action to offer a one-year delay of visit to all programs due to the pandemic, with no changes, however, to the interim reporting schedule. One of two programs that have achieved Candidacy status, the Master of Library and Information Studies at Old Dominion University (Norfolk, VA) decided to stay on schedule for a Fall 2021 visit. The other program with Candidacy status, the Master of Arts, Library, and Information Studies at University College London in the United Kingdom (UK) decided to accept the delay. That visit is now scheduled for Spring 2024. The Council for Higher Education Accreditation (CHEA) approved ALA expansion of scope beyond North America (the US and Canada) to the UK in December 2019.

The CoA granted Precandidacy status to the Master of Library Science program at Middle Tennessee State University, College of Education, Womack Educational Leadership Department, building from a strong school library teacher credentialing program.

**Office for Diversity, Literacy and Outreach Services (ODLOS)**

**ACTIVITY FROM JUNE TO SEPTEMBER 23**

**Libraries Respond: Black Lives Matter**

The librarian profession suffers from a persistent lack of racial and ethnic diversity that shows few signs of improving. In 2018, just 6.8 percent of librarians identified as Black or African American. Many people are feeling helpless, but there are many ways we can center the voices and experiences of Black library workers and the Black community, support the broader Black Lives Matter movement, fight against police violence, and help the cause of racial justice.

Learn how you can support Black Lives Matter in the profession with the [Libraries Respond resource](http://www.ala.org/advocacy/diversity/librariesrespond/black-lives-matter).

**Libraries Respond: Supporting and Protecting Transgender Staff and Patrons**

Equity, diversity, and inclusion are embedded within the work of ALA. Discrimination based on gender identity or expression is damaging to the health of children, families, and society. Libraries must actively affirm and support the safety and rights of transgender people.

[Libraries Respond: Protecting and Supporting Transgender Staff and Patrons](http://www.ala.org/advocacy/diversity/librariesrespond/transgender-staff-patrons) includes guidance on providing a safe environment for trans staff and patrons along with additional readings.

**ALA Announces 2020-2021 Spectrum Scholars**

The American Library Association's (ALA) Office for Diversity, Literacy and Outreach Services awarded 2020 Spectrum Scholarships to 61 exceptional students pursuing graduate degrees in library and information studies. Since 1997, the ALA has awarded more than 1,240 Spectrum Scholarships.

In the 2020 application cycle, the Spectrum Scholarship Program received four times as many applications as there were available scholarships, and the majority of this year’s applicants were deemed highly fundable.

A prestigious committee of 22 jurors selected this year’s Spectrum Scholars based on their commitment to community building, leadership potential and planned contributions to making social justice part of everybody's everyday work in LIS. This year, [61 students](http://www.ala.org/news/press-releases/2020/07/ala-awards-spectrum-scholarships-2020) were accepted as Spectrum Scholars.

**ALA Seeks Applicants for 2021-2022 Spectrum Scholarship Program**

The application for the 2021-2022 Spectrum cohort opened September 1, 2020 through the [ALA Scholarship Clearinghouse](http://www.ala.org/educationcareers/scholarships) and will close March 1, 2021. Application requirements and FAQ’s are available on the Spectrum website.

**Spectrum Fall Happy Hour**

Staff organized a virtual happy hour for the alumni and current cohort Scholar communities on Friday, September 11, 2020 from 6-7:30 p.m. Alumni and cohort members signed up in advance as room hosts or attendees, based on expertise and interests, and approximately 50 individuals participated. This is the second in a quarterly series that began in summer 2020.

**Food Literacy: Providing Access and Knowledge for Your Community**

ALA’s Committee on Literacy and ODLOS hosted a webinar on food literacy and access. Experts spoke on bringing food literacy to their communities, including addressing food insecurity, using food to teach other literacies, and establishing partnerships with local food banks. [The archive is available](http://www.ala.org/aboutala/offices/diversity/odlos-webinar-archives).

**Libraries at the Intersection of Adult Education, Family Literacy, and Digital Equity Webinar**

In conjunction with Adult Education and Family Literacy Week, this webinar explored the library's place and role at the intersection of adult education, family literacy, and digital equity in the context of the COVID-19 pandemic. The discussion highlighted how these connections impact communities of color and other under-served groups. This webinar was co-sponsored by ALA's Committee on Literacy, AILA, APALA, BCALA, CALA, and REFORMA.

**From Refugee to Librarian: In Our Own Words Webinar**

The Mortenson Center for International Library Programs, ALA Office for Diversity, Literacy and Outreach Services, ALA International Relations Office, ALA Services to Refugees, Immigrants, and Displaced Persons (SRIDP) Sub-Committee, and ALA International Relations Round Table sponsored a webinar for [World Refugee Day](http://www.ala.org/aboutala/world-refugee-day) on June 20th, “From Refugee to Librarian: In our own words.” The webinar gave a voice to refugees who had become librarians or library educators. They shared their journey from persecution to resettlement to a professional career, giving the listener a glimpse into their experiences of struggle, resilience, hope, and belonging. [The archive is available](http://www.ala.org/aboutala/offices/diversity/odlos-webinar-archives).

**2020 Coretta Scott King Book Donation Grants Announced**

Companions Journeying Together (Illinois), Impact Academy (Indiana) and Marshallville Public Library (Georgia) have been selected to receive books as part of the 2020 [Coretta Scott King Book Awards Donation Grant](http://www.ala.org/rt/emiert/cskbookawards/bookgrant) program.

Awarded each spring by the Coretta Scott King Book Awards Committee, the grant program donates books originally submitted for consideration for the Coretta Scott King Book Awards to organizations demonstrating need and potential benefit from receiving the collection. All winners will receive copies of titles submitted to the 2020 Coretta Scott King Book Awards, including a full set of the year’s winner and honor books.

**Coretta Scott King Book Awards Committee Seeks Nominations for Virginia Hamilton Award for Lifetime Achievement**

Submissions for the 2021 Coretta Scott King - Virginia Hamilton Award for Lifetime Achievement (Practitioner) [are open](http://www.ala.org/rt/emiert/virginia-hamilton-award-lifetime-achievement). The Coretta Scott King - Virginia Hamilton Award for Lifetime Achievement is named in memory of beloved children’s author Virginia Hamilton. The recipient of the inaugural award was Walter Dean Myers in 2010. In odd years, the award is presented to a practitioner for substantial contributions through active engagement with youth using award-winning African American literature for children and/or young adults, via the implementation of reading and reading-related activities/programs. Nominations for the 2021 submission will be open through December 7, 2020.

**ALA Celebrated Welcoming Week**

[Welcoming Week](http://ala.informz.net/z/cjUucD9taT05NTc5Mzc5JnA9MSZ1PTEwOTg0Njk1MDImbGk9ODA0MDA0NzY/index.html) is an annual series of events during one particular week in September when neighbors, newcomers, and long-term residents come together in a spirit of unity. This year Welcoming Week was September 12 - 20. These gatherings demonstrate that in places large and small, people of all backgrounds can come together to create stronger communities by building meaningful connections and affirming the benefits of welcoming everyone.

ALA's [Service to Refugees, Immigrants, and Displaced Persons subcommittee](http://ala.informz.net/z/cjUucD9taT05NTc5Mzc5JnA9MSZ1PTEwOTg0Njk1MDImbGk9ODA0MDA0Nzc/index.html) has created a toolkit to help libraries engage patrons in celebrating Welcome Week. View the guide and other resources on the [Libraries Respond page](http://ala.informz.net/z/cjUucD9taT05NTc5Mzc5JnA9MSZ1PTEwOTg0Njk1MDImbGk9ODA0MDA0NzU/index.html).

**Diversity Research Grant Recipients Identified**

ODLOS sponsors this grant program to address critical gaps in the knowledge of equity, diversity, and inclusion issues within library and information science. The Diversity Research Grant consists of a one-time $2500 award to support a one-year original research project and complimentary registration for one conference in conjunction with a presentation of findings at ALA Annual Conference or the ALA Midwinter Meeting. Three awards are made annually. The 2020-21 funded projects are: The recipients of the 2020 Diversity Research Grants are:

"Exploring Library Advocacy Work by Library Workers of Color: A Qualitative Study Using Critical Race Theory" by Raymond Pun; “We’re Still Here at Mid-Career: The Retention of Academic Librarians of Color and Our Lived Experiences" by Brittani Sterling, Brittany Paloma Fiedler, and James Cheng; and "EDI Open Data for the Public Good and for Social Change" by Rachel Woodbrook.

**ODLOS Continues Work with ARL, ACRL, and PLA on Building Cultural Proficiencies for Racial Equity**

The Association of College and Research Libraries (ACRL), the Association of Research Libraries (ARL), the American Library Association’s Office for Diversity, Literacy and Outreach Services (ODLOS), and the Public Library Association (PLA) announced the formation of the [Building Cultural Proficiencies for Racial Equity Framework Task Force](http://www.ala.org/news/member-news/2020/05/acrl-arl-odlos-and-pla-announce-joint-cultural-competencies-task-force) in May. The task force is charged to create a framework for cultural proficiencies in racial equity that can be used in public and academic libraries through: scanning the environment to identify literature and similar statements and frameworks related to racial equity; drafting the framework; seeking comment from stakeholders and the library community on the draft, and revising as needed. The Task Force as a whole has met six times virtually and has developed working groups to survey existing frameworks and training opportunities, build a glossary of terms, and draft a national survey.

**The EDI Assembly is Formed**

At the 2020 Midwinter Meeting, the ALA Executive Board charged the ODLOS Advisory Committee with creating an Equity, Diversity, and Inclusion Assembly. The purpose of this EDI Assembly is to provide a forum for all groups within ALA and ALA-affiliated organizations working on initiatives related to equity, diversity, and inclusion to discuss their activities, identify opportunities for collaboration and coordination, and explore new initiatives related to the association’s strategic direction for equity, diversity, and inclusion.

All groups within ALA and ALA-affiliated organizations working on initiatives related to equity, diversity, and inclusion were invited to send representatives. Individuals interested in equity, diversity, and inclusion were also welcomed to attend and participate. Volunteers serve two-year terms on the assembly, with flexibility as needed. The first meeting was held on August 4.

The August 4 meeting brought attendees. The ODLOS Advisory chair, Elizabeth Brumfield, welcomed the attendees and laid out the agenda for the day. The group went over the Office’s mission, ground rules for the space and held an ice breaker in smaller groups. The [notes from this meeting are available](https://docs.google.com/document/d/1NKZi1a-lZEwfUh5NYs2hiIt_CeIScI1hfS9MdWdbt48/edit?usp=sharing).

**ODLOS Welcomes Former ASGCLA Groups**

On September 1, 2020, the Association of Specialized Government & Cooperative Library Agencies (ASGCLA) dissolved as a division of the American Library Association. Members of the following ASGCLA interest groups now operate under the Office of Diversity, Literacy and Outreach Services:

• Bridging Deaf Culture

• Consumer Health Information Librarians

• Library Services for Dementia/Alzheimer’s (formerly IGARD)

• Library Services for the Incarcerated and Detained

• Library Services to Persons with Print Disabilities

• Tribal Librarians

• Universal Access

ODLOS also gained a part-time staff member who will serve as primary staff liaison to the newly added interest groups, Shuntai Sykes, who splits her time between RUSA and ODLOS.

**SRRT Celebrates an Afternoon of Social Justice**

On June 29, 2020, The Social Responsibilities Round Table hosted “An Afternoon of Social Justice”, a free virtual event featuring librarians and scholars as they present on a variety of topics including Native American treaty rights, democracy in the time of COVID, and women activism and libraries. Over 1000 attendees during the special event and engaged in the various discussion topics in the Zoom chat. Recordings of the event can be found on [ALA’s official Youtube channel](https://www.youtube.com/playlist?list=PLY6JdvV7ZFZvIYmu7ahPn38i9iec4U1qU).

**Office for Intellectual Freedom (OIF)**

On July 16, OIF Director Deborah Caldwell-Stone partnered with East Lansing (MI) Public Library Director Kristin Shelley to lead a discussion on "Living Our Values: When Social Change Meets Local Politics in the Library" for the members of the 2020 cohort of the Ohio Library Leadership Institute. The Ohio Library Leadership Institute is a joint project of the State Library of Ohio and OHIONET that seeks to develop future leaders for Ohio libraries and help Ohio library staff become leaders in the communities they serve.

Caldwell-Stone addressed the Douglas County (NV) Public Library Board on August 25. Her talk provided context for ALA's and the broader library community's efforts to promote racial justice, endorsed the library staff's effort to adopt a diversity statement, and gave voice to ALA's unequivocal support for Library Director Amy Dodson and her staff. OIF worked with State and Local Advocacy Manager Megan Cusick, United for Libraries Director Beth Nawalinski, and Forrest Lewis of the Nevada Library Association to develop a statement of support for the work of the Douglas County library staff. (A copy of the letter of support is attached.)

On September 2, Caldwell-Stone consulted with the Equity Committee of the Fort Vancouver (WA) Public Library on their efforts to develop an equity statement, lens, toolkit, policies, and training for the library. Her presentation addressed legal issues and the development of library policy concerning hate speech and hateful conduct.

OIF Assistant Director Kristin Pekoll' s article on "Managing Censorship Challenges Beyond the Books" was published the September-October 2020 issue of AASL's *Knowledge Quest*. On October 19, Pekoll will present the keynote talk at the University of Wisconsin – Madison's iSchool's "Back in Circulation" October conference.

On September 15, OIF Program Officer Ellie Diaz joined Andrew Tonkovich from the Community of Writers and James Tager, the deputy director of free expression research and policy at PEN America, for a discussion of censorship for Banned Books Week. Diaz spoke with Tonkovich about censorship trends and the ways in which readers have defended the freedom to read while Tager discussed prison censorship and PEN’s report “Literature Locked Up: How Prison Book Restriction Policies Constitute the Nation’s Largest Book Ban.” The discussion will air during Banned Books Week.

Diaz also gave a presentation at a CT Reference & Instruction Roundtable meeting on September 17. She shared virtual program ideas, social media strategies, and book display designs for Banned Books Week and highlighted ALA resources and programs that libraries and institutions can join or host for Banned Books Week.

**Banned Books Week**

OIF collaborated with ALA groups, authors, and outside organizations to plan [a schedule of events](http://www.ala.org/news/member-news/2020/09/banned-books-week-2020-goes-virtual-threats-intellectual-freedom-continue) during Banned Books Week (Sept. 27 – Oct. 3). Because many programs and events will be held virtually this year, OIF pivoted to emphasis [digital promotional materials](http://www.ala.org/advocacy/bbooks/bannedbooksweek/ideasandresources/freedownloads) and [virtual and social distance program ideas](https://www.oif.ala.org/oif/?p=21498). Posters, high resolution artwork, T-shirts, digital handouts, and bookmarks were offered on the [ALA Store](https://www.alastore.ala.org/SearchResult.aspx?search_api_views_fulltext=BBW20&Search=Search&__ncforminfo=buKPAO8eAPOawsKiPqf-hBSlAysJdOnJJO_Q4XZv5Pg0Exk-NMCyoUxczXrTTl8mXhpM2HFzl4VOwhXQN_vrnab727YI0bIZQnue6pjuHkdBPcJ6fir37g%3D%3D) and [ALA Gift Shop](https://shop.spreadshirt.com/ALAGraphics-Gift-Shop/oif?fbclid=IwAR3Z8m9AeYDDTUrTIK3JrQYy7fdzFhr7xsiJmjeaEcktQ_dXzSfnS4hphzw).

**Challenges and Challenge Support**

The Office for Intellectual Freedom signed a letter authored by the National Coalition Against Censorship sent to the Burbank Unified School District that expressed our collective concern about the removal of *The Adventures of Huckleberry Finn, To Kill A Mockingbird, The Cay,* and *Roll of Thunder, Hear My Cry* from district classrooms. The letter asked the district to return the books to the classroom with due consideration for improving the teaching of the books. The Freedom to Read Foundation, the Authors Guild, the National Council of Teachers of English, the PEN America Children’s and Young Adult Book Committee and the Society of Children's Book Writers and Illustrators also signed the letter.

Since September 1, OIF has received 22 challenge reports.

**Intellectual Freedom Roundtable Activities**

At ALA Virtual: Community Through Connection, the Intellectual Freedom Round Table hosted the program “[Intellectual Freedom, Hate Speech, the First Amendment, and You](https://www.eventscribe.com/2020/ALA-Annual/fsPopup.asp?Mode=presInfo&PresentationID=689108).” During the program, past ACLU president and author of “HATE: Why We Should Resist It with Free Speech, Not Censorship” spoke with IFRT’s Peter Coyl about what hate speech is, as well as how it affects those it targets. At the IFRT chair program “[More Than Just Banned Books: Recent Research on Intellectual Freedom](https://www.eventscribe.com/2020/ALA-Annual/fsPopup.asp?Mode=presInfo&PresentationID=689190),“ Emily Knox (Interim Associate Dean for Academic Affairs at the School of Information Sciences at the University of Illinois at Urbana-Champaign ) and Shannon Oltmann (Associate Professor at the School of Information Science at the University of Kentucky) reviewed recent empirical research in intellectual freedom and censorship. For Banned Books Week, IFRT will join the Graphic Novels and Comics Round Table and Image Comics in sponsoring a week-long webinar series featuring creators and librarians in conversation on topics centered around censorship and intellectual freedom. The webinars will be hosted on Zoom and are scheduled for each weekday during Banned Books Week - September 28 – October 2 at 1pm ET / 12 pm CT / 10 am PT.

**Public Policy and Advocacy Office (PPA)**

**Federal funding stalls, but support for libraries increases**

Federal appropriations, both COVID-19 emergency funding and regular appropriations, stalled over the summer months, yet ALA worked with Congressional champions to introduce a $2 billion library relief package and secure a $2 million increase for LSTA in the House appropriations bill. To address the emergency needs of libraries, Senator Jack Reed (D-RI) and Rep. Andy Levin (D-MI) introduced companion bills, the [Library Stabilization Fund Act](http://www.ala.org/news/press-releases/2020/07/ala-summons-support-library-stabilization-fund-act) (LSFA). [ALA has worked](http://www.ala.org/advocacy/library-funding) over the past few months to secure 62 cosponsors to the House bill and 16 to the Senate, along with the endorsement of 23 national organizations. [PPA facilitated meetings](https://americanlibrariesmagazine.org/blogs/the-scoop/pushing-for-action-on-lsfa/) between ALA members and Senate leadership. For Fiscal Year 2021 appropriations, the House included a $2 million increase for LSTA Grants to States and level funding for the Innovative Approaches to Literacy program. The Senate is not expected to pass any of the 12 appropriations bills, preferring to negotiate on a final package directly with the House and Administration.

**ALA leads libraries in charge for complete Census count**

ALA continued to provide resources to support libraries in promoting a complete count in the 2020 Census. In June, PPA released a new publication, “[Libraries and the 2020 Census: Adapting Outreach in Response to COVID-19](http://www.ala.org/advocacy/sites/ala.org.advocacy/files/content/govinfo/CensusTips08_Covid-19_web_061920.pdf)**,**” and presented a free webinar, [“2020 Census: Last Chance for a Complete Count,”](http://www.ala.org/pla/education/onlinelearning/webinars/ondemand/2020census) co-sponsored with PLA and ODLOS. PPA and CMO partnered with actress Auli’i Cravalho, star of Disney’s animated film *Moana*, for a [virtual storytime](http://www.ala.org/advocacy/we-count-read-along) to remind families of the importance of completing the 2020 Census. ALA also worked to ensure that libraries’ Census efforts were visible to elected officials and community leaders, partnering with the Kansas City Public Library to place a [blog post](https://citiesspeak.org/2020/08/12/cities-and-libraries-partner-to-achieve-a-complete-census-count-how-were-doing-it-in-kansas-city/) on the National League of Cities’ blog. ALA also continued to secure financial support to advance libraries’ efforts. In total across all grant grounds in 2020, ALA awarded 193 Library Census Equity Fund mini-grants to libraries in 46 states and the District of Columbia, providing more than $380,000 in support.

**ALA supports congressional efforts to expand broadband access**

PPA continues to advocate for relief funding for libraries to provide Wi-Fi devices such as hotspots and increase Wi-Fi capacity to better provide services to their patrons who depend on the library for internet access. In recent months, the [House and Senate have introduced several bills](file://C:\Users\rgarcia\Documents\ED%20Report\In%20recent%20months,%20the%20House%20and%20Senate%20have%20introduced%20several%20bills%20that%20include%20provisions%20to%20ensure%20libraries%20are%20equipped%20to%20address%20the%20digital%20needs%20of%20their%20communities,%20and%20the%20American%20Library%20Association%20(ALA)%20has%20supported%20many%20of%20them.) that include provisions to ensure libraries are equipped to address the digital needs of their communities. ALA has supported many of them and has engaged grassroots advocates in key states to raise awareness of how libraries are providing broadband.

**ALA highlights success, opportunities for broadband in tribal libraries**

On September 9, PPA released “[Built by E-Rate: A Case Study of Two Tribally-Owned Fiber Networks and the Role of Libraries in Making It Happen](http://www.ala.org/news/press-releases/2020/09/tribal-libraries-partners-leverage-federal-e-rate-deliver-high-speed),” which details tribal libraries’ role in creating two broadband consortia owned, operated by, and serving tribal communities in Northern New Mexico. This multi-million-dollar network was funded through the FCC’s E-rate program. The report builds on PPA’s work to support the Tribal Connect Act (S.4529 / H.R. 7973), bipartisan and bicameral legislation first introduced in 2017 and newly re-introduced this summer. The report served as the basis of a presentation at the National Tribal Broadband Summit, co-hosted by IMLS, and the Departments of the Interior, and Agriculture.

**ALA promotes voter engagement with resources, collaboration**

PPA published a [one page handout](http://www.ala.org/advocacy/sites/ala.org.advocacy/files/content/libfunding/Libraries%20Engage%20Voters%20%281%29.pdf) to supplement ALA’s voter engagement guide and assist libraries in talking with community leaders about the many ways that libraries support [voter participation and education](http://www.ala.org/advocacy/voter-engagement). PPA has also coordinated with the Chapter Relations Office and Communications and Marketing Office to share information about how libraries are adjusting to serve voters and support participation in the election during the coronavirus pandemic. ALA is a premier partner of National Voter Registration Day (NVRD), and through ALA, nearly 500 libraries signed on as NVRD participants in 2020, a 14% increase over 2019. PPA authored a [blog post](https://www.nonprofitvote.org/libraries-engage-voters/) for NVRD’s parent organization, Nonprofit Vote. In July, NVRD and PPA co-hosted [“Ready to Vote: Hosting National Voter Registration Day at Your Library,”](https://ala-events.zoom.us/rec/play/PuxE0BfIsU0AM_c6W97guPTJsY8cWoBUFTwqAWqcjwsRQsfk-sL11FNJ7hqCcDZLQBV37jFgon07wfSB.LNvjHAFWLVmGrf8I?startTime=1595530843000&_x_zm_rtaid=VQJKqV2hSfiqCa_mjYYimw.1600722758499.7a6487bfbf57476fafd5eff78560ed94&_x_zm_rhtaid=993) featuring a school, academic, and state libraries. Also, in partnership with the Women’s Suffrage Centennial Commission, PPA coordinated the distribution of 6,000 sets of women’s suffrage books for youth to public, school, academic and special libraries across the country.

**Libraries Build Business announces 13-member cohort**

In July, in collaboration with Google.org, ALA formally [announced the Libraries Build Business](http://www.ala.org/news/press-releases/2020/07/ala-awards-13-million-13-libraries-develop-library-entrepreneurship-centers) cohort of 13 libraries, which were awarded a total of $1.3 million in grants to develop library entrepreneurship centers. The announcement was accompanied by two events: *Build Your Online Presence with Google and Your Local Library*, a Grow with Google On Air session featuring two Libraries Build Business libraries, and an informational [Lunch & Learn](https://www.youtube.com/watch?v=yW2uYvWPIe0&feature=youtu.be&ab_channel=MeganJanicki) to introduce the cohort to the field. All 13 libraries participated in the Lunch & Learn by preparing [a video overview](http://www.ala.org/advocacy/workforce/grant) of their projects. In early September, the ALA team hosted the first monthly [Instagram Live Q&A session](https://www.instagram.com/tv/CFNKiYxn0F0/?hl=en) with each of the cohort libraries. Due to the pandemic, the cohort of 13 libraries adjusted and pivoted their planned projects in order to execute them virtually and/or in compliance with health and safety guidelines.

**Libraries Ready to Code extends mini-grants**

As part of its ongoing partnership with Google, ALA was awarded $300,000 and has opened up multiple mini-grant opportunities to teach library users of all ages coding and digital skills. As a result of the pandemic, PPA extended the Digital Learning Day grant from February through October 2020 and provided library staff with training to better equip them to conduct virtual programs. PPA used the remaining funds from Google to open up another mini-grant, the [Virtual Learning and Enhancement Grant](http://www.ala.org/news/member-news/2020/09/libraries-ready-code-opens-call-applications-virtual-learning-and-enhancement), which grant awards $1,000 to selected libraries. The grant will close out by the end of the year, with libraries applying what they learn in the training provided between October and December 2020.

**National Tour**

Working with other ALA units, PPA coordinated President Julius Jefferson’s virtual cross-country tour, “[Holding Space: a national conversation series with libraries](http://www.ala.org/advocacy/holding-space/letters-road-day-7).” Jefferson convened conversations with over 100 librarians, library workers, volunteers, community partners, and officials representing all levels of government, including four members of Congress. The tour drew more than 2300 virtual attendees to events across 12 locations and included representatives of public, academic, school, state, and special libraries. In addition to advocating for the Library Stabilization Fund Act throughout the tour, Jefferson explored the topics of workforce development, broadband access, community engagement and leadership development.  The tour ALA was pleased to be joined by state associations, state libraries, and ALA affiliated organizations as co-hosts of individual tour stops.

**ALA praises new Copyright Register appointment**

The Librarian of Congress Carla Hayden has appointed Shira Perlmutter as the next Register of Copyrights and director of the U.S. Copyright Office. Perlmutter led the interagency group that prepared the Marrakesh Treaty Implementation Act. Perlmutter will step into her role as Register in late October. [In a public statement](http://www.ala.org/news/press-releases/2020/09/ala-welcomes-new-register-copyrights-shira-perlmutter), ALA President Julius C. Jefferson, Jr., said, “As digital copyright policy and modernization of the Copyright Office are at a critical stage of formation, Ms. Perlmutter’s ability to collaborate with both users of information and rights holders has the potential to bring balance to the expanding ecosystem of creators, consumers and copyright holders.”

**Public Programs Office**

**(PPO)**

# **PPO receives $3 million contribution from private donor for small/rural library grant program**

PPO has received two contributions of $1.5 million each from a private donor in support of [Libraries Transforming Communities: Focus on Small and Rural Libraries](http://www.ala.org/tools/librariestransform/libraries-transforming-communities/focusgrants), a grant program to help small and rural libraries address community needs.

Nearly $2 million of the funding will be pass-through funds, disbursed as $3,000 grants to up to 650 libraries in small and rural communities. The grants will support the libraries in tackling issues ranging from media literacy to COVID-19 safety to unemployment. The initiative is part of ALA’s longtime commitment to preparing library workers for the expanding role of libraries.

Library workers may apply online for grant funding until December 2, 2020, at [ala.org/LTC](http://www.ala.org/tools/librariestransform/libraries-transforming-communities). Selected libraries will develop their facilitation skills through online training, talk with community members (virtually or in-person) about local needs, and undertake a project that benefits their community. Grant funds may cover a range of expenses, from hotspot purchases to personal protective equipment to staff time to undertake community engagement work.

Libraries Transforming Communities: Focus on Small and Rural Libraries is offered in partnership with the Association for Rural & Small Libraries (ARSL). The initiative has also been supported by the Institute of Museum and Library Services (IMLS).

# **PPO receives $300,000 federal humanities relief for pandemic-era library programming resources, program support**

The National Endowment for the Humanities (NEH) awarded PPO $300,000 in emergency relief funds in June to support humanities projects, including the creation of humanities content and resources for library workers in the face of the COVID-19 global pandemic.

The funding, awarded through the NEH Coronavirus Aid, Relief, and Economic Security (CARES) Act, supports the development of professional development materials to help libraries present virtual and socially distanced programming for their communities.

Library workers may access free articles, webinars and interviews sharing best practices and resources for developing, promoting, and hosting humanities-based programming that align with health and safety precautions of the COVID era. So far, published content has included [“Black Bethlehem: Documenting the Black Experience in a Majority-White Town”](https://programminglibrarian.org/articles/black-bethlehem-documenting-black-experience-majority-white-town) and the webinar: [“An Outrage: Hosting a Virtual Scholar-Led Screening and Discussion.”](https://programminglibrarian.org/learn/outrage-hosting-virtual-scholar-led-screening-and-discussion)

The CARES funding also supports the continuation of national PPO humanities programming initiatives for libraries that had been suspended due to the pandemic. These include traveling exhibitions under development for touring to libraries; in-development film, reading and discussion programs; and measurement and evaluation projects. Work will be carried out from June to December 2020.

# **Dollar General Literacy Foundation commits $400,000 to two national library grant programs**

The Dollar General Literacy Foundation has renewed its commitment to ALA with two $200,000 contributions in support of national programs to benefit school and public libraries nationwide.

The funding will sustain two library grant initiatives: AASL’s [Beyond Words: The Dollar General School Library Relief Fund](http://www.ala.org/aasl/awards/beyond-words) and ALA’s [American Dream Literacy Initiative](http://www.ala.org/advocacy/literacy/americandream), run by PPO in collaboration with ODLOS. Both initiatives offer funding to individual libraries nationwide that need resources to overcome obstacles or address community needs.

Since 2008, the American Dream Literacy Initiative has offered grants to more than 200 public libraries to expand services for adult English language learners or adults in need of basic education and workforce development. With these grants, libraries have developed new courses, expanded their print and digital collections, increased access to technology, implemented new strategies for inclusion, and developed sustainable partnerships with organizations across their communities.

Applications for the next round of American Dream grants will open in October at [ala.org/americandream](http://www.ala.org/advocacy/literacy/americandream).

**IMLS awards PPO planning grant to support curriculum development for programming librarians**

PPO has received $100,000 in IMLS Laura Bush 21st Century Librarian Program funding for a 12-month planning grant that will lay the groundwork for the creation of a curriculum for programming librarians.

Through Skills for 21st-Century Librarians: Task Force for the Development of a NILPPA-Informed Programming Librarian Curriculum, PPO will convene a task force to (1) conduct a landscape review of existing programming curricula in both MLIS classrooms and informal professional development settings and (2) make recommendations for future curriculum development based on the core competencies identified through ALA’s National Impact of Library Public Programs Assessment (NILPPA).

As ALA learned in 2017-2019 through the IMLS-funded NILPPA: Phase 1, master’s-level library science programs rarely train the next generation of library professionals for the dynamic and vital work of creating and leading programs. Many library workers receive no formal program training at all, and informal and peer learning has been filling the gap.

The planning grant work will take place between September 2020 and August 2021 and will position PPO to submit a project proposal for development and distribution of a curriculum for programming librarians.

### **ALA DIVISIONS**

**American Association of School Librarians**

**(AASL)**

[For school librarians, learning continues no matter the environment](http://www.ala.org/news/member-news/2020/09/school-librarians-learning-continues-no-matter-environment)

Results from AASL’s back-to-school survey show that school librarians are continuing to adapt and evolve to provide consistent learning for their students in response to the changing COVID-19 landscape. The survey collected responses from building-level school librarians, district supervisors, and educators of school librarians on school/school library opening, school library space and use, expected collection loss, and budgeting.

[School librarians lead during pandemic learning conditions](http://www.ala.org/news/member-news/2020/07/school-librarians-lead-during-pandemic-learning-conditions)

AASL has released a document demonstrating the school librarian’s critical role in meeting the needs of learners in a constantly changing learning environment. “School Librarian Role in Pandemic Learning Conditions” is available as a standalone chart or together with supplemental resources at [www.ala.org/aasl/pandemic](http://www.ala.org/aasl/pandemic).

[AASL offers COVID Recovery Grants](http://www.ala.org/news/member-news/2020/08/aasl-offers-covid-recovery-grants)

Through a special offering of its Inspire Collection Development Grant, made possible through the generous support of Marina “Marney” Welmers, AASL will offer grants to specifically address collection loss and remote access requirements due to COVID-19 school closures. To help meet the needs of school libraries making the fall return to learning, applications are due by 4:30 p.m. on September 30, 2020.

[Kimberly McFall Wins a Year of Free AASL Membership](http://www.ala.org/news/member-news/2020/09/kimberly-mcfall-wins-year-free-aasl-membership)

By sharing the wealth of AASL membership with a colleague, Kimberly McFall, assistant professor at Marshall University, has won a free year of AASL membership. McFall's name was drawn as the monthly winner of AASL’s Share the Wealth Campaign. By referring Nellie Johnson to AASL, McFall has been entered to win an AASL National Conference grand prize package, which includes registration, airfare, and hotel accommodations.

[AASL partners with the Human Rights Campaign to help LGBTQ students THRIVE](http://www.ala.org/news/member-news/2020/08/aasl-partners-human-rights-campaign-help-lgbtq-students-thrive)

AASL is partnering with the Human Rights Campaign (HRC) Foundation on its [Project THRIVE](https://www.hrc.org/resources/project-thrive). Project THRIVE is a multi-year national campaign to create more equitable, inclusive support systems and help families and youth-serving professionals become better equipped to affirm, support, and care for LGBTQ youth.

[Effective School Libraries Support Self-Motivated Literacy Practices](http://www.ala.org/news/member-news/2020/08/effective-school-libraries-support-self-motivated-literacy-practices)

New research published in AASL’s peer-reviewed online journal, School Library Research (SLR), analyzes the use of school libraries by students who receive free school meals. 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](http://www.ala.org/aasl/slr).

[Study finds genrefication increases browsing satisfaction](http://www.ala.org/news/member-news/2020/09/study-finds-genrefication-increases-browsing-satisfaction)

New research published in AASL’s peer-reviewed online journal, School Library Research (SLR), explores the impact of genre-fying the fiction section in an elementary school library. 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](http://www.ala.org/aasl/slr).

[Public and School Librarian collaboration benefits Hong Kong School Libraries](http://www.ala.org/news/member-news/2020/08/public-and-school-librarian-collaboration-benefits-hong-kong-school-libraries)

New research published in AASL’s peer-reviewed online journal, School Library Research (SLR), explores the collaboration between public libraries and schools in Hong Kong from the perspective of school librarians. 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](http://www.ala.org/aasl/slr).

[AASL announces Best Digital Tools for Teaching & Learning](http://www.ala.org/news/member-news/2020/07/aasl-announces-best-digital-tools-teaching-learning)

AASL has released its inaugural list of Best Digital Tools for Teaching & Learning. Best Digital Tools combines the previously separate lists of Best Apps and Best Websites for Teaching & Learning. The new list follows the evolution of technology as websites develop apps and resources are produced which are not easily classified in either platform. By moving to Best Digital Tools, AASL can recognize the depth and breadth of resources available to educators.

[Dollar General Literacy Foundation commits $400,000 to two national library grant programs](http://www.ala.org/news/member-news/2020/07/dollar-general-literacy-foundation-commits-400000-two-national-library-grant)

The Dollar General Literacy Foundation has renewed its commitment to the American Library Association (ALA) with two $200,000 contributions in support of national programs to benefit school and public libraries nationwide. The funding will sustain two library grant initiatives: AASL’s Beyond Words: The Dollar General School Library Relief Fund and ALA’s American Dream Literacy Initiative. Both initiatives offer funding to individual libraries nationwide that need resources to overcome obstacles or address community needs.

[AASL Shares EDI Resources for Educators](http://www.ala.org/news/member-news/2020/06/aasl-shares-edi-resources-educators)

AASL has released Equity, Diversity, and Inclusion (EDI) resources created by the 2019-2020 Presidential Initiative Task Force. Advised by AASL President Mary Keeling, the committee, hosted office hours, designed informative bookmarks, and presented a webinar on EDI in the school library. The resources can be found at [www.ala.org/aasl/all/EDI](http://www.ala.org/aasl/all/EDI).

**Association of College and Research Libraries**

**(ACRL)**

**ACRL Together Wherever**

[ACRL Together Wherever](http://www.ala.org/acrl/conferences/atw), a week of virtual programming and networking opportunities for the academic and research library community was held in early June 2020. ACRL Together Wherever featured 14 programs covering topics including algorithm bias, telling your library's story, invisible labor in archives, open peer review, drag queen story hour, and more. Opportunities for networking were also available immediately after each session and through the event ALA Connect community. A brief guided meditation for relaxation session was also offered to help attendees reduce stress, train awareness, and achieve calm focus. More than 2,769 individuals signed up for the virtual event, accounting for nearly 4,600 live webcast views. Session recordings are freely available through the ACRL YouTube channel.

The event was presented free of charge to all with a suggested donation, with 100% of donations going to the ACRL Advancement Fund to support programs and initiatives that strengthen ACRL’s influence in higher education and its ability to create diverse and inclusive communities in the association and the profession.

**ACRL 2021 Proposal Notifications, Deadline Extension; Scholarship Applications**

ACRL2021 contributed paper, panel session, preconference, and workshop notifications are expected to go out by the end of December 2020. The deadline for Lightning Talk, Poster, Roundtable, TechConnect, Webcast submissions has been extended to Friday, November 6. As a reminder of the new Participation Limits, all submitters (even those that already submitted in the spring) are eligible to be included as a presenter or co-presenter on a maximum of two additional proposals for the revised fall submission deadline and can ultimately present a maximum of two times during the ACRL Conference. More information is available on the [conference website](https://conference.acrl.org/callforparticipation/).

Scholarship applications are due on Friday, October 9. Scholarships are available to early and mid-career librarians, library professional and support staff, library school students and recent graduates, and ALA Spectrum Scholars. All scholarships include complimentary conference registration, and most include a stipend to cover expenses for attending. Full details are available in the scholarships section of the [ACRL 2021 website](https://conference.acrl.org/scholarships).

**Advocating for Library Workers During Uncertain Times Blog Series**

The recent public health situation has created much uncertainty for higher education funding. Libraries are finding themselves in increasingly more complex fiscal situations, with layoffs, furloughs, and budget reductions being announced and anticipated. In this three-part series on [Advocating for Library Workers During Uncertain Times](https://acrl.libguides.com/c.php?g=1014690&p=7675549&t=58426), library leaders from institutions of all sizes discuss practical strategies for engaging campus administrators in conversations that emphasize the importance of supporting library employees and the critical work they are doing for their students and organizations.

**Mentors Needed for Spectrum Scholars**

Help support a diverse workforce in the next generation of academic librarians by mentoring an ALA Spectrum Scholar through the ACRL Dr. E.J. Josey Spectrum Scholar Mentor Program. This program links library school students and new librarians who are of American Indian/Alaska Native, Asian, Black/African American, Hispanic/Latino, Middle Eastern and North African, and/or Native Hawaiian/Other Pacific Islander descent, with established academic librarians who provide mentoring. If you are interested in becoming a mentor for a Spectrum Scholar through the ACRL Dr. E.J. Josey Spectrum Scholar Mentor program, complete the online application by October 15. Full details are on [ACRL Insider](https://acrl.ala.org/acrlinsider/archives/20092).

**Project Outcome for Academic Libraries: A Year in the Field**

ACRL launched Project Outcome for Academic Libraries in spring 2019. A year later, ACRL announced the publication of [a report](https://acrl.projectoutcome.org/ckeditor_assets/attachments/612/poal-report-2020.pdf) on its development and first year of use in the field. The annual report outlines the work of ACRL and its members to develop and promote the toolkit. It brings together aggregate data to show how academic libraries have applied Project Outcome data to make improvements and engage in advocacy.

**Revised ACRL Code of Ethics for Special Collections Librarians**

The ACRL Board of Directors approved a revised version of the [ACRL Code of Ethics for Special Collections Librarians](http://www.ala.org/acrl/sites/ala.org.acrl/files/content/standards/Special_Collections_Ethics_2020.pdf) at its June 19, 2020 meeting. The Code of Ethics provides an overview of ethical considerations for special collections practitioners, including definitions; a Statement of Values which describes ethical practice in domains of work important to practitioners; and commentary elaborating on the Statement of Values.

**Get the Job**

This July, ACRL released [*Get the Job: Academic Library Hiring for the New Librarian*](https://www.alastore.ala.org/content/get-job-academic-library-hiring-new-librarian)by Meggan Press, an accessible, constructive handbook that can help you navigate the academic library job search and hiring process. *Get the Job* is a concise, practical guide to the job search for librarians interested in a career in academic libraries. It opens with concrete suggestions for how to direct your education toward full-time employment and get the most out of student experiences. The majority of the book is dedicated to the job hunt itself, covering the various steps of the academic hiring process, breaking each step into manageable pieces, and providing lots of tips and insights from the perspective of the search committee.

**Sharing Spaces and Students**

ACRL also released [*Sharing Spaces and Students: Employing Students in Collaborative Partnerships*](https://www.alastore.ala.org/content/sharing-spaces-and-students-employing-students-collaborative-partnerships) by Holly A. Jackson in July. The book is full of plans, ideas, and case studies on how to effectively employ student workers across campus departments located within or partnering with the library. In six chapters *Sharing Spaces and Students* helps partners within the library bridge the gap between expectations and outcomes and hire and train students to deliver high-quality work on behalf of all involved parties. Case studies throughout the book examine partnerships with academic departments, writing centers, career centers, cultural centers, tutoring services, technology services and information technology (IT) departments, as well as first-year experience and peer-learning departments.

**Hidden Architectures of Information Literacy Programs**

[*Hidden Architectures of Information Literacy Programs: Structures, Practices, and Contexts*](https://www.alastore.ala.org/content/hidden-architectures-information-literacy-programs-structures-practices-and-contexts), edited by Carolyn Caffrey Gardner, Elizabeth Galoozis, and Rebecca Halpern, was published by ACRL in early July. This book collects authors from a variety of diverse institutions detailing the day-to-day work of running and coordinating information literacy programs and the soft skills necessary for success in the coordinator role. In 39 chapters organized into five program types authors discuss the institutional context into which their work fits, their collaborators, students, marketing, and assessment, as well as the many varied duties they perform. Chapters examine the delicate balancing act of labor distribution, minimal or absent positional authority coupled with making decisions and assignments, generating buy-in for programmatic goals and approaches, and maintaining positive relationships throughout the organization.

**The Engaged Library**

June 2020 saw the release of [*The Engaged Library: High-Impact Educational Practices in Academic Libraries*](http://www.alastore.ala.org/content/engaged-library-high-impact-educational-practices-academic-libraries)*,* edited by Joan D. Ruelle. The book provides case studies, examples, and discussion of how academic libraries can create successful partnerships to contribute to the integration of high-impact practices on their campuses, and ways to execute these practices well. Each chapter in *The Engaged Library* addresses one of the ten original high-impact practices through the lens of library partnerships, contributions, and opportunities, and provides ideas for and examples of outcomes assessment. A variety of types of institutions are included, and some chapters discuss initiatives that involve a combination of multiple practices.

**Choice Launches Patron Driven Podcast**

Choice launched a new five-episode podcast called Patron Driven in June. The series combines interviews and storytelling to spotlight the breakthrough programs, hard-won advocacy, and community connections—including the personalities behind them—that are achieved in academic libraries across academe. Learn more and listen on the [Choice 360 website](http://www.choice360.org/librarianship/patron-driven-main).

**Choice Supporting Scholarly Research White Paper**

Choice has published the sixth in a series of white papers designed to provide actionable intelligence around topics of importance to the academic library community. Despite the fact that the paper, “[Supporting Scholarly Research: Current & New Opportunities for Academic Libraries](http://www.choice360.org/librarianship/whitepaper)," was researched and written during the uncertainty of the COVID-19 pandemic, this report can provide libraries with practical information and ideas for current and future strategies for supporting evolving research workflows and researcher needs. Researched and written by Ngoc-Yen Tran, research impact librarian at San Jose State University, and Emily K. Chan, associate dean for research and scholarship at San Jose State University, the researchers surveyed academic librarians and interviewed academic library administrators in the United States and Canada. Funding for this research was provided by a generous contribution from ProQuest.

**Choice Ebook Collection Development in Academic Libraries White Paper**

Choice announced the publication of the seventh in a series of white papers designed to provide actionable intelligence around topics of importance to the academic library community in September. The paper, “[Ebook Collection Development in Academic Libraries: Examining Preference, Management and Purchasing Patterns](http://www.choice360.org/librarianship/whitepaper),” aims to provide libraries with practical information and ideas for refining their strategies and adjusting expectations when integrating ebooks into their acquisitions workflow. Researched and written by John Novak, University of Maryland-College Park; L. Angie Ohler, University of Arkansas; and Annette Day, University of Nevada-Las Vegas, the researchers surveyed academic librarians and interviewed academic library collection development practitioners in the United States and Canada. Funding for this research was provided by a generous contribution from OverDrive Professional.

**ACRL e-Learning**

ACRL's e-Learning program offered seven live webcasts, including two three-part series, and two online courses during this report period. 136 individuals and 31 groups participated in e-learning focusing on signature pedagogies, Project Outcome, the ACRL Framework for Information Literacy, and copyright and course reserves. Upcoming topics for the ACRL e-Learning program include interim leadership and scholarly communication. Full details and registration information are available on the [ACRL website](http://www.ala.org/acrl/conferences/elearning/webcasts).

**Association for Library Service to Children**

**(ALSC)**

**#LookToLibraries**

The Association for Library Service to Children (ALSC) developed a suite of #LooktoLibraries resources for all types of libraries, to help children and their families navigate challenges that have been posed by the pandemic, which is available at <https://bit.ly/LookToLibraries>. These tip sheets, articles, booklists, and other resources support children’s library professionals in serving as youth media mentors, a role that is especially important as the use of digital media skyrockets due to the pandemic. #LooktoLibraries is a work in progress and ALSC will continue to add more resources and topics. ALSC and the ALA Communications and Marketing Office (CMO) have been promoting the value of children’s library professionals as youth media mentors through #LookToLibraries across ALA and through national media channels and sharing these resources to support advocacy efforts.

**BCALA and ALSC Social Justice Reading List**

The Black Caucus of the American Library Association (BCALA) and ALSC collaborated to develop a Social Justice reading list.  Information about the collaboration and the booklist are available on the [ALSC website](http://www.ala.org/alsc/publications-resources/book-lists/socialjustice).

**Netflix on Bookmarks: Celebrating Black Voices**

ALSC partnered with Netflix on their series [Bookmarks: Celebrating Black Voices](https://www.netflixbookmarks.com/) to uplift children’s literature by Black authors and illustrators. The series features prominent celebrities and authors reading stories about Black children. ALSC contributed links to member-created booklists, its [Serving Diverse Communities](https://docs.google.com/document/d/1zv7DiiyOHRrwTjEbrWbkE0UvJcZ0qDGCu9lhE1AHdhE/edit) resource, and the [Look to Libraries](http://www.ala.org/alsc/publications-resources/look-to-libraries) materials. The series is available for free without subscription on the [Netflix Jr. YouTube](https://www.youtube.com/playlist?list=PLPphPHIzdSQO7PSjPy614dttjdSqCW9qW) channel. ALSC president, Kirby McCurtis participated in a panel discussion about the project hosted by BCALA on the [Netflix Family Facebook page](https://www.facebook.com/NetflixFamily/videos/697295610877880/?extid=1KYnqmaSYVULeCwm).

**Virtual Storytime Services Guide**

During times of crises, libraries continue to play a vital role in connecting their communities to resources, information, and to each other. In mid-June, ALSC and the Colorado Libraries for Early Literacy (CLEL) announced the release of a [Virtual Storytime Services Guide](http://www.ala.org/alsc/virtual-storytime-services-resource-guide). As libraries of all types are expanding their digital collections and exploring virtual program offerings, this free guide is offered on the [ALSC website](http://www.ala.org/alsc/virtual-storytime-services-resource-guide) as a comprehensive resource to support librarians in this work.

**National Institute**

Due to Covid-19, [ALSC transitioned its biennial National Institute to a fully virtual environment](http://www.ala.org/news/member-news/2020/06/alsc-2020-institute-be-held-virtually) in June. The program, “Dive In: Engage, Amplify, Activate” features two days of online professional development programs, discussions, and resources, including six general session panels, 14 education programs, and a variety of networking opportunities. [Registration](http://www.ala.org/alsc/2020-virtual-institute-registration) for this virtual event closes on September 30, 2020.

[**The Louise Seaman Bechtel Fellowship**](http://www.ala.org/alsc/awardsgrants/profawards/bechtel)

ALSC is currently accepting applications for the Louise Seaman Bechtel Fellowship. Selected applicants will receive up to $7,500 to complete their research at the Baldwin Library of Historical Children's Literature of the George A. Smathers Libraries.

**ALSC Distinguished Service Award**

Nominations are open for [ALSC's Distinguished Service Award](http://www.ala.org/alsc/awardsgrants/profawards/distinguishedservice). This award provides a chance to honor an ALSC member whose commitments to the association and profession go above and beyond.

**We Are ALSC Chats**

In addition to Community Forums, ALSC recognized the need for youth serving library workers to stay connected and network during this time of uncertainty. Led by ALSC Committees, [We Are ALSC Chats (WAAC)](http://www.ala.org/alsc/member-center/we-are-alsc-chats) are informal opportunities, open to members and non-members, that are designed to be a space for sharing and discussing timely topics in children’s services. Thus far, ALSC has hosted five WAAC’s since April that featured topics such as the Impact of Covid-19 on the Library, New Adventures in School Age Programming, Adventures in Virtual Storytime Services, and School/Public Libraries and Back-to-School.

**ALA Virtual Event**

ALSC was pleased to transition a portion of its traditional ALA Annual Conference programming to the ALA Virtual Event in June 2020. This included a virtual [Book Award Celebration](https://www.youtube.com/playlist?list=PLY6JdvV7ZFZsMcECKLLvXHepzWITS798u); a virtual [Charlemae Hill Rollins President’s Program](http://www.ala.org/alsc/2020-alsc-charlemae-rollins-presidents-program-telling-our-authentic-story); a virtual Membership meeting; and Virtual Event education programs.

ALSC staff worked with other YMA stakeholders including YALSA, ODLOS, Booklist, and CMO, on the production of an all-day awards event. The ALA Book Award Celebration featured an appearance from nearly every recipient of a 2020 award.

ALSC award ceremonies included the [Batchelder, Geisel, Excellence in Early Learning Digital Media, and Sibert](https://www.youtube.com/watch?v=Jh-uI-_rfoA&list=PLY6JdvV7ZFZsMcECKLLvXHepzWITS798u&index=4), along with Booklist for the [Odyssey Ceremony](https://www.youtube.com/watch?v=0N_3uOkTf9w&list=PLY6JdvV7ZFZsMcECKLLvXHepzWITS798u&index=8) and REFORMA for the [Belpré Celebración](https://www.youtube.com/watch?v=qQEcQFTCtzU&list=PLY6JdvV7ZFZsMcECKLLvXHepzWITS798u&index=7). Each video featured award recipients and Honorees. In addition, the [Newbery, Caldecott, and Legacy Virtual Banquet](https://www.youtube.com/watch?v=uKrGHWats5k&list=PLY6JdvV7ZFZsMcECKLLvXHepzWITS798u&index=10) featured personal stories of inspiration and speeches from Jerry Craft, Kadir Nelson, and Kevin Henkes.

**National Summer Learning Week Led by the National Summer Learning Association (NSLA)**

National Summer Learning Week was a week-long celebration from July 6-10, 2020 and is dedicated to elevating the importance of keeping kids learning, safe, and healthy every summer, ensuring they return to school in the fall ready to succeed. Themes for the week included: Dive into a Book Adventure, Discover STEM and Soar, Arts, Eat Healthy and Grow Strong to Win at Wellness, Celebrate the Future Leaders of Tomorrow and Make a Masterpiece. As part of an ongoing partnership with NSLA, ALSC provided the ALSC Summer Reading List as a supplemental literacy resource on the [NSLA website](https://www.summerlearning.org/summer-learning-week/literacy-resources/)to help keep children engaged and learning over the summer.

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

**ASGCLA Transition 2020 :**

On September 1, 2020, ASGCLA members transitioned to other parts of ALA, with a great deal of help from ALA Member Relations and Services and IT staff. During August, ASGCLA and MRS composed emails explaining what to expect for the transition. These were sent to ASGCLA’s Interest Group members and to those with no interest groups listed. The transition for almost 800 ASGCLA members and sixteen Interest Group Connect Groups was completed with no significant problems. The transfers were made to:

* **Core division:** 254 members of Library Cooperatives or Library Consulting Interest Groups; (Collaborative Digitization, Consortial eBooks, Consortium Management, and Library Consulting)
* **RUSA division:** 296 members of the Federal and Armed Forces Libraries and Physical Delivery Interest Groups; In addition, the Accessibility Assembly Committee has transferred to RUSA.
* **ODLOS**: 243 members in Interest Groups supporting library services to underserved populations (Bridging Deaf Cultures, Consumer Health Information Librarians, Library Services for Dementia/Alzheimer’s, Library Services to the Incarcerated and Detained, Library Services to Persons with Print Disabilities, Tribal Librarians, and Universal Access) Members have ALA member status but are not associated with a division.
* **Chapter Relations:** 123 members in Interest Groups focused on services within State Library Agencies (LSTA Coordinators, Library Development and Youth Services Consultants); Members have ALA member status but are not associated with a division.
* **ALA** –In addition, the 265 members with no ASGCLA Interest Groups retain their status as ALA members. *Note: The numbers above total more than the ASGCLA membership because about half of ASGCLA members participated in more than one Interest Group.*

The final **ASGCLA Awards Program** was held via Zoom on July 23, 2020. The Awards Program was coordinated by Shuntai Sykes and included these awards:

* ASGCLA Exceptional Service Award presented to Nili Ness of the Queens Public Library services to prisoners at Rikers Island
* Federal Achievement Award presented to Karl Debus-Lopez for support of the federal and armed forces library community
* Federal Achievement Award presented to Nancy Faget for creating educational experiences to help people learn about opportunities in Federal libraries.
* ASGCLA Leadership and Professional Achievement Award presented to Wendy Cornelisen for leadership in building a state-wide eBook service for Georgia’s youngest readers.
* ASGCLA/Keystone Library Automation Services/National Organization on Disabilities Award to Moline Public Library for the ARTability program's efforts to expand and enhance art-related programming for people with disabilities

RUSA/ASGCLA staff are working on many additional details necessary for the division’s dissolution. Most tasks will be completed by September 30. All will be completed by the end of the fiscal year.

* **Online Learning –** Ninah Moore is managing three courses and two or three webinars scheduled during September – November. The updated Accessibility Academy module, Positive Interactions is now available, http://www.ala.org/asgcla/online-learning/accessibility-academy.
* **New Member Welcome -** In September, the Core and RUSA divisions sent welcome emails to the new members of those divisions. Chapter Relations Office and the Office of Diversity, Literacy, and Outreach Services are reaching out to Interest Group members. Additional meetings and orientations are planned over the next weeks.
* **Web Resources and Information –** Melissa Vanyek has added notes about the dissolution of ASGCLA to the main pages of the <http://www.ala.org/asgcla> and <https://asgcladirect.org>. The homepages will remain for FY21. Unneeded content pages are unpublished. Melissa Vanyek is now preparing to transfer web content to the division or office hosting the interest groups, with redirections as needed on the remaining ASGCLA web sites. Content being transferred includes
	+ Interest Group descriptions, charges, and leadership
	+ Library Accessibility Toolkits
	+ Recommended Resources topics
	+ Awards description and nomination information
	+ Archived Newsletters (ASGCLA and Federal Librarians)

**Core: Leadership, Infrastructure, Futures**

**ALA’s newest division is up and running and moving forward in a number of areas:**

**Board:** the new Core Board <http://www.ala.org/core/about/board-of-directors> met for the first time on September 24. The group is working with members on the structure of Sections, Committees, and Interest Groups. A draft org chart has been developed and the Board is working with sections on identifying initial leadership. Interest groups will be open to anyone, and previous division IGs will need to re-charter in Core. Already 14 IGs from all three previous divisions have submitted a charter request.

**Social Media:** various channels are in place:

Twitter: <https://twitter.com/ala_core>

Instagram: <https://www.instagram.com/core_ala/?hl=en>

YouTube: <https://www.youtube.com/channel/UCV_Bc1j9BWHTgnaarmFcCfQ?view_as=subscriber>

**Electronic Resources:**

ALA Connect: <https://connect.ala.org/core/home> Work will continue throughout the Fall to set up all the new committees and interest groups.

Website: <http://www.ala.org/core/>

**Continuing Education**

Courses:The Fundamentals of Cataloging courses (formerly ALCTS) are fully subscribed and underway. A new course on Fundamentals of Digital Libraries will be tested this fall and launched early in 2021.

Webinars: Four held so far under the Core umbrella. We are also launching “Core Classroom,” a hands-on webinar series with homework and interactive discussions.

**Awards**

The awards programs of all three previous divisions were catalogued and reviewed by a member working group. Due to the sheer number of awards in the combined division, the leadership team has decided to pause all awards in FY21, except for four programs managed on behalf of ALA and with other divisions: John Cotton Dana Library Public Relations Awards, ALA/AIA Library Building Awards, Frederick G. Kilgour Award for Research in Library and Information Technology, and the Hugh C. Atkinson Memorial Award (with ACRL),

**Public Library Association (PLA)**

**PLA and OCLC Recognized for Opioid Project**

The [Association for Library and Information Science Education](https://www.alise.org/) (ALISE) has honored the joint PLA and OCLC project, [Public Libraries Respond to the Opioid Crisis With Their Communities](https://www.oclc.org/research/publications/2019/oclcresearch-public-libraries-respond-to-opioid-crisis.html), with the 2020 [Connie Van Fleet Award for Research Excellence in Public Library Services to Adults](https://www.alise.org/alise-connie-van-fleet-award#:~:text=The%20ALISE%2FConnie%20Van%20Fleet,to%20adults%20in%20public%20libraries.). The team honored with the award is Lynn Silipigni Connaway, Chris Cyr, Kendra Morgan, and Mercy Procaccini of OCLC; Michele Coleman of the London School of Hygiene and Tropical Medicine; and Larra Clark and Scott Allen of PLA.

**PLA Issues Call to Action on Systemic Racism, Holds Twitter Chats**

PLA shares the nation’s anger, sadness, and frustration over the epidemic of violent acts perpetrated against Black people. In an email to members on July 6, 2020, PLA and its [Task Force on Equity, Diversity, Inclusion and Social Justice](http://ala.informz.net/z/cjUucD9taT05NDQxMzcxJnA9MSZ1PTEwNjcwMzMwOTcmbGk9Nzg1NDM1NDY/index.html) (EDISJ) called on public library workers to commit to structural change and to taking action to end systemic racism and injustice. Read PLA’s full [statement and call to action](http://www.ala.org/pla/initiatives/edi/calltoaction) on the PLA web site. PLA also held its first Twitter chats on EDISJ issues including equity and diversity in the library workforce (July 1), creating inclusive communities (August 5), and addressing health disparities (September 2). During the course of the series, PLA gained over 500 Twitter followers, and top posts from the events had over 6,000 impressions.

**Computer Training Courses on PLA’s Digitallearn.org Expand**

PLA developed [DigitalLearn.org](https://www.digitallearn.org/) as a free collection of video-based tutorials to help inexperienced and low-level learners with computers and the internet. In addition to two dozen basic courses (also available in Spanish) such as [Getting Started on a Computer](https://www.digitallearn.org/courses/getting-started-on-a-computer) and [Intro to Email](https://www.digitallearn.org/courses/intro-to-email), the newest courses include [Intro to Searching Videos on YouTube](https://www.digitallearn.org/courses/intro-to-searching-videos-on-youtube) and [Using MyHealthfinder for Preventive Care](https://www.digitallearn.org/courses/using-myhealthfinder-for-preventive-care), which was released this summer. Eight libraries have also developed their own DigitalLearn subsites to host localized content to meet community-specific needs. The [Chicago Public Library](https://chipublib.digitallearn.org/) unique courses include [Getting a Job Using Illinois workNet](https://chipublib.digitallearn.org/courses/getting-a-job-using-illinois-worknet), [City of Chicago CHI311 Mobile](https://chipublib.digitallearn.org/courses/city-of-chicago-chi311-mobile), and [Sorting Truth from Fiction Online](https://chipublib.digitallearn.org/courses/sorting-truth-from-fiction-online-de2d6410-56a9-4eea-8b26-a4c1ee2269ed), released in September 2020.

**PLA’s Virtual Continuing Education Offerings Grow**

From April to October, PLA will have completed 7 virtual sessions exploring the PLA [family engagement framework](http://www.ala.org/pla/sites/ala.org.pla/files/content/initiatives/familyengagement/Library_Elements_to_Support_FE_Handout.pdf) through its [Advancing Family Engagement in Public Libraries](http://www.ala.org/pla/education/onlinelearning/feseries) program. The first cohort of 30 libraries will conclude, and PLA is planning two additional cohorts in 2021. Also since the last report to the ALA Board, PLA released [archived recordings of ten programs](http://www.ala.org/pla/education/onlinelearning/pla2020/ondemand) from the PLA 2020 Virtual Conference, held in conjunction with the [PLA Conference](https://www.placonference.org/) in February 2020. Topics include bringing technology and arts programming to seniors, creating a diverse collection, decreasing barriers to library use, going “fine free,” training staff to serve people experiencing homelessness, and more. Finally, PLA continues to offer high quality webinars that are responsive to public library needs and feature excellent speakers. This summer, PLA collaborated with the ALA Public Policy and Advocacy Office and the Office for Diversity, Literacy and Outreach Services on a free webinar [2020 Census: Last Chance for a Complete Count](http://www.ala.org/pla/education/onlinelearning/webinars/ondemand/) for over 400 attendees. PLA also offered the paid webinar, [Transition Planned In-Person Adult Programs to a Virtual Environment](http://www.ala.org/pla/education/onlinelearning/webinars/ondemand/transition) on July 22 to over 500 attendees. A call for proposals that ended May 31 yielded 36 submissions, and PLA’s Continuing Education Advisory Group selected the following webinars to be presented in fall and winter 2020-2021: [Responding to COVID Closures with Digital eCard Access: A County Library Case Study](http://www.ala.org/pla/education/onlinelearning/webinars/ecard) (September 2020), [Managing Student Loan Anxiety and Coping Financially During COVID-19](http://www.ala.org/pla/education/onlinelearning/webinars/anxiety) (October 2020), Providing Library Senior Services in a COVID-19 World (November 2020), Representation in the Library of Congress Collections: Complicating the Narrative (December 2020), Orientation to Library Simplified: the Library Driven Platform (January 2021), and The Ezra Jack Keats Award: 35 Years of Making a Difference in Diverse Picture Books (February 2021). PLA will also offer free webinars related to its initiatives on digital skilling and employment and on health insurance enrollment before the end of 2020.

**PLA and Microsoft Initiate Third Joint Project**

Microsoft has granted PLA $600,000 in funds and provided hundreds of WiFi access points, hotspots, and tablet computers to support public libraries to connect community members and engage them in learning new skills. In November 2019, PLA’s [DigitalLead: Rural Libraries Creating New Possibilities](http://www.ala.org/pla/initiatives/digitallead) partnership with [Microsoft Philanthropies](https://www.microsoft.com/en-us/philanthropies) provided 41 libraries serving rural communities with 158 hotspot devices, to initiate lending programs, and 156 desktop and laptop computers, to conduct digital literacy training sessions in the library and community. In May 2020, in response to the COVID-19 crisis, PLA and Microsoft quickly created a new opportunity, the [PLA and Microsoft Public WiFi Access Micro Grant Program](http://www.ala.org/pla/initiatives/publicwifi/), to provide WiFi access points to rural libraries to extend their signals into public spaces outside the library. Nearly 80 library systems were given devices for around 160 branch and community locations. In September 2020, PLA and Microsoft began work with four urban library systems to promote free online training, learning pathways, and low-cost certifications to community members who are low income and impacted by COVID-19. This new project will give 400 Microsoft Surfaces to community members in need, to help with employment and schooling. The collaboration between PLA and Microsoft contributed to “America’s libraries” being honored in the inaugural [Digital Opportunity Equity Recognition (DOER) Program](https://www.fcc.gov/document/commissioner-starks-announces-2020-doer-honorees) of the FCC, with Commissioner Geoffrey Starks stating “at the time America’s libraries were nominated, the Public Library Association was in the process of providing 80 library systems with devices for over 160 branch and community locations.”

**PLA Renews and Expands Health Insurance Outreach Projects**

PLA initiated its third year of the initiative [Promoting Health Communities: Libraries Connecting You to Coverage](http://www.ala.org/pla/initiatives/connectingyoutocoverage), sponsored by the [Robert Wood Johnson Foundation](https://www.rwjf.org/) and [Community Catalyst](https://www.communitycatalyst.org/). In September 2020, twenty-one libraries were awarded funds to become [Certified Application Counselor Designated Organizations](https://marketplace.cms.gov/certified-application-counselor-designated-organization-cdo-program-information) (CDOs) and promote enrollment generally. PLA also received a new grant from the funders to promote enrollment in Medicaid, focusing on libraries in key states of Florida, Michigan, New Jersey, and Texas. Total funding from Community Catalyst and RWJF in fiscal year 2021 is $257,824.

**Public Libraries Magazine Pilots Digital Format**

In order to be more accessible, responsive, and sustainable, *Public Libraries* magazine will produce digital issues for the July/August 2020 and September/October 2020 issues. The first issue was emailed to PLA members and subscribers in easy-to-access digital flipbook and PDF versions. Feedback to date has been positive.

**PLA Receives IMLS Grant To Increased Latinx Parent Participation in Libraries**

IMLS awarded PLA and the [National Center for Families Learning](https://www.familieslearning.org/) (NCFL) a $99,949 planning grant under the National Leadership Grants for Libraries. Starting September 1, 2020, PLA and NCFL will co-design a process to involve Latinx parents in creating services designed for them. The project, which falls under PLA’s [family engagement](http://www.ala.org/pla/initiatives/familyengagement) initiative, will undertake an environmental scan and engage in community-based learning with library staff and parents in three pilot communities. The intent is to generate strategies and practices for authentic parent participation and identify approaches and best practices that can be used nationally.

**Reference and User Services Association**

**(RUSA)**

*RUSA Futures Task Force*

To address the challenges RUSA is currently facing to remain a financially sustainable independent Division, RUSA leadership recently appointed the [RUSA Futures Task Force](http://www.ala.org/rusa/rusa-futures-task-force). The Task Force has been charged to investigate and recommend a course of action for the transition or dissolution of RUSA. The Task Force brought forth recommendations to the RUSA Board in July. The top recommendation was to investigate how to maintain current, independent ALA Division status. If maintaining an independent ALA Division is not possible, the Task Force recommends looking at possible merger opportunities. A potential merger with CORE or other Divisions like ACRL and PLA would likely be pursued. A Town Hall was presented by the Futures Task Force in August to solicit feedback from RUSA membership and present their recommendations. A recording of the Town Hall can be found [here](http://www.ala.org/rusa/rusa-town-halls).

*Welcoming of three former ASGCLA groups*

RUSA recently brought in three separate groups from the former ASGCLA. Those groups are [Federal and Armed Forces Libraries](https://connect.ala.org/rusa/communities/community-home?CommunityKey=ab295b80-b62a-47e8-a733-bd459f922863), [Physical Delivery Interest Group](https://connect.ala.org/rusa/communities/community-home?communitykey=ee890da6-cbeb-4848-9754-030b5f04123c&tab=groupdetails), and [Accessibility Assembly](https://connect.ala.org/rusa/communities/community-home?CommunityKey=dd26a89f-8468-44bb-8ac4-f13fad1a6c3b). Work has and continues to be done to make onboarding as seamless as possible. These three groups represent in total approximately 300 new members for RUSA. Moving forward RUSA is excited about the unique contributions these groups will be able to make in support of RUSA’s overall mission.

*Financial Literacy webinar supported by FINRA grant*

In July, RUSA offered a complimentary webinar sponsored by the RUSA Financial Literacy Interest Group and the [FINRA Investor Education Foundation](https://www.finrafoundation.org/). Supported as part of a three-year grant from FINRA, the webinar attracted nearly 500 registrants. A panel made up of representatives from Consumer Financial Protection Bureau, FINRA Investor Education Foundation, United Way Worldwide and Pioneer Library System, shared reputable resources for helping library communities manage the unexpected and be resilient in challenging circumstances, especially in times when patrons cannot physically visit the library. The recording of this webinar can be found [here](https://ala-events.zoom.us/rec/share/_9UyNKvup0RIe6vT0mXteIcAR8O_aaa8g3AYrPVZyEYXegoBLOzpYRmGH87qNjyp?startTime=1595959145000).

**Young Adult Library Services Association**

**(YALSA)**

**New Teen Celebration, TeenTober**

[TeenTober](http://www.ala.org/yalsa/teentober) is a new, nationwide celebration hosted by libraries every October and aims to celebrate teens, promote year-round teen services and the innovative ways teen services helps teens learn new skills, and fuel their passions in and outside the library. [TeenTober](http://www.ala.org/yalsa/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 also encouraged to utilize this new celebration to advocate for and raise awareness of the importance of year-round teen services in libraries. To assist libraries plan their celebrations, YALSA has released a [digital poster](https://www.alastore.ala.org/content/teentober%E2%84%A2-poster-file), [bookmark](https://www.alastore.ala.org/content/teentober%E2%84%A2-bookmark-file), and [toolkit](http://www.ala.org/yalsa/teentober), which features planning, advocacy, and program resources.

**Registration Open for YALSA’s virtual 2020 YA Services Symposium**

[Registration](http://www.ala.org/yalsa/registration) for YALSA's virtual 2020 YA Services Symposium is open. Additional programs such as Friday pre-conferences can be added to registration for additional fees. View the list of [programs](http://www.ala.org/yalsa/programs-special-events) and [participating authors](http://www.ala.org/yalsa/participating-authors). Anyone with an interest in YA services is welcome to attend. Early bird [registration](http://www.ala.org/yalsa/registration) ends Sept. 30 and advanced [registration](http://www.ala.org/yalsa/registration) ends Oct. 15.

**Voting for 2020 Top Ten Books for Teens Open**

Voting for YALSA’s [Teens’ Top Ten](http://www.ala.org/yalsa/teenstopten), a "teen choice" list, where teens nominate and choose their favorite books of the previous year, is going on now through Oct. 15. Library staff are encouraged to promote the 25 nominated titles to their teens so that they can participate in the vote. The “top ten” titles with the most votes from teens will be named the official 2020 Teens’ Top Ten titles.

**Call for Research Papers**

YALSA’s research journal, the [Journal of Research on Libraries and Young Adults (JRLYA)](http://www.yalsa.ala.org/jrlya/) is currently accepting submissions for a special themed issue that addresses access in libraries that serve teens. A patron’s right to access information is a key tenet of librarianship, but providing access can sometimes be difficult, as the conditions resulting from the COVID-19 outbreak have shown us. Library access for teens can be a complicated matter as technology changes and evolves, and barriers – such as transportation, the so-called “digital divide,” and many others – can prevent patrons from finding what they need. Interested individuals should review the [writer’s guidelines](http://www.yalsa.ala.org/jrlya/author-guidelines/) before submitting a paper. Manuscripts can be emailed to editor Robin Moeller at: yalsaresearch@gmail.com by **Nov. 30**. [Learn](http://www.yalsa.ala.org/jrlya/2020/08/call-for-papers-for-special-themed-issue-access-in-libraries-that-serve-teens/) more.

**YALSA September Webinar: Navigating Post-Secondary Readiness in the Time of COVID-19, Oct. 8; Thursday, 2PM EST**

What does it mean to be college/career ready? How has this changed since the global pandemic began? Many school/public libraries that are normally resources for teens who need help in this area are currently not physically accessible. In this webinar, learn how to help your communities on these topics, and how to reach them to offer that help. [Learn](http://www.ala.org/yalsa/onlinelearning/webinar) more. Non-members: [*$29/each webinar*](http://www.ala.org/Template.cfm?Section=olweb&Template=/Conference/ConferenceList.cfm&ConferenceTypeCode=X) or [*$59/annual webinar subscription*](http://www.ala.org/Template.cfm?Section=eventsconf&Template=/Conference/ConferenceList.cfm&ConferenceTypeCode=M).

# **ALA PUBLISHING**

# **ALA Editions**

ALA Graphics

The ALA Graphics fall 2020 catalog arrived in early August featuring Christian Robinson’s [You Matter poster](https://www.alastore.ala.org/content/you-matter-poster)and on its cover.The poster and [bookmark](https://www.alastore.ala.org/content/you-matter-bookmark)are inspired by *You Matter*, the latest picture book from the award-winning illustrator and feature a diverse cast of characters along with the simple, yet powerful message: read. The catalog also debuts [Library Tech Tattoos](https://www.alastore.ala.org/content/library-tech-tattoos), repositionable decals for a laptop, cell phone, tablet, or other device.

Other new products include the [Flying Free poster](https://www.alastore.ala.org/content/flying-free-poster) and [bookmark](https://www.alastore.ala.org/content/flying-free-bookmark), inspired by Karyn Parsons’ forthcoming book, *Flying Free: How Bessie Coleman's Dreams Took Flight*. Illustrated by R. Gregory Christie, *Flying Free* invites young readers to learn about the first African American woman to earn her pilot's license. ALA Graphics also celebrates 50 years of Arnold Lobel’s Frog and Toad series with a [Frog and Toad poster](https://www.alastore.ala.org/content/frog-and-toad-poster) and [bookmark](https://www.alastore.ala.org/content/frog-and-toad-bookmark).

TeenTober™, a new initiative from YALSA, encourages teens to visit their library in October—whether in person or online. A downloadable [poster and bookmark](https://www.alastore.ala.org/SearchResult.aspx?search_api_views_fulltext=teentober&Search=Search) with the headline “What will you discover at the library?” show the many ways teens can learn new skills and fuel their passions in and outside the library during this event.

Many new designs and products—including [masks](https://shop.spreadshirt.com/ALAGraphics-Gift-Shop/accessories%2Bface%2Bcoverings?q=P193)—were added to ALA Graphics’ ancillary [gift shop](https://bit.ly/GraphicsGiftShop) on Spreadshirt. The full range of products is at **bit.ly/GraphicsGiftShop**.

***American Libraries***

 **July/August 2020 issue**

The cover story for *American Libraries* magazine’s July/August 2020 digital issue was [“Advancing Digital Equity,”](https://americanlibrariesmagazine.org/2020/07/01/pla-advancing-digital-equity-covid-19/) an article adapted from a [Public Library Association webinar](http://www.ala.org/pla/education/onlinelearning/webinars/covid-19/digital-equity) on how public librarians are trying to bridge the digital divide and reach patrons during COVID-19. Also featured in this issue: [“International Innovators,”](https://americanlibrariesmagazine.org/2020/07/01/international-innovators-2020/) a recap of global libraries that earned this year’s ALA Presidential Citation for Innovative International Library Projects; [“Bringing Books to the Desert,”](https://americanlibrariesmagazine.org/2020/07/01/bringing-books-desert-zaatari-refugee-library/) a story about libraries operating in Jordan’s Zaatari refugee camp, where 76,000 Syrians live; and an interview with [author Yaa Gyasi](https://americanlibrariesmagazine.org/2020/07/01/newsmaker-yaa-gyasi/)

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**September/October 2020 issue**

In *American Libraries* magazine’s annual [Library Design Showcase](https://americanlibrariesmagazine.org/2020/09/01/2020-library-design-showcase/) issue, we highlight 13 of the year’s best library constructions and renovations. The issue also looks at architecture and design from the lens of COVID-19, and how libraries are adapting their buildings as a result ([“Virus-Responsive Design”](https://americanlibrariesmagazine.org/2020/09/01/virus-responsive-library-design/)), as well as libraries that are partners in climate action plans and taking it upon themselves to make their buildings and programs more energy-efficient and sustainable ([“Ready for Action”](https://americanlibrariesmagazine.org/2020/09/01/ready-for-action-climate-action-plans/)). Also featured in this issue: the [2020 ALA Award Winners](https://americanlibrariesmagazine.org/2020/09/01/2020-ala-award-winners/); [“Rethinking Police Presence,”](https://americanlibrariesmagazine.org/2020/07/08/rethinking-police-presence/) an article about libraries that are exploring alternatives to law enforcement; a look at Nashville Public Library’s in-house [puppetry troupe](https://americanlibrariesmagazine.org/2020/09/01/bookend-the-world-on-a-string/); and an interview with YA author and intellectual freedom champion [Laurie Halse Anderson](https://americanlibrariesmagazine.org/2020/09/01/newsmaker-laurie-halse-anderson/).

**American Libraries Online and Social Media**

Since June 1, we have published 62 original online-only stories on the website, including coverage of ALA Virtual, United for Libraries Virtual, and the Association of Jewish Libraries Digital Conference.

Top stories:

## [How to Sanitize Collections in a Pandemic](https://americanlibrariesmagazine.org/blogs/the-scoop/how-to-sanitize-collections-covid-19/) (our most-read story ever)

1. [Reclosing … After Reopening](https://americanlibrariesmagazine.org/blogs/the-scoop/covid-19-reclosing-after-reopening/)
2. [Virus-Responsive Design](https://americanlibrariesmagazine.org/2020/09/01/virus-responsive-library-design/)

Our web traffic for June was over 120,000 sessions again. We passed 88,000 Twitter followers in August. We introduced a new AL Direct newsletter design and mailing schedule in July.

**AL Direct**

Top three AL Direct items since June 1:

1. [Reclosing … After Reopening](https://americanlibrariesmagazine.org/blogs/the-scoop/covid-19-reclosing-after-reopening/) (2,590)
2. [ALA Virtual Preview](https://americanlibrariesmagazine.org/2020/06/09/ala-virtual-preview/) (1,680)
3. [Where are people moving?](https://storymaps.arcgis.com/stories/33d4ca0a837948feae27a0d5c73f2155?_lrsc=d6d309fb-9143-4ae0-a9b6-b5004c9bc7a4) (1,669)

Number of Latest Library Links published since June 1: 582

**Dewey Decibel Podcast**

The *American Libraries Dewey Decibel* podcast released four episodes over the summer: In June, the show featured interviews with [Coretta Scott King Book Award–winning illustrators](https://americanlibrariesmagazine.org/blogs/the-scoop/dewey-decibel-podcast-telling-stories-with-pictures/) James E. Ransome and April Harrison; in July, the focus was on [sustainability efforts at libraries](https://americanlibrariesmagazine.org/blogs/the-scoop/dewey-decibel-podcast-libraries-and-sustainability/) in Arizona, Massachusetts, and New York; the August episode looked at [library architecture and design](https://americanlibrariesmagazine.org/blogs/the-scoop/dewey-decibel-podcast-library-architecture-and-design/), featuring interviews with an architect and librarian featured in *AL’s* September/October library design showcase issue; and in September, the podcast spoke with directors from two [small and rural libraries](https://americanlibrariesmagazine.org/blogs/the-scoop/dewey-decibel-podcast-small-and-rural-libraries/) that were included in ALA President Julius C. Jefferson Jr.’s Holding Space tour, as well as an interview with Jefferson himself.

**Booklist Publications**

 **Booklist Publications**

Due to the pandemic, library closures and the urgent needs for online resources during a time of crisis, *Booklist* and *Book Links* opened subscription products to non-subscribers in March 2020. As a result, audience engagement has increased dramatically. In April and May, on average, 1,900 librarians registered for *Booklist’s* webinars, more than 100,000 visited our websites, and more than 13,000 read digital editions of *Booklist* and *Book Links*. For the first time, the pageviews of *Booklist* digital editions exceeded website pageviews. The positive usage trends continued through the summer months. Access will remain freely open to non-subscribers until September 30. Communications plans to convert non-and-lapsed-subscribers to paying subscribers are now launched so that all of those using this important content will continue to enjoy the benefits of full access to *Booklist*.

*Booklist* is also in the process of accepting new *Booklist* Advisory Board members and will issue a press release when the new Advisory Board roster is finalized.