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Report to Council and Executive Board

January 13, 2020

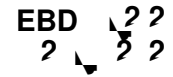
Mary Ghikas
Executive Director

ALA OFFICE

Content of Future of Libraries

2020 Symposium on the Future of Libraries – ALA Midwinter Meeting

The schedule for the [2020 Symposium on the Future of Libraries](#) features 40 information sessions, discussion groups, and workshops during the ALA Midwinter Meeting. The Symposium features Libraries Transform morning sessions each day, bringing Philadelphia-based innovators into the Midwinter conversation. [Libraries Transform: Civic Innovation](#) (Saturday, 8:45 – 10:00 a.m.) will feature Anuj Gupta, General Manager, Reading Terminal Market, and Ariel Ben-Amos, Founder, StreetBoxPHL. [Libraries Transform: Social Innovation](#) (Sunday, 8:45 – 10:00 a.m.) will feature Mariana Chilton, Professor of Health Management and Policy and Director of the Center for Hunger-Free Communities, Dornsife School of Public Health, Drexel University, and Joanna Visser Adjoian, Co-Director, Youth Sentencing & Reentry Project (YSRP).



State Library Level V Directors Meeting; Detroit Metropolitan Area ASPA; and Algonquin Area (IL) Public Library District.

Read for Later Newsletter Hits 4,000 Subscribers

The Center continues to promote new information and indicators through the free e-mail newsletter, [Read for Later](#). *Read for Later* shares the Center's weekly trend scanning to help library professionals think about trends and develop

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Public Awareness Activities

I Love My Librarian Award

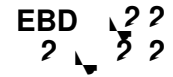
In December, ALA announced the 10 winners of the [I Love My Librarian Award](#), who were selected by leaders from the library community from a pool of more than 1,900 nominations, a record-breaking number of submissions in recent years. The winners, who come from outstanding public, school, and academic libraries across the country, are Jesús Alonso-Regalado, Stephanie Dannehl, Cathy Evans, Melissa Glanden, MaryAnne Hansen, Homa Naficy, Maria Papanastassiou, Leah Plocharczyk, Janet Tom, and Tracie Walker-Reed. For the first time ever, winners will be honored at ALA's Midwinter Meeting, with a [ceremony and reception](#) taking place on Saturday, January 25, from 3 to 5:30 p.m. in the Grand Ballroom of the Pennsylvania Convention Center; the event will also be streamed live to [ALA's Facebook page](#).

Libraries Transform

Libraries Transform closed out the year with more than 15,000 libraries and library advocates signing up to use the free program. In late January, CMO staff is heading to ALA's Midwinter Meeting in Philadelphia to present a session on Monday, January 27, at 10:30 a.m.— [Using Libraries Transform for Awareness and Advocacy](#). In the session, attendees will learn how their library can use Libraries Transform for marketing, advocacy, fundraising, outreach and much more.

Libraries Transform Book Pick and Book Club Central

The widely promoted [Libraries Transform Book Pick](#) October pilot, for which *Booklist* editors selected *After the Flood* by Kassandra Montag (William Morrow/HarperCollins), attracted strong participation and enthusiastic responses. Prominent merchandising on thousands of library websites over the course of the 2-week program resulted in 105,000 checkouts, hundreds of thousands of impressions, more than 10,000 Goodreads adds, and an increase in Amazon



(<http://www.ilovelibraries.org/booklovers/bookclub>), where SJP's six book selections for Book Club Central will also be archived.

National Library Week

CMO launched free [promotional tools](#) featuring the theme for National Library Week, April 19-25 2020—Find Your Place at the Library. The suite of tools includes social media graphics, a sample press release, and PSA scripts. The theme highlights how everyone is welcome at the library and that it's a place where you can explore new passions and discover who you are through the library's free materials, programs, and services.

Media Activity

Overview

The following is a snapshot of Communications and Marketing Office (CMO) publicity activities that took place from October 1 – December 31, 2019. During this timeframe more than 6,700 articles mentioning the American Library Association (ALA) were captured by ALA's new monitoring servic4033(m)-5.56086(e)0.58.60236(e)0.590251(e)11(v)(60236(e)0.55.7403368538(o)7.08 Tm []0.

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[Dispatch](#), [Bozeman Daily Chronicle](#), [Nebraska TV](#), [Barnstable Patriot](#), [Cape Cod Times](#), [Immigration News Wire](#), and [China News](#). Also Trade media like [American Libraries](#), [Publishers Weekly](#), [Information Today](#), and [School Library Journal](#) provided coverage.

William C. Morris Award Short List Announcement, December 4

The [Young Adult Library Services Association \(YALSA\)](#), selected five books as finalists for the 2020 [William C. Morris Award](#), which honors the year's best book written for young adults by a previously unpublished author. CMO worked to secure media coverage with mainstream and library trade media including [American Libraries](#), [School Library Journal](#), and the [Associated Press](#). Overall CMO secured more than 300 placements resulting in a circulation total of more than 375 million and publicity value of more than \$260,000. YALSA will name the 2020 award winner at the [Youth Media Awards](#) at 8 a.m. (Eastern), on Monday, January 27, 2020 in Philadelphia,

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7-21, 2019, book lovers across the U.S. had free access to an ebook copy of the inventive and riveting saga "[After the Flood](#)" by Kassandra Montag. Readers only needed a library card and the award-winning [Libby app](#) to download and read the ebook. More than 80 news websites posted coverage including [Publishers Weekly](#), [The Idaho State Journal](#), [Readers Entertainment Magazine](#), [Information Today](#)

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Announcing the Public Library Services to Open Jails and Prisons Webinar

Dr. Jeanie Austin and Dr. Melissa Villa Nicholas presented a webinar on how to extend library services to incarcerated patrons. This webinar included data on incarcerated populations as well as practical tools library workers could bring back

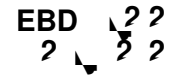
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pro n Events National Day of Racial Healing
The American Library Association (ALA) is joining forces with B-80.23309(i)4.178538(v)-5.15007(h)11.4807W.(h)

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opportunities related to online content moderation at scale for social media and other online venues.

- “*CIPA and Filtering*,”: Caldwell-Stone joined ALA Public Policy and Advocacy Fellow Bob Bocher, former IFC Privacy Subcommittee Chair Michael Robinson, and Past IFC Chair Doug Archer to present an online webinar, “*CIPA and Filtering*,” sponsored by the Missouri State Library. The panelists addressed the E-rate program, the Children’s Internet Protection Act, ALA core values, and various cybersecurity and censorship threats posed by filtering software.
- Illinois Library Association: OIF Assistant Director Kristin Pekoll hosted a poster session at the Illinois Library Association Conference to converse informally about censorship statistics, current trends, and OIF resources and services and participated on a panel on social media and workplace speech.
- New Jersey Association of School Librarians: Pekoll also attended the New Jersey Association of School Librarians, where she spoke about the importance of selection and resource reconsideration policies, defending students’ right to read, and censorship beyond books.

“Share Your Censorship Story” Outreach Project

The Office for Intellectual Freedom has initiated a “Share Your Censorship Story” outreach project, comprised of a website and blog post that offered librarians and supporters social media sample posts, graphics, and slides. This project encourages library workers to report 2019 censorship incidents and challenges to library materials or services to OIF. This information

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experiences with these incidents. (OIF encourages library workers to report any “First Amendment Audits” or similar occurrences to OIF.)

OIF Intellectual Freedom Blog Welcomes New Blog Authors

The OIF Intellectual Freedom Blog welcomes new blog authors Shu Wan, Bel Outwater, Samantha Mairson, Jacqui Higgins-Dailey, Sarah Hart

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Freedom Committee and its Privacy Subcommittee, and the Intellectual Freedom Round Table.

Liberty and Advocacy

ALA Members Celebrate FY 2020 Appropriations Win

Following a year of intense engagement by ALA members, Congress approved and the president signed a spending bill containing

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In December the FCC [released](#) the long-awaited Category 2 Order which determines the rules for how libraries and schools will apply for funding for WiFi and associated costs starting in 2021 and into the foreseeable future. PPA submitted numerous comments throughout the proceeding, and the Order includes several ALA recommendations, available in a [summary](#) of the Order to assist applicants with navigating the rule changes. The E-rate Task Force will be discussing additional outreach and education opportunities during its Midwinter business

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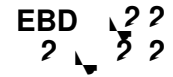
subsidized rate in 2020. Recognizing that scholarly communication issues are central to the work of all academic librarians and all types of institutions, ACRL is underwriting the bulk of the costs of bringing this proven content to sites across the country. The institutions selected to host the 2020 RoadShows are California State University-Sacramento (Sacramento, CA), Central Washington University (Ellensburg, WA), St Cloud State University (St Cloud, MN), the

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[The Sustainable Library's Cookbook](#), edited by Raymond Pun and Gary L. Shaffer, is among the new titles ACRL released in late 2019. The volume presents a collection of engaging activities for academic libraries interested in implementing sustainability practices. *The Sustainable Library's Cookbook* provides lesson plans, activities, and exercises in three different areas.

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ALSC will be hosting an upcoming live webinar titled, [Basic Storytime Development](#), on February 6. This webinar will be led by Sarah Wethern from the Douglas County Library in Alexandria, Minnesota.

Continuing Education Proposals

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

Charlemae Rollins President's Program

The 2020 Charlemae Rollins President's Program will be: *Telling Our Authentic Story: Connecting, Sharing and Bridging Divides Through Children's Literature*. The program will ask what is it about authentic stories, drawn from expe

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Fundraising

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San Jose State University online for her Masters in

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certificate in user experience and always seeks to ensure that end users can easily find the information they need to complete their research. Watch for calls from her in the next few weeks for regular and guest contributors for the [LITA Blog](#).

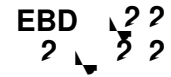
New LITA eLearning Coordinator

LITA is excited to announce that [Kira Litvin is our new LITA eLearning Coordinator](#). Litvin has been the Continuing Education Coordinator at the Colorado School for Public Health for the past six months where she provides distance/online learning library services and instruction and works regularly with other librarians, instructional designers, faculty, and educators to collaborate on instructional delivery projects. Going forward, she will handle all of LITA's scheduling, preparation for, and running of webinar

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YALSA

Program Proposals Sought for YALSA's 2020 Symposium

YALSA is currently seeking [program proposals](#) for its [2020 Young Adult Services Symposium](#). The theme of the [symposium](#) is "Biggest Little Spaces: How Libraries Serve the Expanding Worlds of Teens." It will be held November 6-8, 2020, in Reno, NV. Registration will open in April. Attendees can also apply for a travel stipend to attend the symposium by June 15. Learn more and submit by February 15.

YALSA 2020 Selected Booklists

The [final selections](#) of YALSA's four selected booklists have been announced.

- [Amazing Audiobooks for Young Adults](#)
- [Best Fiction for Young Adults](#)
- [Great Graphic Novels for Teens](#)
- [Quick Picks for Reluctant Young Adult Readers](#)

[View](#) each list, along with their top ten titles, on the YALSA [website](#). Blog posts about each title can be found on YALSA's blog, [The Hub](#).

YALSA 2020 Book Awards

Winners of YALSA's [book awards](#) will be announced at the Midwinter Meeting in Philadelphia during the Youth Media Awards (YMA) on January 27. Finalists for the [Morris](#) and [Nonfiction](#) Awards were announced in December. A [program](#) honoring the finalists and winners of the Morris and Nonfiction Awards will take place after the YMA's at the Philadelphia Marriott Downtown hotel from 10:30 a.m.-12 p.m. Tickets: \$25.

YALSA 20 in 2020 Campaign

Friends of YALSA will begin its 20 in 2020 Campaign. The campaign is to engage all YALSA members and encourage them to contribute to Friends of YALSA to raise long term funds for [scholarships, grants and stipends](#).

YALSA Committee of Volunteer Opportunities

YALSA has opened the volunteer form for its strategic committees, advisory boards, and taskforces. Members who are interested in leadership opportunities and passionate about teen services and helping YALSA move YALSA and the field forward are invited to apply by February 1. Learn more about each group [here](#).

Upcoming YALSA Activities & Events

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- February: En a n ns nt 2 2 C nsus w b nar
www.ala.org/yalsa/onlinelearning/webinar
- Marc 2 2 Cut vat n oc rou Yout L ad rs p ro ra s w b nar
www.ala.org/yalsa/onlinelearning/webinar
- Apr n Hac at on Cr at v ty Co aborat on and Co p tt on w b nar
www.ala.org/yalsa/onlinelearning/webinar
- Apr 2 2 y posu r strat on p ns
- Apr 2 2 2 ns op n No n s Announc nt
- June 15: Symposium Travel Stipend Deadline;

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ALA Graphics

ALA Graphics Spring 2020 Catalog

The ALA Graphics spring 2020 catalog arrived in mailboxes in early January and features Olympic figure skaters Maia and Alex Shibutani, a.k.a. the ShibSibs, on a new celebrity READ® poster. Maia and Alex Shibutani are Auditorium Speakers at the 2020 ALA Midwinter Meeting & Exhibits in Philadelphia. Two-time Caldecott Medalist and author Sophie Blackall created a new poster and bookmark inspired by her 2019 Caldecott Medal-winning picture book, *Hello Lighthouse*.

New Posters and Bookmarks for Black History Month and Women's History Month

The new catalog also debuts new posters and bookmarks for Black History Month in February and Women's History Month in March. With input from the Executive Board of the Black Caucus of ALA (BCALA), ALA Graphics was honored to work with Coretta Scott King Medal-winner Ekua Holmes who illustrated the Celebrate Black History Poster and Bookmark. Graphics gathered feedback from the Committee on the Status of Women in Librarianship (COSWL), ACRL's Women & Gender Studies Section (WGSS), and SRRT's Feminist Task Force to select Laura Freeman as the illustrator of

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American Libraries Online and Social Media

Top stories since October 11:

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