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**Contenidos de este número**

1. Mellon Foundation Awards the Council on Library and Information Resources (CLIR) 24-month, $1.5 Million Operating Grant

Filed by [Gary Price](http://www.infodocket.com/author/gprice/) on June 28, 2017

From [CLIR:](https://www.clir.org/about/news/pressrelease/mellon-operating)

[The Council on Library and Information Resources (CLIR)](http://clir.org/)has received a 24-month, $1.5 million grant from The Andrew W. Mellon Foundation to support general operations starting July 2017.

The grant provides funds for core administrative and management staff that support the broad range of CLIR’s programmatic activity.

“The generosity and imagination of The Andrew W. Mellon Foundation have been crucial to CLIR and DLF’s work on the future of libraries and other cultural heritage organizations, as well as the ways these organizations can support the talented people who serve their missions,” said CLIR Board Chair Kathleen Fitzpatrick. “We are grateful for their continuing partnership.”

“We are deeply grateful for the Foundation’s support of our operational functions,” said CLIR President Charles Henry. “Essential to the administration of the many projects and programs we are responsible for, and an indication of the Foundation’s confidence, the grant assures continuity of the management of CLIR and DLF and provides us with an impetus to innovate and further advance our vision, creating an ever-expanding community of shared practice and thoughtful collaboration.”

CLIR’s efforts in the next two years will focus on helping to build a more coherent research environment, enhancing professional capacity, and collaborating with increasingly diverse constituencies to effect cultural changes in higher education that are more open and inclusive, more ethical, and more sustainable.

**http://www.infodocket.com/2017/06/28/mellon-foundation-awards-council-on-library-and-information-resources-clir-24-month-1-5-million-operating-grant/**

1. Intellectual Freedom and Open Access | ALA Annual 2017

By [Lisa Peet](http://lj.libraryjournal.com/author/lpeet/)

While intellectual freedom and open access (OA) are two ideals widely held and strongly advocated for across all disciplines of librarianship, each touches on different values. The panel “Intellectual Freedom and Open Access; Working Toward a Common Goal?” at the American Library Association (ALA) Annual Conference in Chicago, sponsored by ALA’s Intellectual Freedom Round Table, invited three librarians from different sectors to weigh in on where and how the two principles overlap, and how they can support each other. Marguerite Avery, senior acquisitions editor at Trinity University Press, San Antonio, TX; April Hathcock, scholarly communications librarian at New York University; and James LaRue, director of Office for Intellectual Freedom (OIF) and ALA’s Freedom to Read Foundation and former director of Douglas County Libraries, CO, offered a diversity of viewpoints and some common goals.

On the surface, intellectual freedom and open access feel similar—both advocate for increased access to information. Yet they are also distinct, LaRue pointed out: there is a difference between advocating for access and resisting systems of censorship.

Increasingly, however, widespread systems of economic barriers to content pose threats to both ideals. Particularly when it comes to electronic resources—from academia’s reliance on “Big Deal” bundling to inconsistent pricing models for public libraries offered by the “Big Five” publishers—the current system isn’t sustainable, stated LaRue. In both instances, libraries are tied to business models that can serve to restrict their ownership of—and access to—resources.

**CHANGING MODELS**

LaRue’s answer is a call to arms for libraries to manage their own content, build their own platforms, and shift the distribution system to a more equitable model. Under his leadership, Douglas County Libraries built its own ebook distribution platform in 2011, allowing it to work directly with authors and publishers, and he urged librarians to think in similarly outside-the-box ways. “We can rail against the censors, we can rail against the economic system,” he said, “or we can do something about it.”

As both an academic librarian and a lawyer, Hathcock is accustomed to discussing the ways that OA can help open up access to intellectual freedom. But it’s important to view OA as a potential solution rather than a panacea, she cautioned—and critical to take a close look at the systemic reasons that people don’t have access to information. Racism, sexism, class or ability discrimination all play a major role in the question of who has access and who doesn’t. “When I think of ways open access can enable intellectual freedom,” said Hathcock, “I think about who’s not at the table, and how we can enable them.”

Much of the conversation around intellectual freedom, she added, centers around those who are already well-represented, such as alt-right commentator Milo Yiannopoulos. Rather, Hathcock said, we should be thinking about who’s missing, and why, “so we can have a more complete conversation.”

In order to frame issues of intellectual freedom through the lens of OA, said Avery—who served as executive editor at Amherst College Press from 2015–17 and senior acquisitions editor at MIT Press for ten years prior to that, and is a member of the Digital Public Library of America’s Content and Scope group—publishing models need to shift as well. The academic publishing system looks “remarkably similar” to the way it did when it was created more than 300 years ago, she noted.

At a time when users are inundated with ever more fake news and the unreliable products of predatory publishers, Avery asked, “How can we maintain a system of authority in publishing while opening it up?” Potential answers are complicated; journals should ideally be subsidized by universities as part of the academic enterprise, but the majority have been outsourced to for-profit companies—and now there are publishers making money off of OA journals as well. She sees a disconnect between stated and actual values in the industry when it comes to both OA and intellectual freedom, adding, “There are a lot of moving parts in this conversation.”

All panelists concurred that the current socioeconomics of publishing tend to reward those already in the system. “We can try to get more perspectives,” said Hathcock, “but when we have to look at it through the market, that makes emerging disciplines and voices really difficult to make a case for publishers to publish”—and, she says, those are the knowledge sources libraries need most.

And libraries can find themselves among the disenfranchised as well. “For long time we thought of librarians as those who fought for people on wrong side of digital divide,” noted LaRue. But when libraries cannot afford to purchase access to what their communities need and want, he said, “Now we’re on the wrong side.”

**http://lj.libraryjournal.com/2017/06/shows-events/ala/intellectual-freedom-and-open-access-ala-annual-2017/**

1. LA Times: “At 10,000 Feet in Colorado’s Rockies, a Library Takes Shape, Blending Nature and Books”

Filed by [Gary Price](http://www.infodocket.com/author/gprice/)

From [The Los Angeles Times:](http://www.latimes.com/nation/la-na-colorado-library-2017-story.html)

Jeff Lee and his wife, Ann Martin, have worked at the Tattered Cover bookstore in Denver for years, quietly nursing a dream that seemed far beyond their reach.

Avid lovers of books and nature, they conspired to marry the two in a  
vast library woven into the Western landscape — a literary refuge where patrons could spend the night among the books, attend lectures and maybe catch a trout.

Books are powerful tools that help us understand the world around us,” Lee said. “And we wanted to help people form a connection to the land.

The nascent Rocky Mountain Land Library sits 10,000 feet above sea level in an emerald valley studded with snowy peaks 60 miles southwest of Denver. Majestic Reinecker Ridge runs behind the 1,500-acre ranch while the Middle Fork of the South Platte River tumbles along the edge.”

[Read the Complete Article(approx. 1200 words), View Images](http://www.latimes.com/nation/la-na-colorado-library-2017-story.html)

**http://www.infodocket.com/2017/07/03/la-times-at-10000-feet-in-colorados-rockies-a-library-takes-shape-blending-nature-and-books/**

1. “Successful Tactics for Introducing New Databases to CDC Library Patrons: A Case Study”

Filed by [Gary Price](http://www.infodocket.com/author/gprice/)

The following paper and slides were presented at the[Special Library Association Annual Conference 2017](https://www.sla.org/attend/sla-2017-annual-conference/) in Phoenix.

**Title**

[Successful Tactics for Introducing New Databases to CDC Library Patrons: A Case Study](http://eprints.rclis.org/31504/1/SLA - Successful Tactics.pdf)

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**Abstract**

When libraries subscribe to new resources, encouraging patrons’ adoption of these services can be challenging. Moreover, when the resource offers access to a service or information type that is relatively unknown amongst patrons, such as altmetrics, the challenge is even greater. Altmetrics are data from the social web that can be used to track discussions and reuse of scientific outputs (journal articles, books, data sets, presentations, and beyond) across a variety of platforms like news outlets, scholarly peer review websites, social media, scholarly reference managers, and public policy documents. Promoting, consulting and conducting workshops are just some of the methods that libraries stimulate use of new resources. Some approaches work better than others. In this paper, we discuss the joint approach of the Stephen B. Thacker Centers for Disease Control and Prevention’s (CDC) Library training team and Altmetric to promote the use of an altmetrics database, Altmetric Explorer for Institutions, amongst CDC staff. These organizations worked together closely to offer training and consultations, each with complementary approaches.

Direct to [Full Text Paper (9 pages; PDF)](http://eprints.rclis.org/31504/1/SLA - Successful Tactics.pdf)

**http://www.infodocket.com/2017/07/03/conference-paper-slides-successful-tactics-for-introducing-new-databases-to-cdc-library-patrons-a-case-study/**

1. Lifelong Literacy | Strategic Planning

By April Witteveen on July 7, 2017 [Leave a Comment](http://lj.libraryjournal.com/2017/07/literacy/lifelong-literacy-strategic-planning/" \l "respond)

**A core concentration on literacy  
from the top of the org chart  
yields next-level outcomes**

**Developing literacies** across a wide spectrum of applications is central to the mission of libraries. Whether building early literacy skills with the youngest of customers and their families or providing programming to support digital, information, financial, food, and other adult literacy skills, libraries can best find success in these avenues by making sure they are intentionally included in the development of the strategic plan and, in the process, rethought afresh just as newer services are, rather than taken for granted.

**CAPACITY AND CULTURE**

The 2017 Public Library Think Tank, held in early March by LJ and School Library Journal at Florida’s Miami Dade Public Library System (MDPLS) Aventura branch, brought together public library leaders to discuss the lasting impact created by using a “literacy lens” to create an organizational culture focused on maximizing community engagement. Jason Kucsma, deputy director at the Toledo Lucas County Public Library (TLCPL), spoke about the need to “secure your mask before helping others.” In order to support essential literacies and move the library toward innovation, Kucsma recognized the need for internal development to provide a more secure scaffold for bringing literacy to the customer. “How can we, as an institution that promotes and supports lifelong learning, adequately serve our communities if TLCPL is not itself a learning institution?” he asked.



**THINKING BIG** LJ’s Think Tank gathered leaders for a discussion of the impact of a literacy focus. Toledo’s Jason Kucsma (l., ctr.) and Sacramento’s Rivkah Sass (r., standing) were among those at the Florida confab. Photos by Kevin Henegan

A lapsed strategic plan gave Kucsma and his staff the opportunity to “radically engage our community and our staff” around a new five-year plan that focuses on the question of how TLCPL could contribute to the overall success of everyone living in the county. Using the slogan “Strong Libraries Build Strong Communities,” he notes that this strength originates with the entire staff. “Building our own toolbox of literacies is the first step to us helping build stronger communities.” One project that helped achieve this goal was creating an internal team made up of librarians and clerical staff who worked with Mozilla tools to build a package of web literacy skills for TLCPL employees across the system. By setting a baseline understanding of how to read, write, and participate on the web, staff became “better consumers and creators of web content,” which will then “help our communities do the same.”

TLCPL leadership also introduced an Innovation Incubator, recognizing that “the best ideas often come from the people on the front lines.” Staff across all levels will be able to recommend “experiments, programming topics, you name it,” in order to brainstorm new and creative ways to serve their customers. As Kucsma and TLCPL focus on other literacies such as community, civic, health, visual, and cultural, this approach to cultivating internal leadership and developing staff capacity under the guidance of a supportive strategic plan will continue to bear fruit. Kucsma says, “With this strategic plan, we had given our staff the tools to understand what was expected of their participation,” developing an internal cultural literacy devoted to the values of innovation and collaboration.

[**https://www.youtube.com/watch?v=v5IqnSTvexM**](https://www.youtube.com/watch?v=v5IqnSTvexM)

1. Chicago Public Library Gives Online Courses the Personal Touch

By Niko Vercelletto on July 5, 2017 [Leave a Comment](http://lj.libraryjournal.com/2017/07/library-services/chicago-public-library-gives-online-courses-the-personal-touch/" \l "respond)



Learning Circle students at Chicago Public Library  
Photo credit: Chicago Public Library

For over two years, Chicago Public Library (CPL) has brought free online courses to adult learners via its Learning Circles program, partnering with [Peer 2 Peer University](https://www.p2pu.org/en/), a non-profit organization that facilitates learning outside of a brick-and-mortar classroom by cultivating high-quality, low-cost learning. The online program has helped over 225 participants complete classes since 2015, on topics ranging from personal finance to writing skills.

According to Peer 2 Peer University, “Learning Circles are lightly-facilitated study groups for learners who want to take online courses together, in-person. Learning Circles are peer supported, facilitated by non-content experts, hosted in publicly accessible spaces, designed to be taken with few prerequisites, and free for learners. You can think of Learning Circles like a book group for learning.”

The program, which has also [been developed for Detroit](http://www.dailydetroit.com/2017/06/03/beyond-bookshelf-detroits-libraries-finding-new-ways-engage-community/), was recognized by Next Century Cities and Google Fiber by being awarded a 2017 Digital Inclusion Leadership Award. In the category of “Leader in Digital Inclusion Best Practices,” Learning Circles won “Most Innovative.” Andrea Sáenz, CPL first deputy commissioner, considers the award to be an honor; “We think it’s a wonderful thing, and are very happy that our hard work has been recognized.” she said.

**SUPPORT TO SUCCEED**

The goal of Learning Circles is to connect people who are not college-educated with online courses and in-library facilitators that can provide them with real-world skills, such as public speaking, social entrepreneurship, building a website, and more.

“We realized that there are all these wonderful free [online] tools available, [but] very few adult learners were taking advantage. [Learning Circles] helps someone who didn’t finish college, and reintroduces them to skills like writing and other basic things that are important,” said Sáenz.

The classes last between six to eight weeks and each session is up to 90 minutes. Users can access the library’s computers and facilities to participate. What sets Learning Circles apart from other online programs is the use of a librarian facilitator, who guides the student along with weekly in-person meetings.

“The fact-to-face meeting, the one that we manage, is meant to help people have a peer network that supports them and keeps them accountable. What the facilitator does is have a connection among the group,” said Sáenz.

Each weekly session runs between two to three hours at the library. Classes are chosen from among the Massive Open Online Courses (MOOCs) that are available to the general public, but retention rates for Learning Circles reach between 45 and 55 percent. That’s many times the rate of users who take MOOCs on their own, [which is less than seven percent](https://www.insidehighered.com/news/2013/05/10/new-study-low-mooc-completion-rates). And those without formal education quit MOOCs at even higher rates.

**http://lj.libraryjournal.com/2017/07/library-services/chicago-public-library-gives-online-courses-the-personal-touch/**

1. Library Marketer of the Year Award Nomination Guidelines

Library Journal will honor one library staffer or a library team with its first annual Marketer of the Year award in its October 1, 2017, issue. The award, sponsored by [Library Ideas](http://www.libraryideas.com/), comes with a $2,000 cash prize. The award recognizes the importance of innovative approaches to marketing of library services, the role of marketing in building library engagement, and the value of quality marketing collateral to help build a vibrant sense of the library and define its relevance in the community. The award places a special emphasis on an individual (or team) working for a library who has instituted or reinvigorated a marketing strategy in the past two years that has:

* had measurable impact on some aspect of the library’s use,
* created a new understanding of the community served via market research,
* improved the prominence of the library in community, and/or
* driven the marketing around a successful funding initiative that enables the library to reach new audiences or secures deeper sustainability.

**Nominating criteria**

Any full- or part-time marketer employed by a public library, public library organization such as a consortium or state library in the U.S. or Canada is eligible to be nominated. Nominations should include:

1. Nominee name, address, and phone number, plus the name of the contact person and the submitter’s contact information if different from the nominee.
2. A written description of the marketing initiative in 1,000 words or less or a list of bulleted narrative points clearly enumerating how the nominee’s accomplishments fit the award criteria. If an external marketing firm was employed for some aspect of the project, please detail role, budget, and level of participation.
3. Statistics detailing the measureable impact of the initiative.
4. Digital versions of marketing collateral and/or images of the collateral in place in specific settings.
5. Two letters of support from, for example, library patrons, community leaders, peer libraries, or regional marketing firms.
6. On a separate page, please provide the following context about the library and the community is serves: include population served; total annual budget; per capita budget; marketing budget; circulation; percent of the budget spent on materials; visits; e-use (in-house and remote if available); number of staff; percentage of staff who are professional librarians; and community demographics.

Additional accompanying material will be considered, but the nominating letter itself and collateral examples will be of prime importance.

**NOMINATION POSTMARK OR EMAIL DEADLINE: August 8, 2017**

**Electronic submissions via email are preferred. Send a Word document or PDF, or (for larger files) a link to a folder in a cloud-based file-sharing service to**[**rmiller@mediasourceinc.com**](mailto:rmiller@mediasourceinc.com?subject=Library Marketer of the Year Nomination)**.**

**Or mail nominations to:**

The LJ Marketer of the Year Award  
Library Journal  
123 William St., Suite 802  
New York, NY 10038

If you have any questions regarding the submission process, please contact Rebecca Miller at [rmiller@mediasourceinc.com](mailto:rmiller@mediasourceinc.com?Subject=Question Regarding Library Marketer Award Submission Process).

[**http://lj.libraryjournal.com/awards/library-marketer-of-the-year-award-nomination-guidelines**](http://lj.libraryjournal.com/awards/library-marketer-of-the-year-award-nomination-guidelines)