Tuesday July 17, 2018 – Room 017, Bird Library

American Library Association Annual Conference – June 21-26, 2018, New Orleans
Attendance: 17,599 [70% members || 30% exhibitors]

Conference’s broad self-image at times emphasizes public librarianship

For two views of the profession and its gatherings – cross-compare these videos

**ALA ANNUAL 2018 OVERALL HIGHLIGHTS** (3 mins, JUNE 26, 2018)

AND

**NEW YORK LOTTERY – LIBRARIAN ADVERTISEMENT** (30 seconds, JUNE 14, 2018)

My emphasis at conference

**ACRL EBSS (Education and Behavioral Sciences Section) – Communications Committee**, Tour of NOLA Media Group/Times-Picayune Newspaper, and meeting with editor **Mark Lorando**

- Print newspaper subscribers who die are not replaced by subsequent generations
- Reporters shared their approach to “scrubbing” information obtained from human and organizational sources: 1) how do you know the information is accurate? 2) what do you want to know that has not been provided?
- Interest voiced in untapped opportunities for librarians embedding as partners in newsrooms

My service roles at the conference

Service role 1 of 2: Appointed to two year term on **Notable Videos for Adults Committee, Video Roundtable-VRT** (being renamed in Fall 2018 to FMRT, “Film and Media Roundtable”) - includes link to suggest a title for consideration || Nominations are welcome!

Service role 2 of 2: For a 2nd year I have acted as a **resume reviewer** at ALA’s Annual Conference New Members Roundtable (NMRT) Resume Review Service || most revisions I suggested, made by mentees on the spot, involved re-ordering paragraph or bulleted elements to better surface applicant strengths, or - swapping in of persuasive language for weaker terminology (word choice swaps), and looking closely at choices of past vs. present tense

Additional highlights

**ALA’s 2018 Lemony Snicket Prize for Noble Librarians Faced with Adversity** (established, 2014) went to library media specialists who worked at Marjory Stoneman Douglas High School (Parkland, FL) and Sandy Hook Elementary School (Newtown, CT) at the time of mass shooting attacks on those schools and libraries

Andrew Pace, ALA Executive Board, reported out at tail end of my four (4) hour Video Roundtable membership and executive board meeting, saying that ALA’s upcoming investment focus will emphasize 1) I.T. and 2) ALA’s Organizational Effectiveness Review

For more info about that org review, this excerpt below is from **ALA President Jim Neal’s press release** announcing a new Steering Committee to examine tomorrow’s ALA (6/19/2018)

CHICAGO – American Library Association (ALA) President Jim Neal has announced the formation of the ALA Organizational Effectiveness/Governance Review: Steering Committee, a broadly-representative committee that will work to align ALA’s organizational structure, policies and rules with the association’s 21st century values, key action areas and strategic directions....
Guiding questions ALA membership has been invited to explore:

- What do you think is the most important thing to do to improve ALA’s effectiveness?
- What are your thoughts about a possible shift from a structure based on standing committees to one that would largely be based upon as-needed groups, with a core of standing committees?
- What if ALA had a much stronger relationship with State Chapters/State Associations – one that would be supported by an effective structure?
- What do you think about the possibility of a different governance structure, one in which there might be a different Executive Board/Council composition/structure/relationship?

Attended ALA University Libraries Section (ULS) Current Topics Discussion Group

Three (3) driving themes:

1) Use of library physical space (including mentions of support for one-button studios)
2) diversity and inclusion (including how to reach new faculty and adjuncts) and
3) demonstrating the value of what academic libraries do

One Button Studios were first created at Penn State University, a free application for the Apple MAC OS, with set-up instructions at the Penn State Libraries website. A one minute overview video of the one button studios at Miami University, Ohio

Additional outreach effort examples shared include sponsoring breakfasts for new adjunct faculty, or pop-up orientations for faculty and family members at a local brewery, where the library Dean highlights 3 initiatives and the remainder of the event is a meet and greet (faculty at UNC Charlotte in the latter case, say they appreciate the library’s mediation of interaction across disciplines)

In discussion on use of space, reference was made to OCLC’s GreenGlass web application supporting collection analysis and shared print collections, and also reference to the 2017 Mellon Foundation funded effort at Arizona State University – paper entitled, Future of the Academic Library Print Collection: A Space for Engagement

Attended presentation by two of the three co-authors of 2017’s Video Marketing for Libraries - A Practical Guide for Librarians - Copy available in our collection at Carnegie Library - Z716.3 .D35 2017. Heather Dalal (Rider University) and Karen Yacobucci (NYU School of Medicine Health Sciences Library) opened that presentation playing the now 8 year old - Old Spice advertisement inspired promotional ad for BYU’s Harold B. Lee Library – Study Like a Scholar

At least one other librarian at close of the session responded favorably to a concern I raised with authors about a tendency when video production values rise, and production outsourced, that this can sometimes place content and services experts distant from production planning

Memorials for long time media librarian Deg Farrelly, who passed away in June of 2018, and shook up the horses a bit in 2017 when he declared at ACRL Conference 2017, Baltimore – that Media Librarianship is Dead

- Remembering Deg Farrelly (National Media Market)
- ALA Council’s June 26, 2018 Memorial Resolution for Deg Farrelly (word document)