

ALA Notes of Interest for Idaho Libraries ALA Midwinter Meeting 2009

Tough Economy Toolkit

- The Office for Library Advocacy (OLA) has released a web-based toolkit called “Advocating in a Tough Economy,” which will help library advocates make the case for libraries during times of economic downturn. The toolkit is available at www.ala.org/tougheconomytoolkit. It contains information about working with decision-makers and the media. It also has talking points that address economic value of libraries with return-on-investment examples.

PSA Campaign to Target Latinos

- ALA, in collaboration with Univision Radio, kicked off its first-ever public service announcement (PSA) campaign targeting Hispanic/Latino populations. The ads focus on interpersonal relationships and building trust. The campaign presents the librarian as a trusted provider of information and support, capable of providing access to the wide range of opportunities represented by the local library. The primary message is “Yo te puedo ayudar (I can help you)”.
- A Spanish language website for the public has been built to support the campaign at www.entubiblioteca.org. There, visitors will find downloadable bookmarks, a flyer/ad, poster and web buttons that libraries can download and print to use locally. The materials can be printed as-is, or libraries can customize the pieces with their own logos. Downloadable web buttons are also available for use on websites and blogs.
- The PSAs can be previewed and downloaded from the ‘bibliotecarios’ web page. Libraries can use them on their websites, on-hold messages or other uses. Libraries in markets with Univision Radio stations should be encouraged to call their local stations to invite them to run the PSAs.

Thinkfinity.org

- A website filled with free lesson plans, interactive and instructional materials, and professional development opportunities for educators and the literacy community.
- Verizon Foundation program in partnership with a number of additional education organizations.
- The site includes:
 - Free content meeting national education standards and the educational standards adopted by each of the states,
 - Fun, exciting lesson plans covering a wealth of topics,
 - Resources that can be used by individual students, small groups, or a whole class, and
 - Literacy materials targeted to early childhood, K-12, family, adult and English language learners.

Worldcat.org Goes Mobile

- Library users can now download a small application to their PDAs and smartphones to search worldcat.org from anywhere. From a mobile device, go to www.worldcat.org/m/, to learn more about it, go to www.worldcat.org/mobile.

Add It Up: Libraries Make the Difference in Youth Education and Development

- www.ala.org/additup
- Designed to provide library advocates with research, statistics and talking points to make the case for the library's impact on youth education and development.
- Data for the resource was collected from the myriad of existing reports both inside the library context and outside; then translated into digestible and user-friendly terms.

Public Library Funding and Technology Access Studies

- The *2007-2008 Public Library Funding & Technology Access Study – Libraries Connect Communities* is complete and available at www.ala.org/ala/aboutala/offices/ors/plftas/pullibfunandtechaccstudy.cfm
- The study is the focus of the January 2009 *Library Technology Reports* available at www.techsource.ala.org/

Library Support Staff Certification Program

- ALA-APA is developing a library support staff certification. It is a competency-based certification program for the approximately 160,150 library workers in position not requiring a Master's Degree in Library Science. The primary target audience is public and academic library support staff.
- Participants will complete 3 "required" competency sets:
 - Communication and Teamwork
 - Foundation of Library Science
 - Technology
- Participants will also complete at least 3 of the 6 following elective competencies:
 - Access Services
 - Adult Reader's Advisory Services
 - Reference and Adult Services
 - Supervision and Management
 - Technical Services
 - Youth Services
- The program is still in development, more information about it as it develops is available at www.ala-apa.org/lsscp.