

DC Mayor Proposes Central Renovation

Mayor Vincent Gray publicly endorsed two of the Washington, DC, library community's top wish list items during his March 27 budget introduction: a proposed \$103 million overhaul of the Martin Luther King Jr. Memorial Library, the city's central branch, and a 25 percent bump in system funding earmarked for keeping every facility open seven days a week.

Designed in 1968, the glass-and-steel MLK Library opened in 1972. Some 40 years on, the 440,000 square foot library is feeling its age. "This building works in spite of itself," said Ginnie Cooper, the District of Columbia Public Library's (DCPL) chief librarian, who works in a fourth-floor office there. "Every part of it needs overhauling."

There are a host of obvious problems, Cooper said, which have long since gone beyond any Band-Aid approach to fixing. There is asbestos that needs removal. The HVAC system is the original from 1972, and the outdated equipment is particularly costly to repair. It's impossible to maintain the correct temperature in large parts of the structure, Cooper added, because its telltale glass shell fails to keep the cold or heat from leaking in. That, in turn, keeps energy bills high.

Yet, the patrons keep on coming. Usage for 2012 increased a staggering 40 percent over the previous year, Cooper said. "We are amazed by that number," she told *Hotline*. Part of that success stems from Cooper's efforts to revamp the MLK Library with the resources at hand. The first floor, for example, has been renovated to feature a new digital commons technology space, with room for 70 computers.

"We've made it much easier to use," Cooper said of the central branch. Library patrons seemed to have noticed. Circulation at MLK rose from 578,735 in 2011 to 786,532 in 2012, according to figures provided by DCPL. Since 2007, circulation has more than doubled.

In 2011, Cooper commissioned a \$120,000 study by the Urban Land Institute, a nonprofit urban planning agency based in Washington, to recommend ways to realize the central library building's untapped revenue potential. The results were unveiled last September.

A PUBLIC-PRIVATE PARTNERSHIP

A top-to-bottom renovation of the MLK Library has been talked about for years—and by other mayors—only to be tabled because of budget woes and political inertia. So what's changed? Rental income. Gray introduced in his budget announcement plans for the project to be paid for almost entirely with income from a private tenant. The central library's G Street Northwest location places it at the heart of Washington's thriving downtown region on some of its most valuable real estate. No one doubts that an addition of commercial office space would lure a host of potential tenants.

Interview

Richard Lyda

Richard Lyda, mobile services and outreach librarian at Arapahoe Library District in Centennial, CO, and a 2013 *Library Journal* Mover & Shaker, shares his strategies for effective community outreach.



How did you decide where to take your service?

We used a scoring matrix during the RFP process of selecting a vendor for the bookmobile. My supervisor at the time, Donna Walker (*LJ Mover & Shaker* 2011), had the brilliant idea of using that same scoring matrix to identify potential areas of need. It required a lot of research, but we eventually developed [it] into an effective system to identify where and how great the need for mobile library services.

What have you learned about running a successful mobile story time?

We initially started our story times at 3 p.m. Almost nobody came. We moved [them] to 4 p.m., which is also the busiest time on the bookmobile. It's been a challenge for staff, but turnout for has been fantastic.

What is new at Arapahoe?

We just started making iPad minis available for patrons on the Library on Wheels. They've been a tremendous hit. Patrons have to have a library card in good standing to use them, so it's been a really good motivator to sign up. It's turned into a fun, interactive, and social environment, which was unexpected.

What would you love to do that you haven't done yet?

I'd love to help develop a mobile tech lab and Maker space.

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Photo by Jim Larimer.

Public hearings on Gray's \$12.1 billion FY13 budget proposal have begun. A mere \$3 million of that has been earmarked to kick off the MLK Library project; the money would be spent to hire an architect and a business consultant. Income from a tenant, occupying yet-to-be-built upper floors, would account for the remaining \$100 million; 2019 has been set as a target completion date.

"I was certainly very surprised by the announcement," added LaToya Thomas, president of MLK Library Friends. "I think it's a good commitment from the mayor." She called the plan to generate needed revenue from a tenant "a creative strategy."

So far, in fact, the plan is that rarity in politics: something everyone likes. Even as the budget process in Washington moves forward—a series of public hearings will be held through May—there has been no public criticism of either of Gray's library initiatives.

"I'm a proponent," Councilman Jack Evans told *Hotline*. "I think they're both great ideas. One of them was mine."

SUNDAY SCHEDULE

Just two years ago, Gray and the city council scrambled against a deadline to come up with enough money to save the MLK Library's Sunday hours; so far, it's still the only one of 26 DCPL branches that is open that day.

However Evans, who chairs the city council's Committee on Finance and Revenue, spearheaded passage of legislation in 2012 calling for every library to stay open seven days a week, with increased evening hours, provided there was sufficient funding.

Mayor Gray now says that money is available. In his budget, Gray called for \$52.1 million for the library system's FY14 operating budget, up from \$42 million for FY13.

In a *Washington Post* article in April, Cooper said 150 new library employees would be needed to create Sunday hours across the library system and increase evening hours for each branch.

Urban Librarians' First Conference Is a Love-In

"Out of the stacks and into the streets" was the rallying cry for the first Urban Librarians Conference, which attracted 120 librarians from around the country to the Brooklyn

PUBLISHED WEEKLY BY
Library Journal & School Library Journal

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www.libraryhotline.com/sub

Outside U.S.

Phone: 515-247-2984

LIBRARY HOTLINE (ISSN 0740-736X) (RPUSA 123397467) is published weekly (every Monday except on the two Mondays nearest to the year-end holidays) by Library Journals, LLC, 160 Varick Street, 11th floor, New York, NY 10013. Randy Asmo, Chief Executive Officer; Ian Singer, VP, Group Publisher. Library Hotline is a registered trademark of Library Journals, LLC. All rights reserved. Printed in the USA. SUBSCRIPTION: \$119.99 per year, Canada \$159.99, Other (incl Air) \$159.99, Single Copy (U.S.) \$5.95, and Single Copy (all other) \$10.00. POSTMASTER: Please send change of address to: Library Hotline, PO Box 5881, Harlan, IA 51593-1381 Telephone 800-588-1030. Outside U.S. 1-515-247-2984.

Printed in the U.S.A.

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Public Library (BPL) on April 5. It was organized by Urban Librarians Unite (ULU), a grassroots advocacy group that encourages new development in library science and promotes libraries and librarians in urban areas.

The mood of the day was set by Peter Bromberg, associate director of the Princeton Public Library, NJ, and a 2008 *Library Journal* Mover & Shaker, who focused in his opening keynote on love. He spoke about his Russian immigrant aunt, who wrote as a young woman that “the library saved my life” as a librarian taught her to read and speak English. He also spoke about librarians having a “caring gene,” our love for the profession and the people we help.

“Bromberg’s talk was genuinely inspiring,” noted attendee Amy Martin, children’s librarian at Eastmore Branch of the Oakland Public Library.

News in Brief

Dragonfly Sale and Marketing Consultants, a service provider to academic publishing companies, has partnered with **PeerJ**, an open access publisher of journals, to endorse author membership to libraries and library consortia. Dragonfly will promote to potential journal authors PeerJ’s lifetime membership offers, which institutions can purchase on behalf of their staff.

EBSCO Publishing signed an agreement to make the following primary source databases available via its Discovery Service: **Frank Leslie’s Weekly**, **The National Anti-Slavery Standard**, **National Citizen and Ballot Box**, **The Revolution**, and **American County Histories IV: The West**.

Columbia University Libraries’ Center for Human Rights Documentation & Research, New York, acquired the **Gay J. McDougall South Africa and Namibia Papers** and the records of the **Lawyers’ Committee for Civil Rights Under Law**

“It is interesting to see how similar the challenges are in urban libraries, even on opposite coasts.”

The caring theme continued with Wick Thomas, a Kansas City Public Library, MO, youth services librarian by day and a punk rocker and LGBTQ activist by night. He spoke about his school librarian, Mrs. Daniel at the Drexel High School, MO, who took him—a teen struggling with his identity—under her caring wing. When he became a homeless youth, it was the public library that became his safe haven. He has created that same environment with the teens he now works with in Kansas City.

“Just remembering their name can change a life,” he told the group. He also developed *Unheard Voices*, a zine edited by teens that includes art, poetry, and writing from incarcerated youth.

Southern Africa Project. The collections include the proceedings of the **Independent Electoral Commission of South Africa** as well as documents from McDougall’s (b. 1947) trips to South Africa, Namibia, and the Frontline States.

The Frankfurt Academy, Germany, has partnered with **Copyright Clearance Center (CCC)** to deliver information regarding rights and licensing. CCC will attend several of the academy’s events, including the Frankfurt Book Fair, discussing copyright standards, transmedia content, and other relevant topics.

The Institute of Museum and Library Services has awarded \$6,100,806 in Laura Bush 21st Century Librarian grants to various academic institutions. The money will fund projects ranging from student financial aid and internships to improving library services to patrons on the autism spectrum and workshops for librarians working with LGBTQ homeless youth.

Youth services continued to be a focus with “School and Public Library Partnerships” and “Effective Youth Programs” as discussion topics later in the day. Best practices that emerged included creating an informal teen advisory board—even as informal as the use of Post-it notes to solicit suggestions, as teens do at the Free Library of Philadelphia. Food and games, both board and electronic, also were ways suggested to bring teens into the library. Kyle Luckoff, librarian at the Corlears School in New York City, suggested creating innovative book clubs.

“I am incredibly happy with how well the Urban Librarians Conference went,” Christian Zabriskie, one of the founders of ULU and a 2012 *LJ* Mover & Shaker, told *Hotline*. “This is one of the biggest things that Urban Librarians Unite has ever done, and we are ecstatic with the conference and our attendees who made the day work.”

In addition to the conference, in the coming weeks ULU is planning to rollout the Volunteer Library Brigade.

The brigades are small teams of volunteers who will set up tiny mobile library carts in public spaces around the city and do on-site volunteer library work as needed. They will look up items online, hand out books, run story times for kids, offer directions, advocate for libraries, and more. The carts—donated by Demco—will be stocked with reference books, maps, giveaways, Wi-Fi access, and free ebook downloads.

3M Revamps Library Ebook Acquisition Tool

3M is rolling out a new catalog acquisition tool (CAT) for its Cloud Library ebook platform, the company announced. Beta testers said that new features included with the buying tool offer several helpful improvements compared with the old interface.

The Cloud Library’s original backend “was very bare bones, and it was

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lacking some things that someone who is more of a mass buyer would be looking for, like the ability to have more than one cart at a time and the ability to adjust the quantities [of an ebook title] before adding it to the cart,” said Amy Calhoun, virtual branch coordinator for the Sacramento Public Library, CA.

Calhoun added that during the beta test, the reporting features from the original interface were unavailable as an integrated component of the new system. But “from what I’ve seen of what we have to work with so far, [the new acquisition tool] is much easier, much quicker.”

The overhauled acquisition interface includes genre and read-alike lists curated by former *LJ* reviews editor Heather McCormack, noted Michael Santangelo, who has beta tested the system in his role as electronic resources analyst for BPL. “She has been very receptive to what people need, so that’s something from the labor side that was very helpful,” he said.

There is also a new “shop by ISBN” tool that allows librarians to order multiple ebooks at once by copying and pasting lists of ISBN numbers and buttons that allow libraries to put an entire featured list of titles into their cart with one click. The layout has been designed to display information including the number of copies owned by the library and the number of copies currently on hold in a line-by-line display with the title, author, cover image, and other data.

Other features include a criterion builder, which allows users to specify several publishers prior to a search or narrow their search by category, genre, or price.

“The design is a lot more streamlined, so there are far fewer clicks to make a purchase, and a lot of the information that librarians want is right at their fingertips,” said Tom Mercer, 3M library systems digital business devel-

Toronto Public Library Enters Alternate Reality (Gaming)

Every April, the Toronto Public Library (TPL) runs its Keep Toronto Reading program, a monthlong celebration that includes a big community read of a single title. But this is the first year patrons will be able to enter, and interact with, the world of the chosen book.

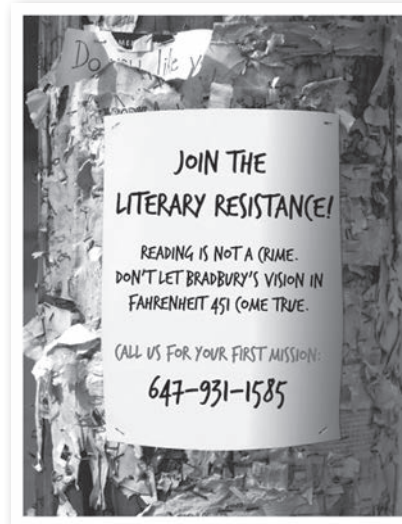
The book for 2013’s is Ray Bradbury’s *Fahrenheit 451* (1953), which was a “huge influence” on Toronto-based sf author and award-winning game developer Jim Munroe. So when Munroe heard about the selection serendipitously at a meeting on gaming programming for the library, he was moved to pitch something more ambitious in honor of the Bradbury classic: an alternate reality game (ARG).

ARGs are interactive narratives that take place in the real world, not just online. They use multimedia to tell a single story. Players interact directly with characters and solve puzzles. Munroe described the library’s ARG as “part scavenger hunt, part audio drama.”

To join the game, Torontonians must call a phone number and speak to a character from the book who assigns them their missions. “By taking them on, you are joining the literary resistance,” Ab. Velasco, TPL communications officer, told *Hotline*. “We just loved it. It worked so well with the themes of the book: censorship, media saturation, memory and storytelling, the importance of reading.”

In addition to fitting well within the mission of *Fahrenheit 451*, the ARG fit with the mission of the library itself. “Innovation is a big priority for the library,” explained Velasco, as are collaborations with creative community members and maximizing the use of technology. The ARG does all of the above. “It’s meant to be a fun innovative and loving tribute to Bradbury (1920–2012), but it also achieves several marketing objectives,” Velasco explained. To complete the missions successfully, players must visit both a physical library branch and the library website, as well as interact with the library on social media. At the end of the campaign, TPL plans “a thorough analysis” of its reach.

The budget for the whole project is only \$6,000, including support from the library foundation, and features a live event at the library’s main event venue on April 22. The event is open to everyone whether they completed the missions or not, but those who did will be celebrated.



opment leader. “How many holds are on this book, how many copies do we own, how many have placed the title on the wish list, a patron-driven acquisition feature of ours.”

SLJ Holds First Public Library Think Tank

School Library Journal's (SLJ) first Public Library Leadership Think Tank was held April 5 at the New York

Public Library’s Celeste Bartos Forum. After a brief introduction by Rebecca Miller, *SLJ* editor in chief, Pam Sandlian Smith, leader of the Anythink Libraries in Colorado, addressed the crowd—more than 100 children’s librarians and public library directors from around the country.

Smith spoke about her experiences at the Anythink Libraries branches, which aim to channel John Cotton Dana’s motto: “The public library is the

center of public happiness first, of public education next.” In the past few years, Smith’s team has eliminated fines, dumped Dewey, created interactive exploration spaces at its branches, and installed innovative Maker spaces.

Notably, Anythink offers a team-building Tech Day for its staff, where

experts within the library system as well as in the surrounding community volunteer to teach new technology skills, such as video and sound production and editing. Attendees learn the skills and then put them into practice by collaborating on a project together in a single afternoon.

The process of moving from an experience library to a “participatory library” begins with hiring creative, optimistic problem solvers, Smith noted. “Create that culture of optimism,” she urged. “Focus on your top creatives, optimists, early adopters. Listen to the naysayers...but they don’t get to drive the bus.”

Creative problem-solving and leadership continued as a theme with the midday panel, which included Rachel Payne, coordinator of early childhood services at BPL; Susan Modak, librarian at the Montgomery County Public Libraries, MD; Nicholas Higgins, associate director of community outreach at the New York Public Library (NYPL); and Kathy Bennett, library lead teacher at Metro Nashville Public Schools.

Payne shared insights gleaned from Brooklyn’s Ready, Set, Kindergarten!, a weekend program that includes story time, early literacy tips, and a playful activity for kids and parents. Adding a few simple math and science activities plus a name change from its original “Weekend Stories” was key to the program’s success, increasing participation 30 percent in some locations, Payne said.

Modak shared her experience creating a program for teen moms (and dads) and their kids that focused on early learning, early literacy, and library use, made possible by collaboration with local social services organizations. Programming included field trips, book-making, circle time, skills-building for parents on the best ways to share stories and music with their children, and the importance of having books in the home. Parents were also able to take home free books to build their home libraries.

Higgins presented an intriguing take on his outreach programs to youth and parents in detention on Riker’s Island. His early literacy workshop program for fathers—which covered print motivation, chronolog-

Branching Out



quite study, and expanding the Friends bookstore. This Hillsborough County Capital Improvement Project is funded through ad valorem tax dollars via the special library taxing district. The work is expected to be completed in December 2013.

The new 30,000 square foot **Mayfield Library** (pictured), Mayfield Village, OH, opened on April 20 to much fanfare along with birthday wishes to the Cuyahoga County Public Library (CCPL), which turned 90. This latest CCPL facility, nearly one year in the making, features an energy-efficient design, a technology center hosting free computer training classes, an interactive children’s learning space, a designated teen area, public access computers, a café, quiet study rooms, and a vast collection of books, DVDs, CDs, and other materials. The \$11.7 million building is part of CCPL’s Facilities Master Plan building improvement program, with design by URS Corporation and project management by Panzica Construction Co.

Among the newest library construction going on in Hillsborough County, FL, is the recently kicked-off expansion to the **Bloomingdale Regional Public Library** in Valrico. The \$2.1 million effort, designed by Long & Associates and built by Walbridge Aldinger Co., will add 10,000 square feet to the existing structure, enlarging the children’s room, enhancing the area for technology and teen activities, adding a community room, increasing seating for

Having been established in a storefront in Oklahoma City during the renovation of the Metropolitan Library System’s (MLS) Southern Oaks Library, which was completed in September 2012, the temporary Southern Oaks facility did land-office business in issuing new cards, more than 5,600. So rather than shut down the storefront, MLS bought new furniture, painted, rehabbed plumbing and electrical systems, and on February 4 officially opened the 12,500 square foot **Almonte Library** in leased space in the Almonte Shopping Center. The new branch features dedicated children’s and teen spaces, seating for 60, a small multipurpose room, and the capacity to house 35,000 items.

West Virginia is getting into the renovation act with supplemental grants from the West Virginia Library Commission. The eight libraries receiving between \$10,000 and \$25,000 for construction efforts are **Shepherdstown Public Library**, **Durbin** branch of Pocahontas County Free Libraries, **Valley Head Library**, **Belington Public Library**, **Keyser-Mineral County Public Library**, **Mountaintop Public Library**, **Cabell County Public Library**, and **Pleasants County Public Library**.

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ical awareness, and narrative skills—culminated in an extended visit day with youngsters and family and an audio project in which dads were able to read stories to their children. “What separates the program is the continuing relationship with the library,” Higgins said. “They know they are welcome when they get out.”

Bennett’s Limitless Libraries also caught the attention of the crowd. In her Nashville program, which began as a pilot in just four schools, the public library opened its collections to provide materials to all students. Students can use their school ID cards (with parent’s permission) to borrow books, which are delivered directly to the schools.

People

Jean Bethke Elshain, a professor at the University of Chicago, was appointed Kluge Chair in Modern Culture at the Library of Congress’s (LC) John W. Kluge Center. She will spend five months at LC doing research for her upcoming book, *Movies and the Moral Life*.

Stephen Ennis, Head Librarian, Folger Shakespeare Library, was appointed Director of the Harry Ransom Center at the University of Texas at Austin. He will assume the role following **Thomas F. Staley’s** retirement on August 31.

Joseph Lucia was promoted to Dean of Libraries at Villanova University, PA. He was previously Director of the school’s Falvey Memorial Library.

Skye Patrick was named Director of the Broward County Libraries Division, Fort Lauderdale, FL, effective April 29. She was formerly Assistant Director of the Queens Library, Jamaica, NY.

In Memoriam

Kathleen Rainwater died on January 25. She was a Business Librarian for Arapahoe Library District, Englewood, CO, and spent 26 years as a Librarian at the Gate Corporation, Denver.

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After lunch, John Hunter, author of *World Peace and Other 4th-Grade Achievements* (Houghton Mifflin), screened an extended preview of a new documentary on his game, which consists of 50 interlocking problems for youth to solve on a four-layer game board of Hunter’s creation. It is “designed to fail...unless they collaborate,” Hunter explained.

In a think tank moderated by Kiera Parrrott, head of children’s services at Darien Library, CT, trending topics included serving children with special needs; igniting the school/public library relationship; Common Core in the public library; the first five years; apps; rethinking the physical space; readers, thinkers, makers; and

David Seleb will be Executive Director of the Oak Park Library, IL, effective May 1. He is currently Director of the Indian Trails Library District, Wheeling, IL.

Publisher Melville House has made the following hires: **Wah-Ming Chang** was appointed the company’s Managing Editor. She was previously Production Manager at Farrar, Strauss, and Giroux. Additionally, **Alex Shephard** was named Director of Digital Marketing and Managing Editor of Melville House’s blog, MobyLives. He was formerly Editor in Chief of *Full Stop* magazine.

Seton Hall University Libraries, South Orange, NJ, made the following hires: **Jeff Barry** was named Associate Dean of University Libraries. He was previously Technical Director of SoroDesign. **Jody Lee Drafta** was appointed Assistant to the Dean of University Libraries. She formerly wrote reviews for Artwrit.com.

librarians in the wild. Closing keynote speaker Matt de la Peña, author of the young adult titles *Ball Don’t Lie* and *Mexican Whiteboy* (both Delacorte) and the upcoming *Infinity Ring*. Bk. 4: *Curse of the Ancients* (Scholastic), reaffirmed the power of librarians to change lives with his account of the ways that librarians helped pave his path to books. “In middle school, his haven was the school library, he said, “not because of the books but because of the librarian,” he said, who provided a place for him to go where he felt he belonged.

Credo Survey: Students Today Struggle with TMI

Credo and Libraries Thriving released the results of What Students Know About Information Literacy, a survey of primarily undergraduates, on April 11 at the Association of College and Research Libraries conference in Indianapolis. Among the key takeaways is yet more confirmation that most students begin their research process on the open web, though library resources aren’t totally out of the running. While some 38.8 percent began their research process with Google or another search engine, about 30 percent started with electronic materials, about 20 percent opened with the library catalog, and about ten percent started with class materials.

Library databases were ranked as the most valuable resource, the only library offering to beat out (narrowly) the cumulative offerings of the open web. Still, library print books outpaced ebooks, though only by a few percentage points. (On textbooks, the difference was far more marked: students preferred print texts to ebooks nearly two to one.) About 60 percent cited an overwhelming amount of information as contributing to their feeling of lack of preparation.



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