

**2013 Library of the Year:  
 Howard County, MD**

The Howard County Library System (HCLS) in Maryland has positioned itself as a central component of the very strong public education system in the county it serves. Though the library was once classified as a “community service,” HCLS CEO and president Valerie Gross convinced the schools and the county government of what the six-branch system did and could do for public education. In 2002, soon after her appointment, Gross won over the county schools and the Howard Community College to join HCLS in the collaboration they named “A+ Partners in Education.” The three segments work closely on many projects. The model, or parts of it, have been widely replicated by other library systems.

When the partnership began, every new Howard County student was issued a library card as part of registration for school. County kindergartens added a field trip to the nearest HCLS branch to the regular curriculum. Now every elementary and high school has its assigned HCLS branch

and a contact person. The school system contributes half the cost for after-school homework help and other library services from tutor.com. HCLS signature events are orchestrated in concert with the school system.



Through the partnership, some 50,000 library cards have been issued to students and educators, and more than 652,000 interactions between HCLS instructors and Howard County school and college students have been facilitated.

Its position as an integral member of the county education system was coupled with the effort by Gross to use “words that work” to describe the jobs of HCLS staffers, the services they provide, and the vision and mandate of the library. “We trade traditional library lingo that tends to minimize our value for powerful, value-enhanced ter-

minology that people outside the profession understand,” Gross explained.

“Our position as part of education takes HCLS right back to the original purpose of the public library in America. We use the word *curriculum*, a perfect example of how we applied words that work. It replaced the nondescript programs and services,” said Gross. “Story time is another example. We call it a children’s class or children’s literature. When you describe it as a children’s class, funders will fund it. Our classes for children teach the foundations of reading. That is what story time really is.”

HCLS’s curriculum is comprised of three pillars: self-directed education, research assistance and instruction, and instructive and enlightening experiences. For more see [ow.ly/IVuk1](http://ow.ly/IVuk1).

**Chicago Adds School Libraries, Closes Schools**

As Chicago prepares to shutter permanently 49 K–12 schools and one 9–11 school program for the coming school year, Chicago Public Schools (CPS) is planning to open four new stand-alone school libraries for the 2013–14 school

Photo by Geoffrey S. Baker

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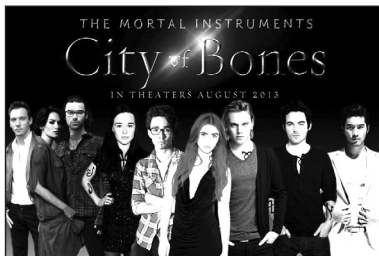
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year—at a cost of more than \$2 million.

Perkins Bass Elementary School, John Harvard Elementary School of Excellence, Leland Elementary School, and John T. McCutcheon Elementary

## Interview



### Cassandra Clare

Best-selling young adult and urban fantasy author Cassandra Clare writes two series in her Shadowhunters universe: the modern-day “The Mortal Instruments” and a related historical trilogy, “The Infernal Devices,” set in Victorian England. The movie of *City of Bones*, the first of “The Mortal Instruments” books, opens in theaters August 23.

#### What has been your connection to the movie?

The studio was very good about asking my opinions on the production design and the props, and I gave [the producers] a lot of information to work with. I got to visit the set several times...but I wasn't directly involved in the making of the film.

#### Any behind-the-scenes insights you can share?

Seeing [leads] Jamie and Jonathan do their own stunts was amazing and terrifying. They were jumping from a high balcony, probably 30 feet, to land on a mattress. I kept worrying they would be killed.

#### Will we be seeing Tessa [the heroine of “The Infernal Devices”] onscreen?

The film rights for [“The Infernal Devices”] have been optioned by the same studio that's making the *City of Bones* movie. Right now it's in the early stages of development—the *Hollywood Reporter* just broke the story that the script is finished and [the studio is] seeking directors.

will together receive \$2 million just to build new library spaces in their facilities, according to Molly Poppe, deputy press secretary for CPS. Additional monies will go into capital funding for new air conditioning, windows, paint, and cabinetry, among other needs. The remaining so-called “welcoming” schools already have school libraries, according to Poppe.

How these libraries will be run, however, is unknown. Teachers and school librarians currently on staff at the schools to be closed will be eligible to follow their students to each new school. But Poppe said it won't have final staffing numbers until budgets are finalized in the fall.

“We don't know what [staffing] will look like because we don't know how many students will be going to welcoming schools,” said Poppe. “We will look at that over the summer [and consider] how we'll allocate resources.”

### Orange County Expands Training with Treehouse

Following a successful pilot with the Orange County Library System (OCLS), Orlando, FL, online technology education provider Treehouse Island has launched a subscription-based service that will allow library patrons to learn programming skills at home or on any library computer.

Prior to the pilot, OCLS already had a comprehensive computer training program in place for patrons, featuring multipart series on topics including basic computing, Microsoft Office, Photoshop, Quickbooks, 3-D design, and website design using HTML5.

“The computer classes here have been very popular for a long time,” said John Douglass, assistant manager of the Technology and Education Center for OCLS. “People have been getting more and more interested in advanced classes.”

In addition, OCLS offered access

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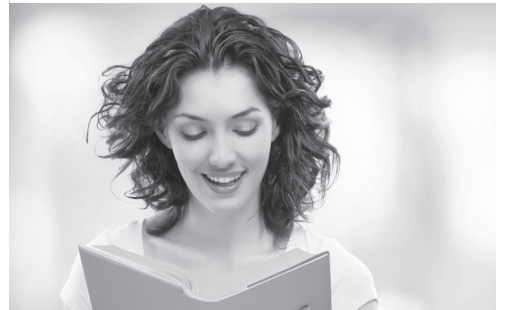
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to Lynda.com kiosks for patrons who wanted to learn more. But recently, representatives from Orlando-based Treehouse Island approached the library about developing a model that would enable an unlimited number of patrons to access similar online courses from any computer in OCLS facilities, or from home by logging in with their library card number.

“On [Treehouse Island’s] website, they cover more advanced CSS, which we touch on in our HTML5 series, and then they’re off to Javascript, PHP, Ruby on Rails, iOS and Android App

creation,” said Douglass. “Those are all things that we knew people were interested in, but we didn’t necessarily have the capability to provide training in.”

The online courses are taught via a series of short, prerecorded videos. Short quizzes and code challenges follow the videos to help ensure user comprehension.

The program was launched at OCLS in February, and after including information on its website and marketing the program with posters in the library, the service was already becoming popular by March.

“We saw a big jump in the [number of] sign-ups,” said Douglass. “The video views we were counting jumped tenfold, and then in April we saw good numbers as well.... I think we’ll see steady growth over time.”

Treehouse has begun offering libraries one-year contracts on similar terms, with pricing based on a library’s number of active cardholders.

## ALA: New Bill Calls for Effective School Libraries

The Strengthening America’s Schools Act, introduced in the Senate on Tuesday by senators Tom Harkin (D-IA), Patty Murray (D-WA), Sheldon Whitehouse (D-RI), and Jack Reed (D-RI), includes strong provisions for effective school library programs and is the first piece of legislation to recognize the role school library programs play in student learning since 1965, according to the American Library Association (ALA).

“Research has shown that students have a better chance of succeeding academically when they attend schools with strong library programs,” said Emily Sheketoff, executive director of the ALA’s Washington Office. “This bill will ensure that students will have access to professionals who can help them make connections between subject areas, retrieve information, and think independently.”

If made law, the bill would reauthorize the Elementary and Secondary Education Act, which was first enacted in 1965. The bill also creates specific language for libraries and would implement the “Improving Literacy and College and Career Readiness through Effective School Library Program.” The program defines an effective school library as one that is staffed by a state-certified or licensed school librarian; has up-to-date books, materials, equipment, and technology (including broadband); includes regular collaboration between classroom

## We Will Not Be Shushed!



Budgets for New York City’s public libraries are facing a proposed \$106 million cut [see *Hotline*, 6/10/13]. Urban Librarians Unite, an advocacy group of librarians from throughout the city, explained that “should these cuts go through, more than 60 neighborhood libraries across the city will be forced to close, and services and hours at the remaining libraries will be slashed. More than 1,000 library workers will be let go, and public services including budgets for new books and materials will be severely cut.”

The organization’s fourth 24 Hour Read In to highlight the problem started Saturday, June 8, at 4 p.m. and ended at the same time on Sunday, June 9. On the steps of Brooklyn Public Library’s Central Library at Grand Army Plaza, volunteers took 15-minute shifts to read anything they chose. The event included family story time from 8 a.m. to 1 p.m. on Sunday; between midnight and 4 a.m., the organizers warned, attendees “should expect things to get lewd.”

Authors in attendance included Joan Bauer, Melissa Guion, and Lev Rosen, according to Urban Librarians Unite, as well as Council Members Jimmy Van Bramer and Vincent J. Gentile and leaders from all three library systems.

*Library Journal* got in on the action: from 6:30-6:45 p.m. on Saturday, Reviews Editor Henrietta Thornton-Verma read from E.B. White’s *Here Is New York*.

teachers and school librarians to assist with the development and implementation of curriculum; and supports the development of digital literacy skills.

In addition, the bill calls for the Department of Education to award three-year grants to low-income school libraries to maintain current school library collections, staffed by a state-certified school librarian, and for other purposes relating to a school library, according to ALA.

The Senate Health, Education, Labor, and Pensions Committee was expected to hold a markup session on this bill on June 11.

## Licensed To Sell? IDPF Tackles Digital Content

“When Is a Sale Not a Sale?” the International Digital Publishing Forum’s (IDPF) Digital Book 2013 conference asked. The panel, subtitled “Selling vs. Licensing Digital Content,” took place on May 30 during the collocated BookExpo America (BEA) in New York and featured Bill Rosenblatt, founder of GiantSteps Media Technology Strategies.

Said Rosenblatt, “Under the current law, libraries are pretty much doomed in the ebook case.” Rosenblatt’s argument was that unless libraries gain some sort of legal leverage with publishers—specifically, a 21st-century overhaul of the first sale doctrine—the field’s long-term prospects with ebooks and other popular digital media don’t look promising.

Despite a bit of semantic overreach, Rosenblatt had a point. With licensing models, publishers retain control over content even after a library has paid for it. Terms can be changed, subscription prices can be raised, and in many cases libraries can’t do much about it, other than comply if they want to continue to provide access to a resource. “Libraries lend ebooks by the good graces of publishers,” Rosenblatt said.

**Lena Beecher** was appointed Human Resources Manager for the Maricopa County Library District, AZ. She was previously Senior Human Resources Analyst for the City of Tempe, AZ.

**John P. Culshaw** was named University Librarian at the University of Iowa, Iowa City, effective August 8. He is currently Senior Associate Dean of Libraries at the University of Colorado, Boulder.

**John Dorr** was appointed Assistant Head of the Research & Information Services Department at Northwestern University Library, Evanston, IL. He previously taught at the Illinois Institute of Technology, Chicago.

**Abigail Elder** was appointed Director of Beaverton City Library, OR, effective July 8. She currently serves as Manager of the Tualatin Public Library, OR.

**Elizabeth Hitchcock** was named Associate University Librarian for Planning and Facilities at Northwestern University Library, Evanston, IL. She was previously the university’s Assistant Director for Facilities Planning.

**Dean Lewis** was appointed President of Academic Libraries of Indiana. He is currently Dean of the University Library at Indiana University—Purdue University Indianapolis.

**Josh Jones** was named Library Assistant in Circulation & Special Services at the State Library of Ohio, Columbus. He was previously Customer Services Specialist in Circulation at the Columbus Metropolitan Library.

**Susan Keller** was named Outstanding Supporter of Paraprofessionals by the Virginia Library Association Paraprofessional Forum. She is currently Director of Culpeper County Library, VA.

Phoenix Public Library made two new appointments: **Aimee Fifarek**, formerly Library Technologies and Content Senior Manager and the Library Technology Supervisor at Scottsdale Public Library, AZ, was named Deputy Director for Information Technology and Digital Initiatives, and **Paula Fortier**, formerly East Regional Manager at Mesquite Library, AZ, was named Deputy Director for Public Services.

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Rosenblatt was joined on the panel by Paul Aiken, executive director of the Authors Guild; John Ossenmacher, founder of ReDigi, an online marketplace for preowned digital content; and moderator Joe Wikert, former chair of the recently disbanded Tools of Change conference. Their presentations and discussion focused primarily on the consumer market and never explicitly circled back to how the current state of digital copyright law impacts libraries. But their discussion nonetheless had some discouraging bearing on libraries’ situation: Aiken and Rosenblatt both argued that a first sale doctrine for digital content would enable a resale market that would inevitably destroy the value of that digital content.

One might expect Ossenmacher to be a staunch advocate of a new, modernized version of first sale for digital content, considering that ReDigi is a platform that allows consumers to buy and resell digital files originally purchased from iTunes. The company recently lost a copyright infringement case brought by Capitol Records. Yet he argued that publishers had an opportunity to beat the government to the punch on this issue. By creating their own resale markets, publishers could ensure that they get a cut every time a file changes hands. Ossenmacher does believe there should be a model for digital content ownership, albeit one in which content producers still control how and where that

content can be resold, and in ReDigi's case what, specifically, that content can be exchanged for.

In March, the Supreme Court resolved the *Kirtsaeng v. Wiley* case, ruling that first sale doctrine "applies to copies of a copyrighted work lawfully

made abroad." Many librarians viewed the ruling as a victory. After that result, some members of the Owners' Rights Initiative argued that the time may be right to press the digital first sale issue, noted Carrie Russell, director of the Program on Public Ac-

cess to Information at the American Library Association's (ALA) Office for Information Technology Policy. They were in the minority.

"Most of the members of that coalition—ALA is a member—were not interested in digital first sale," Russell said. "They really didn't think that it was doable in a legislative fashion." Prevailing opinion was "more along the lines of let's wait and see what the rights-holders do to try to fix their concerns with *Kirtsaeng*. We want first sale as we have it to stay the same."

Pushing for new legislation in this area presents risks. If new laws are created regarding the ownership and licensing of digital content, there's always the potential that those new laws could put libraries in an even worse position.

"It's always very risky to consider copyright legislation, unless you have members of the committees that really understand copyright law and are not party to the Motion Picture Association [of America] or whatever. Because it's very, very political," Russell said. The current copyright act took more than 20 years to write, she added. "There's absolutely no way that [legislators] would say, 'Digital first sale, great!' and not give something to the rights-holders."

Russell said that most ALA members seem more interested in having access to a publisher's entire catalog and being able to transfer a licensed ebook title to a different vendor's platform when needed. Rather than a new, concrete definition of digital ownership, many are content with licensing models, as long as they can perform these types of basic functions that would be a matter of course under first sale.

"We're probably going to get there in terms of getting everything we want with regard to maintaining the file, but it might not be full-blown digital first sale," she said.

## Branching Out



May 30 marked the groundbreaking for the new City of **Austin Central Library**, TX (pictured), following two years of design work (see *Hotline*, 5/23/11). Replacing the 110,000 square foot, 1979 Faulk Central Library, the new 198,000 square foot facility will feature a six-story atrium surrounded by collections and event space, an expansive reading room, a café, a bookstore, a 350-seat events center, dedicated children's and teen zones, and a series of reading porches that overlook Shoal Creek and Lady Bird Lake. A joint venture between Lake | Flato Architects and Shepley Bulfinch, the \$120 million project will be working toward a minimum of Leadership in Energy and Environmental Design (LEED) Silver certification. Among its green practices, the library will include a photovoltaic panel array, a rain-water harvesting system, and a green roof. There will also be charging stations for electric cars and a 150-capacity "bike corral." To meet the city's mandate for two percent of a project's total budget going for public art, artist Christian Moeller has designed a 37-foot-tall sculpture entitled "Birds." The

construction is supported through a 2006 referendum; it has a 2016 completion date.

Columbus Metropolitan Library (CML), OH, pushed its **Driving Park Branch** project into high gear on June 5 with the demolition of the vacant retail store on the site of the future 15,000

square foot facility (see *Hotline* 1/7/13). The \$6 million project will include the addition of a Homework Help Center and the incorporation of sustainable practices. CML CEO Patrick Losinski took to the demo with a backhoe to get things "off the ground." "This is CML's first visible step in its aspirational building project...[to] renovate, expand, or rebuild ten of its branches and main library," he said in a statement.

A final design meeting was held on May 29 for the eventual renovation of the **Boulder Public Library**, CO. A series of such meetings were orchestrated by Studiotrope Design Collection in order to "get a sense of how people use the library," per the *Daily Camera*. The \$2.45 million project funded through a 2011 bond measure includes a re-configured children's space and a new teen area, as well as a refurbished media section, circulation desk, and public meeting rooms. Collection space will be overhauled in the scheme; a café is under consideration. The plans will be finalized later in the year, with a start date in early 2014.

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### ► Contest Rules:

1. Open to any public library or academic library in the United States that is attending ALA. A current employee of the library must register the library for the drawing at ALA.
2. Open to current Freegal customers and non-customers alike. If a current Freegal customer wins, they will receive the 12 months following their current contract for free. Will be available for winning library's card holders.
3. The maximum value of each prize is \$35,000. A library with a price exceeding that threshold would have the maximum value deducted from their existing price, or the price if they subscribed in case of a non-customer.
4. One entry per library during the ALA conference.
5. One prize WILL be awarded every day. The price of the free subscription will vary, up to a maximum value of \$105,000 over the 3 day period, if redeemed.
6. Library Journal will conduct the drawing and notify the winner. The winner has 90 days to claim the prize.
7. No obligation is implied on behalf of the library by participating in the drawing.

## DeepDyve: The First Five Minutes Are Free

DeepDyve, an article rental company, on June 5 introduced an additional “freemium” service, in which any user who signs up with an email and password can read from its collection of more than eight million scholarly articles, which are normally found behind a paywall, for free for five minutes.

In addition to articles from 100 publishers (including Wiley, Springer, Elsevier, Nature, IEEE, and a variety

of university presses) and 3,000 journals, DeepDyve has also integrated access to some ten million open access articles from the likes of PLOS and PubMed Central.

The company’s target market is unaffiliated users who no longer have access to academic library resources. Its rental model allows users to sign up for a monthly plan or project access, which enables them to rent browser-based articles for 30 days to one year, depending on the plan. (They can’t copy or print unless they choose to buy the article.) CEO Wil-

liam Park characterized it as “a Spotify for research.” Said Park, “We started out with [a] let you rent to see if you want to buy [model]; now you can preview the article for free before you decide if you really want to rent it.”

Though the service initially targeted individuals, as it gained traction, Park told *Hotline* the company began getting contacted by institutions and now offers group plans as well. For small start-ups, DeepDyve offers a volume discount on monthly subscriptions; for larger institutions that want to aggregate users, DeepDyve offers IP-based plans for a modest setup fee.

While DeepDyve is of particular interest to corporate special librarians, Park told *Hotline* that the company is also seeing interest from smaller universities. “They obviously don’t invest in Big Deals,” he said. “We think we can support this market, but for us, right now, it is really exploratory.” As such, the company doesn’t yet offer patron-driven acquisition (PDA) tools that would trigger purchases when enough library users rent an article.

DeepDyve, Park said, is also hoping the freemium model will enable social sharing among scientists.

The company also offers a plugin of potential interest to libraries: when a user searches on Google Scholar or PubMed Central, a link will show up if DeepDyve holds the content. Said Park, “Where I see this being beneficial to libraries and large institutions is, even if they don’t have an account with DeepDyve, it’s a way for their patrons to sample an article before they use up the resources for PDA or inter-library loan or whatever it might be. One of the big concerns we hear is, ‘If we don’t have a subscription, incremental access is darned expensive,’ and one in three or four articles wasn’t what they thought it would be based on the abstract. They feel they’ve burned some limited resources.”

### News in Brief

The **Brooklyn Public Library** (BPL) expanded its Passport Application Acceptance facility at the Central Library, Prospect Heights. The center now has extra staff, extended hours, computers for electronic applications, and a paging system for applicants who are elsewhere in the library. BPL also plans to add another facility at the Kings Highway branch.

The **Sumter County Library**, SC, received a grant to host the Big Read, which aims to promote pleasure reading through community events. The library will focus on John Steinbeck’s *The Grapes of Wrath*.

The **National Library Service for the Blind and Physically Handicapped** presented two libraries with awards for service to blind and disabled readers: the **District of Columbia Regional Library for the Blind and Physically Handicapped** received the Network Library of the Year Award, and the **Brevard County Talking Books Library**, FL, received the Network Subregional Library of the Year Award.

**Provincetown Public Press**, a recently launched digital publishing imprint of the **Provincetown Public Library**, MA, selected its first group of authors for autumn publication: Terry Catalano, Marilyn Colburn, Richard Pepitone, Rob Taylor, and Women of Dune

**Hollow Writers**. Submissions will open again beginning July 1.

**ProQuest** awarded Allana Mayer, an MLIS student at McGill University, Montreal, with the 2013 Roger K. Summit Scholarship. The scholarship, annually given to a graduate student enrolled in an accredited library or information sciences program, was presented at the **Special Libraries Association** conference.

**ProQuest** also partnered with **NetAdvance**, a Japanese reference database, to index its content through **Serials Solutions’ Summon**. Thirteen titles from NetAdvance will be made available for users to access.

The **University of Oxford’s Bodleian Libraries**, England, received support from the **Heritage Lottery Fund** for its Developing the Next-Generation Archivist project. The money will help six trainees to become digital archivists.

The **University of Pennsylvania Libraries**, Philadelphia, chose the winners of the 2013 Seltzer Family Digital Media Awards, undergraduates recognized for their use of new media technologies in research projects. The winners are Ola Aboukhsaiwan, Tan Chan, Yessenia Gutierrez, Theodora Pajaczowska, Andrew Weis, and Marlie Winslow.

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