

## Survey Helps Libraries Increase, Explain Worth

Researchers at the University of Washington (UW) iSchool, Seattle, introduced the Impact Survey, a tool that lets patrons anonymously report on how they use library technology while they're using it, helping librarians understand how—and when—patrons are interacting with the access to technological resources that they provide—and demonstrate the value of those services to local governments.

The survey asks simple demographic questions such as the age of users and what they do on library computers, from getting access to health care and social services to doing freelance work, using database access to work on a term paper, or visiting Facebook to see pictures of grandkids.

The Impact Survey grew out of the 2009 Opportunity for All (OFA) study. Conducted by the iSchool with assistance from the Bill & Melinda Gates Foundation, the OFA study took an in-depth look at how library patrons were using public technology in libraries. “We wanted to make the survey into a tool libraries can keep using so they can get these re-

sults without building a tool of their own,” said Samantha Becker, the Impact Study’s research project manager. In 2010, she and her colleagues got a grant from the Gates Foundation to do just that.

The result is a plug-and-play survey available to libraries around the country at no cost through July 2014, when a small administrative fee will be applied to the service. To start a local impact survey, librarians can plug a short snippet of HTML code into their website, so that patrons who access the site will be given the chance to participate, whether they do so through a computer at the library or remotely. The data they input bypasses the library, going instead to the UW iSchool, where researchers assemble the collected information into a full report for staffers, detailing the habits of technology users at their branch.

A pilot study of 400 libraries has revealed some interesting kernels of data about broad trends among library computer users already, said Becker. For instance, many users have Internet access available at home, but circumstances sometimes make it easier for them to use the computer at the library. “Many households are using public technology because of com-

## Interview

### Amanda Brennan

At the Digital Shift “Reinventing Libraries” virtual event, held by *Library Journal* and *School Library Journal* on October 16, Know Your Meme’s resident librarian, Amanda Brennan, addressed how libraries can use memes to engage patrons on platforms like Twitter and Facebook. Here, she shares further thoughts.



#### How can libraries use social media for marketing?

Memes are less about promoting your library in particular and more about building connections and finding something interesting that a person will want to share.

#### What resources are available for libraries to create memes?

There are a lot of tools on the Internet: [icanhascheezburger.com](http://icanhascheezburger.com) has a tool for doing it, as does [imgur](http://imgur.com).

#### What are some common pitfalls?

Don’t post too much. Stay relevant to programs that you have. If you’re going to try to use an image macro series, do some research to see what the [existing] captions are like before you try to put one together.

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## Mover & Shakers Deadline Extended!



*Library Journal* is counting on you to nominate the 2014 “class” of Movers & Shakers, 50 individuals who are changing the face of libraries and library services—whether they work in libraries (of any type) or elsewhere. You know people just like them: everyday librarians who do extraordinary work every day. Nominate them now!

**Nominations due November 8: [libraryjournal.com/movers](http://libraryjournal.com/movers)**

petition for household access,” said Becker, pointing out that youngsters can’t do schoolwork on a computer in the home while parents are answering emails from the boss. “People are using the library as a way for everyone to get their work done.”

The outsourced nature of the Impact Survey takes local librarians out of the process, allowing them to learn more about their patrons’ needs without compromising patron privacy. The data reported back to researchers at UW is stored on secure servers, and as research associates at the iSchool parse the data, they strip out any information that could identify users before they report back to local libraries.

In addition to helping librarians determine where they need to focus their tech support efforts, the resulting data can also be used to demonstrate the value of libraries to people who may not use them regularly. “Digital inclusion services are considered high-value services for libraries,” Becker pointed out. But they’re not necessarily the services most readily associated with libraries: in a 2010 OCLC study “The Library Brand,” the percentage of people who associated libraries with books had actually increased, despite libraries’ diversification into other programs and services. A tool to help librarians prove the value of their digital access to local officials and other stakeholders can be vital.

That was the case in Burlington, WA, an hour’s drive north of UW. In 2011, Director Maggie Buckholz realized that the library needed to improve its technology programming, saying the staff knew people were using the computers they pro-

vided but not how. At a small library, though, there weren’t enough staff or expertise to do so on its own. After a three-week study that saw 105 library users weigh in on how they used public computers, Buckholz said that her staff had transformed their opinions of how patrons use tech.

Where once staffers just saw people on Facebook, they now recognized job hunters, people keeping up on news and current events, and even patrons working to get their own small businesses off the ground. It especially opened their eyes to the role librarians play as tech trainers for less computer-literate patrons. That new information inspired Buckholz and her staff to put in place computer skill training that has become very popular with patrons.

“We implemented computer teaching schedules and made teaching tech skills to our patrons an element in every staff member’s job description,” said Buckholz. “We have times that people can book librarians for special help, and we hold ‘Tech Tuesdays’ as a time when people can drop in for tech assistance from Burlington librarians.”

Having the data about how patrons were using their services, Buckholz said, also helped Burlington librarians fend off budget cuts during tough economic times. “We weren’t just going to these budget meetings with anecdotal stories or the number of people who came through the door,” Buckholz said. “We could say, ‘Ten percent of the people using our computers are getting hired during an economic downturn.’” That hard data, Buckholz said, helped her keep

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The results will be included in *Library Journal's* feature in April 15, 2014.

at bay budget cuts that would have forced her to lay off staff.

The Impact Survey left its testing phase earlier this month, meaning that any library interested in participating can learn more and sign up through its website. So far, 60 libraries have signed up for the service, but Becker is aiming for a much higher enrollment. “We’re hoping that at least 30–40 percent of library systems use the survey in our first year,” she said. Researchers will be taking a big picture view toward all the data they process for local libraries along the way, with an eye toward a larger report on their aggregate findings in early 2015. Down the road, Impact Survey researchers are looking for ways to adapt the existing survey to provide similar services fine-tuned to the needs of academic and school libraries as well.

## Memphis Library Cards Can’t Be Used for Voting

A recent defeat in the Tennessee Supreme Court ended any chance that photo identification cards issued by the Memphis Public Library can be used as voter ID—at least for now. But Memphis City Attorney Herman Morris said the yearlong legal battle produced at least one significant victory and hinted at future challenges to the state law.

Meanwhile, Memphis will continue to distribute library cards bearing photo IDs, an innovation that remains popular with patrons some 16 months after they first became available to residents. About 7,300 have been issued to date, director of libraries Keenon McCloy told *Hotline* in late October, and demand for them remains steady.

The cards were created in July 2012, shortly after Tennessee began requiring a photo ID to vote. While the cards were not expressly created to serve as voter

## Reinventing Libraries Keynote Panel Looks into Future



Cohen



Hildreth



Stripling



Wilkin



Jacobs

At October 16’s Digital Shift virtual event “Reinventing Libraries,” produced by *Library Journal* and *School Library Journal*, *LJ* and *SLJ* editorial director Rebecca Miller sat down with five of the leading thinkers in libraries—Dan Cohen, founder and executive director of the Digital Public Library of America (DPLA); Institute of Museum and Library Services (IMLS) director Susan Hildreth; American Library Association (ALA) president and Syracuse University professor Barbara Stripling; University of Illinois dean of libraries John Price Wilkin; and Deborah Jacobs, director of the Bill & Melinda Gates Foundation’s Global Libraries initiative—as they offered their thoughts on what the future holds.

A running theme of the keynote was the need to improve the way libraries measure their services to help community members and local governments recognize their value. To Jacobs, this meant a fundamental reimagining of how libraries report on their worth. “We need to stop measuring outputs,” she said, “and start measuring outcomes.” Such measurements have long been a tenet of the Gates Foundation’s work, and the foundation recently revamped the way it measures performance for its international partner libraries using the Common Impact Measurement System. In the last few years, IMLS has also put an increasing emphasis on demonstrating real-world impacts of the grants it makes to state libraries through its Measuring Success initiative, which started in 2011. “Evidence-based activities make a difference,” Hildreth said. “Being able to show impact will help us gain the resources we need.” Panelists concurred that libraries could make a better case for funding by being more vocal about the services libraries provide.

The conversation also drove home the need for libraries to share their solutions to common problems more with colleagues outside their own systems. The theme was a familiar one, with collaboration among libraries, businesses, and nonprofits taking center stage at the ALA conference earlier this year, where a new international partnership between the Chicago Public Library and Denmark’s Aarhus Public Library, financed in part by the Gates Foundation, was announced, among others. Hildreth said that IMLS is working to identify trends in libraries nationwide and model reactions and responses to them to see what works and what doesn’t without applying a one-size-fits-all model. “We’re trying to develop replicable, scalable approaches,” Hildreth said of IMLS initiatives. “We have venture capital to see how a variety of approaches work or don’t work.” Indeed, panelists seemed eager to see more failures, saying it would indicate more creative thinking and risk-taking.

Wilkins, meanwhile, pointed to collaborations that are already working well, such as the HathiTrust and other projects that allow libraries to move things into a shared space where they can have more impact without necessarily using more resources. As the former director of the HathiTrust, Wilkins worked with Cohen to make more than three million pieces of open access and public domain content hosted by HathiTrust available through DPLA earlier this year.

Panelists saw opportunities to expand on the library’s traditional role, from offering Maker spaces like those the IMLS has started to invest grant money in to acting as incubators for hyperlocal journalists and bloggers to providing access to continuing education through massive open online courses (MOOCs). They agreed that physical library spaces must continue their evolution from repositories of information to spaces for collaboration at the heart of their communities.

ID, Memphis mayor A.C. Wharton was convinced they could and should serve that function, as well as others.

Yet those library cards will no longer grant Memphis residents access to the voting booth, as they did for the 2012 presidential election, after a tangled court battle was well under way. That fight has concluded with a defeat for the city.

On October 17, the state Supreme Court upheld the Tennessee Voter Identification Act. The four-judge panel unanimously agreed the law did not place an undue burden on residents lacking a driver's license or other forms of picture ID issued by the state or federal government. The finding came in response to a suit filed by the City of Memphis and two registered voters, who argued the li-

brary cards were both valid and necessary as voter ID.

"We are pleased but not surprised by this decision," Tennessee secretary of state Tre Hargett said in a statement to *Hotline*.

#### CLOSING THE LOOPHOLE

Confusingly, the state Supreme Court's recent decision reverses a previous ruling by...the state's Supreme Court. Just before Election Day 2012, the Supreme Court had backed a ruling by the state Court of Appeals allowing the library cards to count as primary voter ID when Memphis residents went to the polls to choose a president.

However, after that defeat, in April 2013 the state legislature amended the statute, allowing only those picture ID cards issued by the "state of Tennessee

or the United States." The revision included language specifically mentioning a "public library" as one type of county or municipal institution that did not meet the law's requirement.

In its latest ruling, the Supreme Court said the state had a right to protect against fraud by demanding picture verification before letting voters cast a ballot. In his decision, Supreme Court chief justice Gary R. Wade wrote, "The integrity of the election process empowers the state to enact laws to prevent voter fraud before it occurs, rather than only allowing the state to remedy fraud after it has become a problem." The ruling added, "It is within the authority of the General Assembly to guard against the risk of such fraud in this state, so long as it does not do so in an impermissibly intrusive fashion."

"In summary, the 2013 amendments to the [voter ID] Act rendered moot all issues pertaining to the validity of the photo ID cards issued by the Library," Justice William C. Koch Jr. wrote in a concurring opinion.

#### NO FURTHER CHALLENGE...FOR NOW

George E. Barrett, attorney for Memphis residents Daphne Turner-Golden and Sullistine Bell, who were turned away after trying to use their library cards to gain access to the polls, said his clients have little recourse for appeal. This type of challenge to a state constitution, he noted, does not allow for an appeal to the U.S. Supreme Court.

Morris said the city, too, plans no further legal challenge at this time but added, "We're not saying other challenges won't be brought in the future.... We're taking this a game, or an election, at a time.... There are a lot of elections between now and 2016."

Hargett, in his statement to *Hotline*, said only that the state will continue working to ensure "fair and honest elections" for everyone in Tennessee.

## News in Brief

The **New York Public Library** announced its 2013 Library Lions, an award honoring individuals who have made significant cultural and educational contributions. They include Mayor **Michael R. Bloomberg**; journalist **Katherine Boo**; author **Junot Díaz**; essayist **Marilynn Robinson**; and composer **Stephen Sondheim**.

**Columbia University's Rare Book & Manuscript Library**, New York, received the archive of **Philip Grushkin** (1921–98), a book jacket designer. The collection contains more than 2,000 items, including his book jackets and those of his mentor, **George Salter** (1897–1967), as well as letterhead and logo designs.

The **Caroline and Erwin Swann Foundation for Caricature and Cartoon** announced that it is accepting applications for its graduate fellowship for the 2014–15 academic year. The chosen Fellow will conduct research in residence and deliver a public lecture at the **Library of Congress**.

**Serials Solutions' Summon** has partnered with **Maruzen Company Ltd.** to increase ac-

cess to Japanese ebooks. Maruzen will provide metadata from its ebook library to be indexed and discoverable within **Summon**.

The **College of William & Mary**, Williamsburg, VA, received the personal papers of **Robert M. Gates**, former U.S. Secretary of Defense and chancellor of the university. The archive will be housed in the **Special Collections Research Center** at the **Earl Gregg Swem Library**.

Three new Canadian university libraries have begun using **OCLC WorldShare Management Services**, a cloud-based library management system: **Lethbridge College**, Alta.; **Tyndale University College and Seminary**, Ont.; and **University of New Brunswick**.

**Library Connection, Inc.**, Windsor, CT, has integrated **Innovative Interfaces' Sierra Services Platform**, **Encore** discovery solution, and **Decision Center** collection management tool into its system. It migrated from **SirsiDynix's Symphony ILS**.

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## Librarians Weigh in on Macmillan Ebook Lending

Ebook distribution to libraries took another leap forward on October 17 when Baker & Taylor (B&T), OverDrive, 3M, and RBDigital (Recorded Books) told their customers that Macmillan's entire ebook backlist—11,000 titles from lead imprints St. Martin's; Farrar, Straus & Giroux; Henry Holt; Macmillan Children's; and Tor—would now be available to their patrons. "Newly available titles from Macmillan will be added [to Title Source and the Axis 360 reading platform] as they become eligible for sale on a monthly basis," said B&T in a statement.

The news came barely ten months into a two-year pilot program inaugurated in January by Macmillan CEO John Sargent, which included 1,200 ebook backlist titles from the publisher's Minotaur mysteries and crime fiction line. At that time, Andrew Martin, Minotaur publisher, stated, "The libraries have always been great supporters of the Minotaur publishing program and a critical mainstay of the category." Terms for the full backlist remain the same as before: one title/one user, \$25 per title, and a 52-loan or two-year cap, whichever comes first.

While Macmillan executives would not comment further on the expansion and instead let the ebook distributors speak for them, their actions indicate the pilot has been successful thus far.

Steve Potash, CEO of OverDrive, said he believed publishers better understand the value libraries bring in exposing the long tail and in discoverability. He credited the American Library Association (ALA), along with distributors, with helping to effect the turn of events.

George Coe, president of B&T's library and education division, noted that B&T has been working with Macmillan for the past three years to persuade the



On September 28, the Jefferson-Madison Regional Library, Charlottesville, VA, opened its new 18,000 square foot **Crozet Library** (pictured). The \$6.5 million facility was designed by Grimm + Parker Architects and includes community meeting rooms with 3-D televisions and individual computer areas for adults, young adults, and children, as well as stunning views of the Blue Ridge Mountains. A fundraising effort contributed an additional \$1.6 million for furnishings, equipment, and materials. The move from the old building, a former 1923 train station, was accomplished through a "book brigade" of community members.

The **Malibu Library**, CA, has been certified Leadership in Energy & Environmental Design (LEED) Gold by the U.S. Green Building Council following a \$6 million renovation that was completed in April 2012. The library is the first project in the city of Malibu to receive LEED certification, according to the *Malibu Patch*.

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publisher to participate in the library market. "We had tested their content and agreed to several terms and finally had positive results to roll out their content to libraries," he told *Hotline*.

Library selectors reacted enthusiastically to the expansion. "Any time more titles are added to the list of books we can provide to our patrons, it's a pretty big deal," said Robin Brad-

ford, Indianapolis Public Library collection development librarian. "Backlist titles, especially those in series, are pretty important to our readers. And an entirely new group of readers will be able to discover them through our ebook collection."

More birthday celebration was seen in Ohio with the opening of the new **Parma Branch** of the Cuyahoga County Public Library (CCPL) on October 26. The 43,000 square foot facility is part of the larger CCPL Facilities Master Plan to renovate and develop its now 90-year-old system. The Parma Branch replaces both the Parma-Ridge and the Parma-South branches. The \$15.6 million project was designed by GPD Group Architects • Engineers • Planners. It encompasses a sustainable building scheme, a full-service drive-up window, a technology learning center, an interactive tech wall, public computer stations with high-speed Internet access, and community meeting areas. The library is targeting LEED Silver certification.

The **Cabot Science Library** in the Science Center of Harvard University, Cambridge, MA, will undergo a major renovation that will better integrate the library into other Science Center spaces, such as the recently refurbished outdoor plaza, the café, and the courtyard. The plan will look at the library's relationship to programming at the Science Center and might include a visualization lab and a digital-media research commons. The atrium of the Science Center will be redesigned as part of the project, which is being funded through a "generous gift." Cabot librarian Lynne Schmelz said, "The timing couldn't be better for us to join forces to conceptualize the New Cabot Library.... [to] help us realize a 21st-century...library that supports integrated services and collections."

Henry Bankhead, town librarian, Los Gatos, CA, said that he favors "diverse service models," including

Macmillan's. He pointed out that like HarperCollins, Macmillan titles are "significantly less expensive [than] the high-priced one-book, one-user model, where we pay almost 100 bucks a book."

"This means we can get more books in front of readers," he said. "We can then evaluate how well they circ and not be locked into perpetual ownership of books that are not popular. These new models give us more flexibility and thus more options—more options in terms of building the library's collection of ebooks and more options in moving [among] ebook providers."

Bankhead's remarks dovetailed with the reaction from ALA president Barbara Stripling, who praised the expansion and said Macmillan is on "an upward trajectory with librarians," but cautioned that there is still a long way to go with publishers on ebooks. "[W]hile we've seen good progress this year, much more remains to

be done," said Stripling. "Many issues remain on the table, such as multiple licensing options per publisher, full access to newly published titles, conversion of all remaining pilots to nationwide distribution, library pricing that is closer to consumer levels, preservation, privacy, and accommodations for people with disabilities."

## Tucson School Approves Mexican American Books

The Tucson, AZ, school board on October 22 voted 3–2 to reintroduce seven books by Latino and Native American writers to its approved curriculum as supplementary classroom materials, the Comic Book Legal Defense Fund (CBLDF) announced. The books had been removed from the curriculum two years ago when the district dissolved its acclaimed Mexican American Studies (MAS) program, CBLDF noted.

Although the vote does not automatically return all of the books to the classroom, it means that teachers who wish to use them with their students can now do so. The books, which had remained in the school library despite not being allowed for classroom use, CBLDF noted, are:

- *Critical Race Theory* by Richard Delgado
- *500 Years of Chicano History in Pictures*, edited by Elizabeth Martinez
- *Message to Aztlan* by Rodolfo "Corky" Gonzales
- *Chicano! The History of the Mexican American Civil Rights Movement* by Arturo Rosal
- *Occupied America: A History of Chicanos* by Rodolfo Acuña
- *Pedagogy of the Oppressed* by Paulo Freire
- *Rethinking Columbus: The Next 500 Years* by Bill Bigelow

CBLDF called the vote "a small victory for the freedom to read."

In the Tucson school district, school board approval is required in order to use a supplemental book in classrooms, CBLDF explained, noting that the removal of these particular books from the districts' approved list of books "had been particularly contentious because it appeared to target Latinos."

CBLDF also said that, prior to the vote, very few titles on the district's approved book list touched on the Mexican American experience, with Sandra Cisneros's *The House on Mango Street* perhaps the most well known of only "a handful" of exceptions.

According to CBLDF, the rule regarding school board approval for supplemental texts has been poorly enforced over the past few decades. The MAS program was ended after a 2010 state law prohibited instruction based on ethnic background, CBLDF explained.

## People

**Jaime Anderson**, current Head of the Materials Management Division, and **David Dodd**, current Collections Manager, have been appointed to act as Interim Co-Directors of the Sonoma County Library, CA, until a permanent director can be hired.

**Marlys Brunsting** was appointed Director, University of Wisconsin-Stout Library, Menomonie. She was previously Automation Coordinator at the university's Green Bay campus.

**Jeanne Goodrich** announced her retirement as Director of the Las Vegas–Clark County Library District, NV, effective October 2014. She has been with the library for four years.

**Elizabeth Hensley**, Technical Services & Collection Development Coordinator at the Culpeper County Library, VA, received the George Mason Award from the Virginia Library Association. She was nominated for

developing a state education program for library middle managers.

**Susan Kline** was named Processing Archivist at Columbia University's Rare Book and Manuscript Library, New York. She was previously Project Archivist for the Council on Library and Information Resources Cataloging Hidden Collections Grant at Syracuse University's Special Collections Research Center, NY.

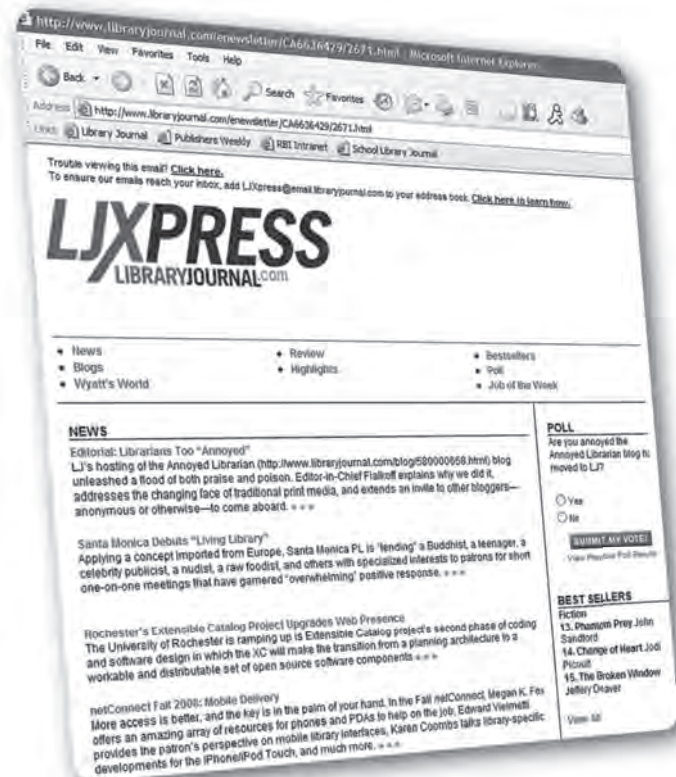
**Amy Pawlowski** was named Deputy Director and E-resources Licensing Coordinator for OhioLINK, a consortium of 90 college and university libraries. She was formerly web applications manager, Cleveland Public Library.

**Claudia Sumler** has retired as Public Services Administrator, Harford County Public Library, Belcamp, MD. She had been with the library since 2006.

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