

Swets Bankruptcy Recalls Fallout from RoweCom

In a case that has drawn comparisons to the RoweCom/Faxon Library Services bankruptcy almost 12 years ago, the court of Amsterdam on September 19 granted Netherlands-based Swets & Zeitlinger Group permission to suspend payments to its creditors and on September 23 accepted a bankruptcy filing from the group's subsidiary—global subscription management provider Swets Information Services. A statement released by the company on September 24 noted that “the bankruptcy of the Swets Information Services B.V. does (for now) not affect its (foreign) subsidiaries as the bankruptcy is only related to Swets Information Services B.V. If and in which way the bankruptcy of Swets Information Services B.V. will affect its branches is currently under investigation.” On October 1, parent company Swets & Zeitlinger Group also declared bankruptcy.

Several publishers, including Elsevier, Springer, and SAGE, sent emails to North American libraries, urging them to check the status of any recent orders placed with Swets, to submit FY15 subscription

payments directly to publishers, or to choose another subscription agency.

Swets Group closed FY13 with a net loss of 51.1 million euros, causing the company's equity to decline to negative 41.6 million euros, according to an annual report published in August.

Libraries that have already submitted payments to Swets for FY15 should engage with their university's legal counsel and billing department regarding the status of those orders, librarians and vendors contacted for this story uniformly suggested.

In a September 29 post to the North American Serial Interest Group (NASIG) Serialist electronic list, Susan Davis, acquisitions librarian for continuing resources for the University of Buffalo, State University of New York (SUNY), suggested that libraries “start planning for alternative means to renew their subscriptions.”

Davis added that libraries should consider collecting information about all of their library's subscriptions using the Swets online procurement and subscription management tool Swetswise.

ROWECOM REMINDERS

The circumstances that led to this bankruptcy are different from

Interview

Blaise Simqu

As SAGE Publications' CEO and president Blaise Simqu celebrated his tenth year in the job this August, he was also gearing up for SAGE's 50th anniversary in 2015.



SAGE has “been able to remain fairly library-friendly while managing to swim with sharks,” referring to SAGE's active support of open access.

We've been investing in open access heavily and support the movement... We hope we can create a model for the social sciences. We support collaborative initiatives to promote these sciences, and when some members of Congress began an aggressive attack on federal funding of social and behavioral science research, we worked with the research community to advocate for policies that protect their funding.

What can we expect for the 50th anniversary?

We'll be hosting an event in Washington, DC, to advocate for government support of academic research.... This December we'll launch SAGE Swifts, digital-first, speedy, short publications focused on cutting-edge social science theory and research.

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Who Moves You?

The editors of *Library Journal* need your help in identifying the emerging leaders in the library world. Our 14th annual Movers & Shakers coverage will profile 50-plus up-and-coming individuals who are innovative, creative, and making a difference. Learn more and submit your nominations, visit <http://ow.ly/CoxDI>.

Postmark deadline: November 7, 2014

those at RoweCom in 2002 and 2003. RoweCom stunned its customers in December 2002 when it disclosed that it had not been able to place or make payments for a “substantial majority” of its customers’ 2003 orders and accused its parent company—divine, inc.—of siphoning more than \$73 million in RoweCom assets to fund its other business divisions. RoweCom later sued divine for fraud. When RoweCom filed for bankruptcy in January 2003, official estimates of lost subscription money ranged as high as \$80 million for U.S. libraries.

Ultimately, many publishers—although not all—helped libraries off the hook by assuming the role of creditors in the bankruptcy via subrogation, explained Sue Wiegand, periodicals librarian for Saint Mary’s College in Notre Dame, IN, who wrote or cowrote several articles about the impact of the RoweCom bankruptcy.

In contrast to the accusations of fraud at RoweCom, the problems at Swets appear to be linked to the company’s failure to adjust quickly enough to long-term market trends. The annual report blamed negative results on “the continued market shift from print to digital subscriptions, particularly among large publishers.” The average gross profit margin for commissions on digital subscriptions is about 4.4 percent, compared with 10.5 percent for print subscriptions, and Swets has seen print subscriptions decline from 34 percent of its sales in 2011 to 26 percent in 2013.

Timing is another key point of difference. Most of RoweCom’s customers learned the extent of the company’s problems long after subscription payments had been submitted for FY03. By contrast, many Swets customers have not yet submitted payments for next year.

Executives from WT Cox Information Services, Wolper Information

Services, and EBSCO Subscription Services affirmed that they have the capacity to take on new customers.

NYC Must Comply with School Librarian Mandate

In a signal victory for school library advocacy, New York City must stop violating state education regulations that enforce the minimum number of school librarians in high schools. According to the *Wall Street Journal*, the September 15 ruling by New York State (NYS) commissioner of education John King came in response to the latest United Federation of Teachers (UFT) appeal (concerning regulation §91.2). He ordered the NYC Department of Education (DOE) to comply with minimum staffing regulations requiring certified librarians in city middle and high schools.

While King dismissed the UFT’s appeal—partly based on the grounds that the UFT asserted claims on behalf of students affected by the staffing violations, and it wasn’t UFT’s place to do so—he sent a clear message in his written decision: “respondents [DOE] are directed to comply with the requirements of 8 NYCRR §91.2 in the 2014–2015 school year and thereafter,” wrote King. “I am directing my Office of Curriculum and Instruction to provide guidance and technical assistance to respondents in doing so.”

The road to this decision has been complex. According to §91.2, “all NYC secondary schools must employ a part-time certified school library media specialist, at minimum, and schools with more than 700 students must employ a full-time media specialist.” The UFT has petitioned the state twice, since 2009, regarding New York City’s school librarian staffing violations, according to Alison Gendar, UFT spokesperson.

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Leveraging Publishers' Marketing Dollars

We all know the time and money publishers expend to build excitement around their newest releases plays an important role in driving readers to our libraries. The downside is that we are not always successful in leveraging that buzz to lead readers to less well-known titles or older titles that we *know* they would love reading.

A simple six step strategy can be implemented to create a self-directed readers' advisory pathway by any library – no matter how large or small.

1. Make a read-alike display for new bestsellers.

Set up your display where people will be looking for the newest books. If you don't have room for a table display, add reading maps on the shelves.

2. Offer lists of the read-alikes on your reading map.

Place read-alike bookmarks next to the reading map so folks can take them home, find the books in the stacks, or share the suggestions with a friend.

3. Continue the pathway with end cap signage.

Lead readers to the stacks by creating fun signage for your end caps. This is especially effective when you want to encourage patrons to use different formats such as audiobooks or ebooks. Keep the signs conversational with a strong call to action such as, "Looking for more books like *Gone Girl*? They're over here!"

4. Add shelf talkers to add interest and excitement.

Keep the annotations short and interesting and make sure you include book covers. When shelf talkers are done well, you can engage readers in an excellent browsing experience.

5. Give a parting gift.

Hand out brochures at the checkout desk as a final gift of love. When your patrons are home they can take the time to peruse the list and go online to reserve as many as they want.

6. Post to social media.

Post the reading map to Facebook and Pinterest. Make it a really cool experience and link to an online reading list that connects directly to your catalog.

These six simple steps will prove to increase circulation as well as enhance the browsing experience of your readers.

Nancy Dowd is product lead for NovelList's readers' advisory tool, LibraryAware, and co-author of the book, Bite-Sized Marketing, Realistic Solutions for Overworked Librarians.



Reading maps are visual and fun.



A list of read-alikes to share!

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LibraryAware includes hundreds of professionally-designed templates for building strong connections with readers. See it in action: www.ebscohost.com/novelist/our-products/demos

In a breakdown of the number of certified school librarians employed by New York City schools in the 2012–13 school year, nearly 350 schools are without a certified school librarian—some of those schools have well over 700 students. Closing the gap will be no small feat. Last year, Sara Kelly

Johns, president of the New York Library Association (NYLA), estimated the cost for “the city to staff libraries at state standards” at about \$24 million, according to *CBS Local*. How the DOE will implement the commissioner’s ruling remains unknown.

Despite the lack of a specific plan

for instating school librarians, advocates have cause for hope.

Jeremy Johannesen, NYLA’s executive director, called the ruling a “good first step” but argued that “younger students across New York will be denied this same benefit, because the [regulations] do not apply to primary schools.” To address this, he said, “NYLA is working on a bill that will require primary and secondary schools to provide access to a school library staffed by a qualified school librarian.”

“Two starter bills were already introduced in the Senate and the [New York State] Assembly at the end of this legislative session [June 2014],” said Johns. “It’s going to take a lot of work to implement...[but] it can happen.”

JSTOR Launches Free Online Magazine

One of the most difficult features to integrate into a large digital library is the serendipity of browsing. JSTOR’s collection, with full runs of more than 2,000 journals—some dating back to the 18th century—as well as tens of thousands of books and other material, is a wonderful resource for academic researchers. For the casual user, the depth of the collection poses more of a challenge.

In late 2013, Heidi McGregor, vice president for marketing and communications of ITHAKA, JSTOR’s parent company, and JSTOR’s managing director Laura Brown decided to launch a free online magazine to highlight JSTOR’s diverse content for a popular audience. *JSTOR Daily* (JD) launched on October 1, with editor Catherine Halley at the helm.

The site, which has been up in beta version since June, features a series of weekly feature articles and daily blog posts that cover areas ranging from the arts to politics to technolo-

Branching Out



The **Brand Library & Art Center** branch (pictured) of Glendale Library, Arts & Culture, CA, completed a two-year, \$9.5 million renovation. The 25,000 square foot specialized art and music library underwent seismic bracing and accessibility enhancements. The project also includes a new roof; updated HVAC, data, and electrical systems; and the rehabilitation of the 1904 mansion that was home to city father Leslie Brand (1859–1925). The architectural firm of Gruen Associates led the renovation in partnership with Offenhauser/Mekeel Architects, specialists in historic preservation. The facility houses a regional art and music library, art galleries, a recital hall, a computer lab, and a 1,300 square foot outdoor performance plaza.

The **Mamaroneck Public Library**, NY, had a golden opportunity to celebrate on September 18 when its renovation and expansion project (*Hotline* 10/10/11) received Leader-

ship in Energy & Environmental Design (LEED) Gold certification. The latest refurbishment to the 1927 Classical Revival building was led by BSK Architects of New York. The sustainable features include maximized use of daylight, the central relocation of the staircase, motion-sensitive light fixtures, enhanced indoor air quality, reuse of 96 percent of the existing building fabric, the diversion of 86 percent of construction waste from landfill, and the installation of low-VOC products.

The 35,000 square foot **Joplin Public Library**, MO, recently completed an upgrade to its children’s library. The area has been enlarged for additional play space and features a toy kitchen and a puppet theater. Extra seating for children and adults in one area allows parents easily to oversee their children. A second train table has loose pieces so that youngsters can construct their own setup; the fixed-track table is a huge attraction.

Another peek at the **Pekin Public Library**, IL (see *Hotline*, 6/10/13, 2/17/14, and 9/2/14). The plans to expand the library now include a dedicated children’s programming zone. The library board paid \$78,559 for a home on Capitol Street that will be demolished and replaced with a green space, for an additional \$10,000–\$15,000, according to the *Pekin Times*. The current outdoor area on the south side of the library is being repurposed for the new parking lot.

Photo by Nico Marques/Photokt.

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gy. Each piece links to content from JSTOR's library that has been opened up for free access to *JD* users.

Halley, who joined JSTOR in April 2014, was instrumental in shaping *JD*. She was previously the digital director at the Poetry Foundation and recruited *JD* writers from her own network, contacting people who had written for her in the past, as well as tweeting a call for writers and exploring other publications and news organizations to find work she liked. Writers pitch their own stories and are then given access to JSTOR material to locate relevant references that they can then link to in their articles.

JD is still considered a beta program, and JSTOR will be watching the data closely. (Approximately 50 percent of the site's users are in the United States, with the rest scattered around the world, including an unexpected cluster of readers in Iceland.) Site metrics will help drive Halley's decisions about what to cover.

Topics move easily among current events, popular science, trivia, politics, and pop culture. This cabinet-of-curiosities model makes JSTOR's content easier—and more fun—to browse, enabling readers to make their own associations between archived content and issues that concern or intrigue them. McGregor added, "*JSTOR Daily* is for anyone interested in learning—in diving deeper. We are eager to use this as a way to reach a broader public, yes, but it's equally for faculty, students, librarians, publishers, and independent researchers and professionals who already know and use JSTOR."

Librarians React to Pew Social Media Study

As libraries continue exploring ways to weave online social media into their core service, a Pew study suggests popular Internet gathering

JukePop Kickstarter To Get Indie Ebooks in Libraries

Expanding ebook access in public libraries has been an ongoing process. But one site is aiming to have an impact, giving libraries a chance to offer their patrons digital titles by independent authors.

JukePop—a Palo Alto, CA-based start-up that crowdsources independently published books—is teaming with public libraries to let readers check out titles, one chapter at a time. A trial service began at the Santa Clara County Library District (SCCLD), CA, in April 2014. On September 23, JukePop launched a Kickstarter campaign, hoping to raise \$15,000 to expand its service to 60 additional branches. Proposed new locations include California, Utah, and Arizona libraries.

"The key is to make the platform really usable for libraries," said Jerry Fan, JukePop's founder and CEO. "We want to eliminate a lot of the manual work, so [libraries] can manage the indie catalog through our site."

Pledges of \$25 or more will earn donors the right to nominate a library branch of their choosing, with each nomination pushing branches higher on the priority list. If JukePop's Kickstarter is fully funded—the campaign closes October 15—the site will spend \$10,000 to streamline its software, with the remaining \$5,000 used to launch the service to libraries—for free.

SCCLD and JukePop's initial colaunch earned them a 2014 Innovation Leader honor through the Urban Libraries Council, and since April, more than 1,060 people have used the service through SCCLD's website. Megan Wong, virtual library manager, is encouraged by those numbers.

"It's pretty fantastic," she said.

JukePop's core service works by allowing independent writers to submit stories to run on its platform one chapter at a time. The site gives readers a chance to offer feedback on the stories by voting on them and submitting comments. The best pieces rise to the top.

Wong said SCCLD had been looking for ways to bring self-published books to its community but hadn't found a good avenue until she met Fan, who created a single line of code that allowed the library to serve selected JukePop titles to patrons. Titles that have gone through JukePop's analytics and have some resonance with readers are sent to Wong and SCCLD librarians, who select those books they think their readers will connect with the most. To Fan it's a win not only for libraries but for his own users as well.

"Libraries are untapped resources for authors," he said. "The minute a book gets into libraries, [it's] instantly in front of millions of avid readers who, if they like a book, will talk about it and tell their friends. Indie authors need to tap into this."



spots such as Facebook and Twitter are not effective places for generating meaningful or honest conversation about significant news events. People are not more willing to discuss controversial issues online than they are in person, in fact the reverse is true.

These findings by the Pew Research Center in Washington, DC, did not come as much of a surprise to a handful of library officials interviewed by *Hotline*. “I don’t see social media platforms as the place for meaningful dialog on important issues,” said Julie Brand Acteson, interim director, King County Library System (KCLS), Issaquah, WA.

Pew Research is a self-described nonpartisan “fact tank” that conducts public polling on a variety of social and demographic issues. In August, it released a report called “Social Media and the ‘Spiral of Silence.’” The research endeavored to put a digital-age spin on a widely accepted theory of human behavior: that people will



Librarian of the Year

Library Journal is seeking nominations for the 27th annual Librarian of the Year Award to honor a professional librarian for outstanding achievement and accomplishments reflecting the loftiest service goals of the library profession.

Please send submissions in an electronic format such as a Word document or a PDF directly via email to Rebecca Miller at rmiller@mediasourceinc.com.

POSTMARK DEADLINE: NOVEMBER 3, 2014

not speak their minds about controversial issues in public settings—or even privately among family, friends, or colleagues—when they believe those opinions are not in the majority. First introduced in 1974, this theory is known as “the spiral of silence.”

Pew Research tested the assumption that social media provides an online antidote to the spiral of silence. Some 1,801 adults were surveyed with the focus on a recent national news-making event: Edward Snowden’s revelation in 2013 of massive U.S. government surveillance of

domestic email and phone records.

The survey sought opinions about the Snowden leaks and measured respondents’ willingness to discuss this nationally important story, either in person or via the Internet.

Pew Research found that in the Snowden case, social media did not emerge as a new forum for those who otherwise preferred to remain silent rather than expressing opinions or debating the topic. If people thought their friends and followers on social media disagreed with them, they were even less likely to state these views openly, even online. In fact, people were much less willing to discuss the Snowden-NSA story in social media than they were in person: 86 percent were willing to have an in-person conversation about the surveillance program, but just 42 percent of Facebook and Twitter users were willing to post about it on those platforms.

The study found respondents were more willing to share their views if they felt they knew a lot about the issues or had strong feelings or a high level of interest in the topic. Increasing such knowledge, and therefore confidence to engage in such discussions, could be a natural extension of the library’s role.

People were more willing to share their views if they thought their audience agreed with them, in both personal and online settings. Thinking their online Facebook network agreed with them even made them

People

Tim Frommeyer, Senior Vice President and Chief Financial Officer for Nationwide Financial, was elected to the Columbus Metropolitan Library (CML), OH, Board of Trustees. His term will run through December 31, 2019. CML was the *Library Journal* 2010 Library of the Year.

Jen Johnson was promoted to Electronic Resources Librarian at the State Library of Ohio, Columbus. She was previously its Librarian in Research & Catalog Services.

Asa Kachan was appointed Chief Librarian and Chief Executive Officer at Halifax Public Libraries, NS, effective November 1. She is currently Assistant Vice President, Enrollment Management and Registrar, Dalhousie University, Halifax.

Eric Price was named Vice President of New Business Development at Melville House

Publishing. He was previously Director of Sales and Marketing at Quercus.

Mary Sauer-Games was named Vice President of Product Management at OCLC. She was previously Senior Director at the American Psychological Association.

Lynn Stainbrook was appointed Executive Director of Rockford Public Library, IL, effective pending contract approval at an October 27 meeting. She is currently Director of Brown County Library, Green Bay, WI.

Felicia Vertrees was named Online Instructional Design and Education Librarian at the Oviatt Library at California State University, Northridge. She was previously a Librarian at Alliant International University, Alhambra, CA.

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more willing to speak out in a face-to-face discussion with friends, though they were still only 0.74 times as likely to voice their opinion as non-Facebook users.

One library taking an active role in facilitating online discourse is KCLS. In Washington, KCLS (which boasts 49 branches serving a region of about two million people, including Seattle) has been using its Convey initiative to promote civic engagement in a variety of forms, including online and in-person conversations.

Since Convey started in 2012, it has hosted a variety of discussions on a mix of topics in partnership with different organizations and community groups.

But Convey does not use Twitter or Facebook as a platform. Acteson said KCLS primarily “uses popular social media to offer welcoming and inviting spaces where patrons will find useful and entertaining information, to extend library services in new mediums, and to facilitate exchanges on library-related subjects.”

IASL, Libraries Unlimited To Publish Book Series

The International Association of School Librarianship (IASL) is partnering with Libraries Unlimited (LU), a professional development arm for librarians and educators with publisher ABC-CLIO, to put out a series of professional development books on topics and trends relevant to school librarians globally, according to an LU press release dated August 25.

Prior to this partnership, LU’s published content has not been specifically geared toward school libraries, nor has it reached an international school library community. The collaboration gives the organization ac-



Columbia University’s Rare Book & Manuscript Library acquired the papers of newswoman Patricia S. McCormack. The collection consists of 18 linear feet of correspondence, story drafts, and printed materials.

The **University of Canterbury**, Christchurch, New Zealand, selected **Intota™ Assessment** from **ProQuest**. The service evaluates the usage of library collections and makes collection management decisions based on found evidence.

Independent Publishers Group has partnered with 19 new independent publishers for distribution: Atlantic Books; Canongate UK; Cute Ediciones; Enitharmon Press; Far Far Away Books; Garlic Press; Gomer Press; Head of Zeus; Legend Times; Linkgua; Otago University Press; Páginas Libros de Magia; Pim-

pernel Press; Reading Rainbow, Inc.; Spineless Wonders; Titiris; Urbane Publications; Wild Iris Publishing; and Wolask & Wynn Publishers.

The **Liverpool School of Tropical Medicine (LSTM)**, UK, has selected **OCLC WorldShare Management Services** as its library management system. LSTM established its library service in 1920.

The **American Association of Critical-Care Nurses** joined the **Independent Scholarly Publishers Group (ISPG)** and will add two of its journals to the ISPG offerings: *American Journal of Critical Care* and *Critical Care Nurse*.

Traverse des Sioux Library Cooperative, MN, selected **Innovative’s Sierra Library Services Platform**. The consortium includes 38 public libraries and one academic library.

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cess to IASL’s rich archives of research papers made available at annual conferences and “through agencies with whom we have agreements...ERIC, EBSCO, and ProQuest,” said IASL president Diljit Singh (pictured).

The partnership will also expand IASL’s ability to reach members beyond its quarterly newsletters and bi-annual journal publications. (The newsletter and journal are free to IASL members and available to nonmembers for a subscription.)

The topics of the book series will be culled from recent IASL conference papers, with additional research to be added by LU’s slate of expert authors, along with a publications committee composed of IASL members, Singh said. LU will edit, package, and publish the books in paper and digital

forms, while IASL will advertise the books to its members.

The first title in the series will be published in June 2015 and will highlight collaboration practices for school librarians, said Blanche Woolls, the consulting editor of LU. Singh also hopes to publish research on the uses of technology, as well as IASL’s main missions: education, funding, and policy advocacy for school libraries around the globe.

There is no cost for the partnership to IASL or its members. In fact, the collaboration should generate revenue, said Singh, which will be “used for future conferences, awards, and research.”

According to Woolls, the books will be “moderately priced” similar to comparative titles offered by other publishers. However, she acknowledges that for school librarians in developing countries even “moderately priced books...may be [difficult to purchase].”

Photo courtesy of IASL.

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Moderated by, **Aaron Schmidt**
Principal, Influx Library User Experience
and LJ columnist (*The User Experience*)



Strategic Branding and Identity Development

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