

PUBLIC PROGRAMS OFFICE



ANNUAL REPORT

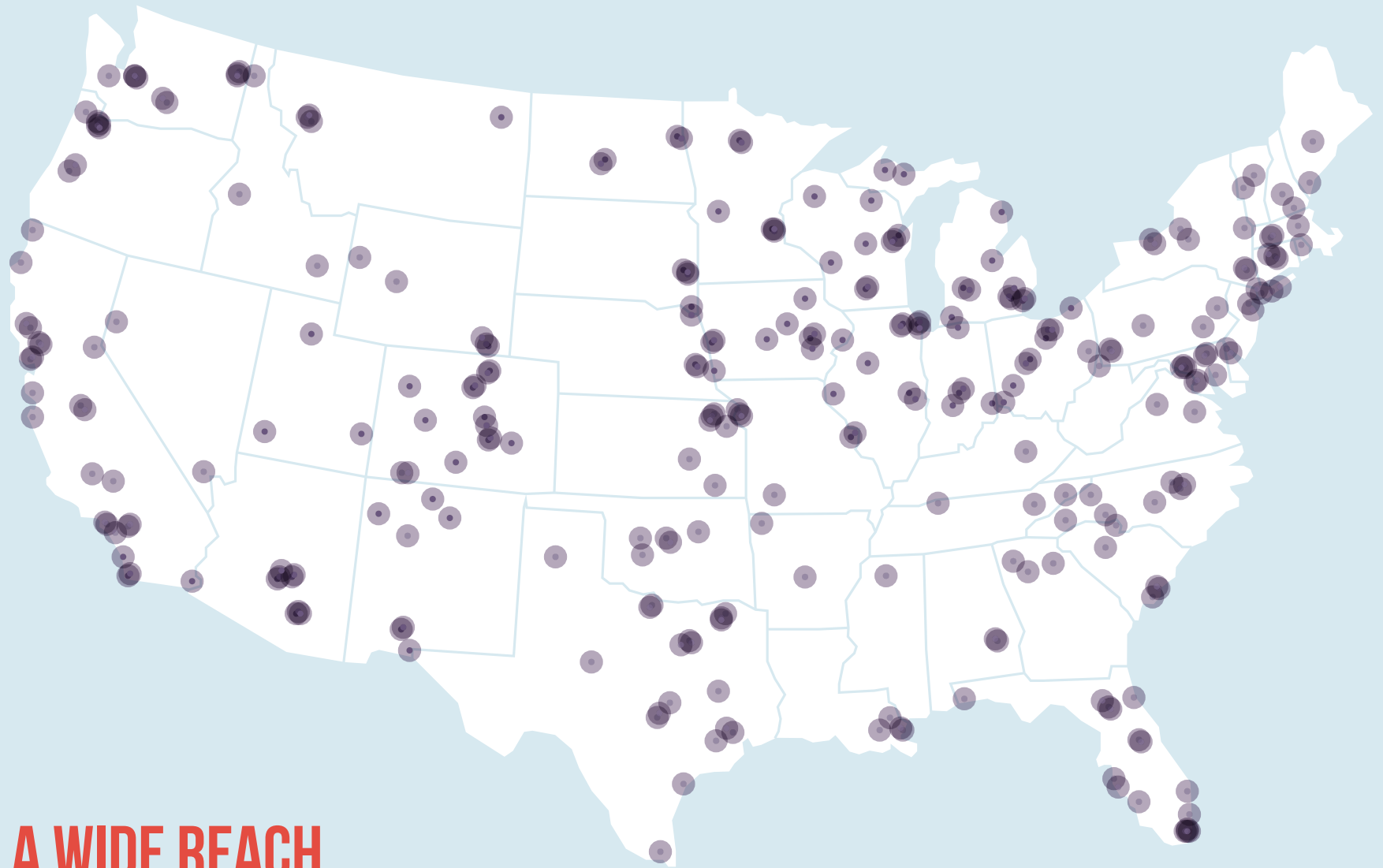


**TEAMWORK IS
THE ABILITY TO WORK
TOGETHER TOWARD
A COMMON VISION.**

**THE ABILITY TO DIRECT INDIVIDUAL
ACCOMPLISHMENTS TOWARD
ORGANIZATIONAL OBJECTIVES.
IT IS THE FUEL THAT ALLOWS
COMMON PEOPLE TO ATTAIN
UNCOMMON RESULTS.”**

Andrew Carnegie

Libraries are vital centers of knowledge, resources and culture; they are also team players, bridge builders, and masters of stretching a dollar. By forging creative collaborations with like-minded partners, new ideas blossom, resources expand, and communities get programming that better serve their needs. In this report, the [ALA Public Programs Office](#) shares some excellent examples of library program collaboration from 2016.



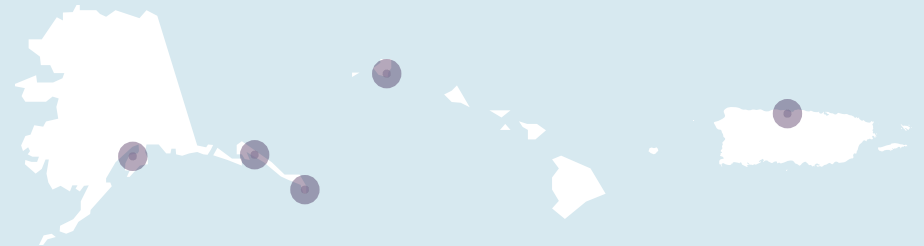
A WIDE REACH

Between September 1, 2015, and August 31, 2016, the ALA Public Programs Office awarded or administered a **total of 457 programs** to libraries in the US, **reaching all 50 states and Puerto Rico.**

ALASKA

HAWAII

PUERTO RICO





POUGHKEEPSIE PUBLIC LIBRARY DISTRICT

SPARK MEDIA PROJECT



We will continue to collaborate with partner organizations for programs to attract new library attendees. Grants like this are an amazing way to make and strengthen ties to other agencies in creative ways.”

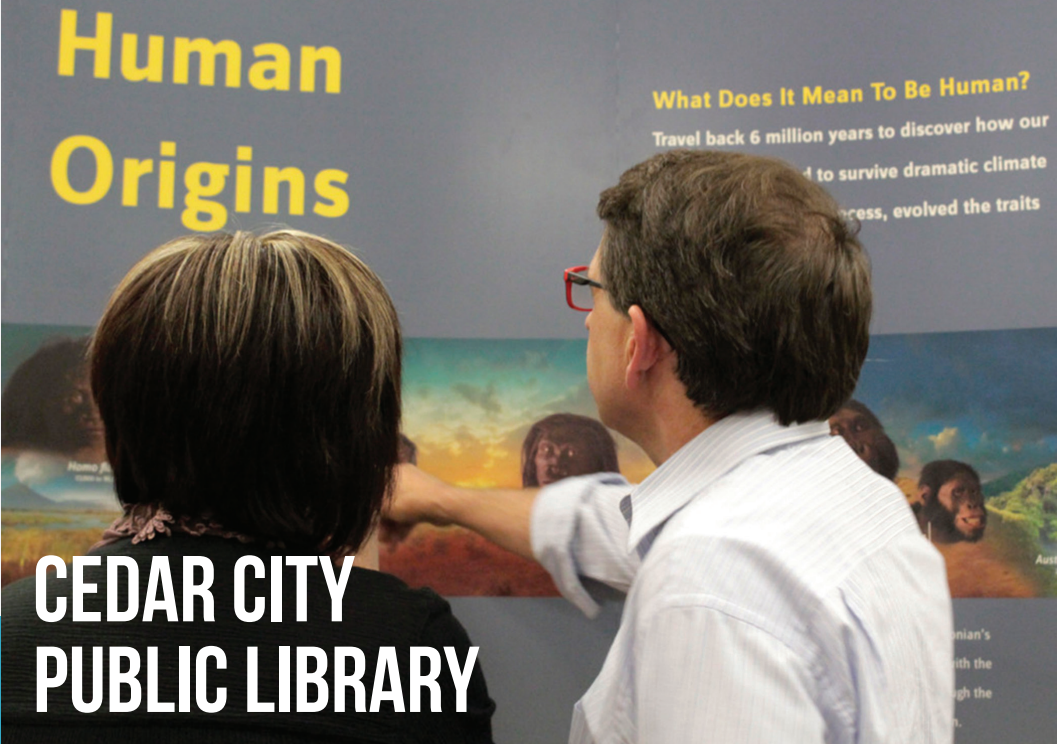
**Nicole Guenkel, Head of Youth Services,
Poughkeepsie Public Library District**

THINKING MONEY

In a world of seemingly instant gratification, it’s not easy to get teens to think about money management. When Poughkeepsie (N.Y.) Public Library District hosted [ALA and FINRA Investor Education Foundation’s Thinking Money exhibition](#), library staff wanted to do all they could to get new young people through their door. They turned to Spark Media Project, an organization that teaches kids to view media critically.

The resulting program, Media Money, was two-tiered. First, Spark

Media Project youth producers came to the library, viewed the exhibition, and interviewed one another on camera about what they’d learned. Then the same team returned to interview other library patrons on camera, asking them to voice their thoughts on “all things money.” The interviews were then edited — teaching kids valuable job skills — and will be released as a “vlog” on the Spark Media Project website, spreading their knowledge to an even wider audience.



CEDAR CITY PUBLIC LIBRARY



LOCAL COMMUNITY LEADERS



It isn't a competition between religion or science, it isn't a 'who's right, who's wrong' between religion and science. But when religion and science come together and have a conversation, our minds and our horizons expand."

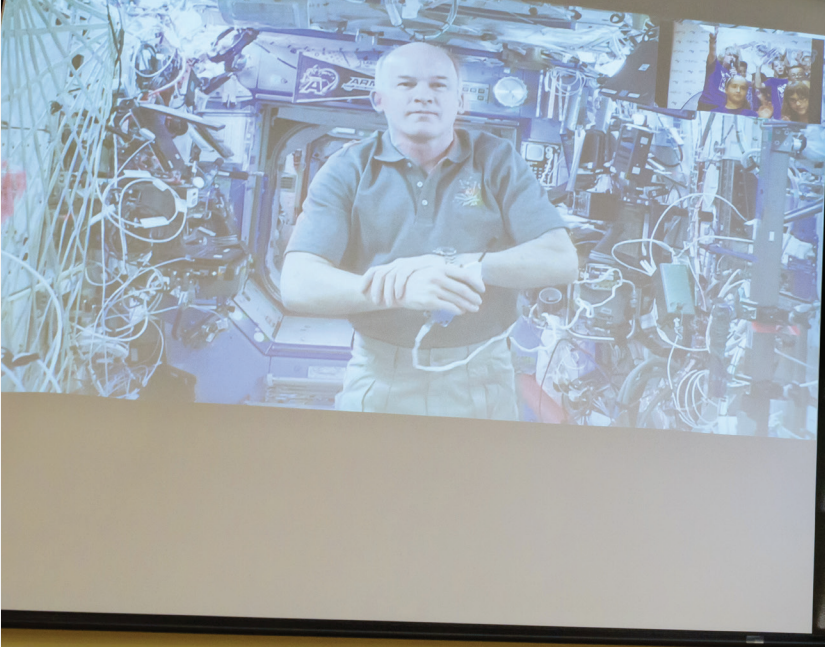
Father Bob Bussen, Catholic priest and community consultation panel member

EXPLORING HUMAN ORIGINS: WHAT DOES IT MEAN TO BE HUMAN?

Lauren McAfee, assistant librarian at the Cedar City (Utah) Public Library, describes her library's community as mostly white, conservative, and Christian. However, the area also welcomes diverse visitors from all over the world seeking nearby state and national parks, the Utah Shakespeare Festival, and Southern Utah University. With this confluence of cultures in its backyard, Cedar City Public Library applied to host [ALA's Exploring Human Origins, a traveling exhibition about human evolution](#).

The library formed a community consultation panel — comprising clergy, school leaders, university

representatives, and members of the Paiute Tribe — to help develop inclusive and thought-provoking programs around the exhibit. This committee was integral to the planning process, creating a suite of programming that respectfully represented beliefs from Paiute, Hindu, Buddhist, Islamic, and Christian faiths. In one of the library's public programs, panelists shared their faith's thoughts on the origins of humankind, then answered attendees' questions. More than 100 locals came to hear different perspectives on science and religion, and also to have their own perspectives heard.



GAIL BORDEN PUBLIC LIBRARY DISTRICT

NASA



We know how these events can change lives. We want to maximize the chance kids who participate or watch will say, ‘I can be part of [the] future, wherever it leads, even if it is on another planet or further.’”

Denise Raleigh, Division Chief, Public Relations & Development, Gail Borden Public Library

DISCOVER SPACE: A COSMIC JOURNEY

When you want to talk to an astronaut, it helps to have friends in high places. Gail Borden Public Library District in Elgin, Ill., was fortunate to have NASA engineer and Elgin native Hal Getzelman as an ally in planning space-themed programming. As a host of [ALA’s Discover Space: A Cosmic Journey traveling exhibition](#) — created by the National Center for Interactive Learning at the Space Science Institute, with funding from the National Science Foundation — staff worked with NASA to host a once-in-a-lifetime experience

for local youth: a live video chat with an astronaut aboard the International Space Station. Area schools and homeschools brought dozens of eager children, who asked questions like, “Do you ever see a shooting star fly past the space station?” (Short answer: yes, but they are below, not above, him). Students also had the chance to chat with Getzelman from his post at Mission Control in Houston. The live video chats, broadcast online, garnered over 7,000 live viewers, inspiring future astronauts in Elgin and beyond.



ELIZABETH PUBLIC LIBRARY

BAYWAY FAMILY SUCCESS CENTER



Prior to this program series, it had been over a decade since our organization made a successful attempt to engage teens in critical reading programs. This program proved that it was possible and re-inspired support at all levels. The greatest impact, however, was definitely made upon the teen participants. ... They have been visibly transformed into fully engaged members of a newly discovered community of young, critical thinkers.”

**Tracy Robinson, Library Associate – Teen Services,
Elizabeth Public Library**

GREAT STORIES CLUB – HACK THE FEED: MEDIA, RESISTANCE, REVOLUTION

When it comes to collaboration, sometimes serendipity wins the day. The Elizabeth (N.J.) Public Library lacked a book club for teens; down the street, a group of teens at the nonprofit Bayway Family Success Center wanted to start a book club, but didn’t know how. A partnership was born, and the two institutions were awarded a [Great Stories Club grant from ALA and the National Endowment for the Humanities \(NEH\)](#).

Working with the theme “Hack the Feed: Media, Resistance, Revolution,” the book club explored how modern media shapes individuals and influences societies. Teens tackled issues like trust

in the government, reality television, and civil rights — and in the process, they discovered new friends and passions. Participants often stayed late to chat with each other, exchanging Twitter handles so they could communicate outside club sessions. As the students’ critical thinking skills bloomed, they became more active in their school system, even starting an online petition calling for more multilingual faculty so their non-English-speaking parents could communicate with school staff.

As they gathered for a group photo at their final meeting, one teen announced, “Guys! I’m proud of us!” Several others replied, “Me too!”



UNIVERSITY OF NOTRE DAME HESBURGH LIBRARY

UNIVERSITY PARTNERS



Shakespeare taught us about life and death, as well as comedy and history. A man not of his time, but for all time.”

First Folio! program participant

FIRST FOLIO! THE BOOK THAT GAVE US SHAKESPEARE

With an original First Folio from the Bard himself coming to their library, the University of Notre Dame’s Hesburgh Library was fortunate to have a team of subject experts already on campus. The library was one of 53 nationwide selected to host **First Folio!**, a traveling exhibition featuring the 1623 original edition of William Shakespeare’s First Folio, on loan from the Folger Shakespeare Library.

The Hesburgh Library kicked off Notre Dame’s “Year of Shakespeare” programming with an opening of the exhibit, drawing nearly 200

people of all ages. To help share the Folio with their community, they enlisted faculty and students, including the chair of the English department, a professor of Shakespeare studies, Notre Dame’s chief academic digital officer, the artistic director of the annual Notre Dame Shakespeare Festival, performers from Opera Notre Dame, and the director of the university’s Community Learning Center. In collaboration with these diverse talents, the library created a varied and in-depth look at Shakespeare’s enduring impact on literature, language, and society.



SKOKIE PUBLIC LIBRARY

A MULTICULTURAL COALITION AND PLANNING COMMITTEE



I was touched to see so much community support and participation by so many different community groups.”

Voices of Race program participant

COMING TOGETHER: VOICES OF RACE

With social movements and social media casting new light on racial tensions and injustice, Skokie (Ill.) Public Library saw an opportunity for conversation. In 2016, library staff decided to use their popular Coming Together program series, which typically focuses on one world culture each year, to help Skokie residents explore the topic of race. The resulting program, Coming Together: Voices of Race, featured an impressive 70 programs between January and April 2016.

Key to the program’s success was a multicultural coalition created by the library: representatives of twelve local schools; eight community organizations, including the Illinois Holocaust Museum and Education

Center, the YWCA, and the local NAACP; six cultural groups; four libraries; and the city. The group met regularly, brainstorming new program ideas and helping the library tweak some of its regular programs to fit the theme. Instead of recommending books, for example, the library’s Winter Reading Program recommended five things participants could do to become more culturally literate.

Other Voices of Race programs included lectures, performances, book and media discussions, a participatory exhibit, and passive programs — programs that reached some 8,000 people. The series was so successful that it was recognized with [ALA’s Excellence in Library Programming Award](#) in 2016.



Photos courtesy of Brooklyn (NY) Public Library, Florida International University, Igo Library (Texas), Lewis J. Ort Library (Md.), Loudon County (Va.) Public Library, the Missouri Valley Times, Skokie (Ill.) Public Library, and University of Dayton (Ohio)



BEST OF PROGRAMMING LIBRARIAN



PROGRAMMING Librarian



2016 saw a growth in readership and contributors for ProgrammingLibrarian.org — a place for library professionals to share, learn, and be inspired to present excellent programming for their communities. More than 10,000 library professionals visit the site each month for program ideas, free online learning opportunities, and news about grants and awards, and nearly 5,000 have signed up to receive the Programming Librarian newsletter. Hundreds have submitted programs for the Program Model database, where readers can be inspired by the work of others.





MORE HIGHLIGHTS OF 2016

NEH TURNS 50

The 2016 ALA Annual Conference in Orlando, Fla., coincided with the 50th anniversary of the National Endowment for the Humanities (NEH), longtime supporter of libraries and ALA's Great Stories Club program. **To celebrate, the Public Programs Office hosted a talk with Congressman John Lewis**, renowned civil rights leader and co-author of the acclaimed graphic novel series *March*, and his *March* co-creators Andrew Aydin and Nate Powell. The event focused on the legacy of the civil rights movement, the power of visual literacy to educate and inspire today's youth, and the crucial role of libraries in our democracy.

INTRODUCING NASA@MY LIBRARY

2016 marked the start of **NASA@ My Library**, a STEM education initiative offered with the National Center for Interactive Learning at the Space Science Institute and other partners. In 2017, 75 libraries will be selected through a competitive application process to become **NASA@ My Library Partners**, receiving STEM facilitation kits, circulation kits, programming stipends, training, and more. To learn more, visit apply.ala.org/nasalibraries.

2016 JAFFARIAN AWARD

The library at Friends Seminary, a private Quaker day school in New York City, received ALA's **2016 Sara Jaffarian School Library Program Award for Exemplary Humanities Programming** for their program about the 1960 Greensboro sit-ins. After eighth-grade history teachers presented an overview of the nonviolent protests and their role in the civil rights movement, small student groups researched aspects of the sit-ins and chose historical photographs that captured the essence of their topic. The school's librarian worked closely with students on their research topics and photo selections, then helped them create QR codes linking the photos with student-produced explanatory text. Students then acted as docents in a library exhibition of the photographs, explaining the historical contexts to their families and other exhibit visitors.

INTRODUCING LIBRARIES TRANSFORMING COMMUNITIES: MODELS FOR CHANGE

With support from the Institute of Museum and Library Services (IMLS), in late 2016 ALA announced **Libraries Transforming Communities: Models for Change**, an initiative that seeks to strengthen communities by giving libraries the tools they need to bring disparate voices together and lead change. ALA will partner with the National Coalition for Dialogue and Deliberation and several other organizations to offer web-based and in-person workshops on dialogue and deliberation methods, all free of charge for participants and specially designed for academic and public libraries. To learn more, visit ala.org/LTC-models.

GET INVOLVED

PUBLIC AND CULTURAL PROGRAMS ADVISORY COMMITTEE

As the advisory committee to the ALA Public Programs Office, the ALA Public and Cultural Programs Advisory Committee (PCPAC) promotes excellence in cultural programming; assists library staff in becoming more effective providers of cultural programming; identifies and disseminates resources for cultural programming; and promotes the Cultural Communities Fund. Learn more at programminglibrarian.org/about.

PROGRAMMING LIBRARIAN INTEREST GROUP

The Programming Librarian Interest Group (PLIG), an ALA Member Initiative Group, offers a way for ALA members to connect more dynamically with the Public Programs Office and other programming librarians. The PLIG's mission is to bring together all types of librarians interested in public programming for their patrons. All are welcome on the group's Facebook page, where 7,000 library professionals share ideas, advice, and support. Learn more at programminglibrarian.org/about.

SPONSORS

PPO's collaboration with communities nationwide would not be possible without the following funders and partners:

- Bill & Melinda Gates Foundation
- Cincinnati Museum Center
- FINRA Investor Education Foundation
- Folger Shakespeare Library
- Ford Foundation
- The Harwood Institute for Public Innovation
- Institute of Museum and Library Services
- John Templeton Foundation
- Lifetime Arts, Inc.
- Mount Holyoke College Library
- National Aeronautics and Space Administration
- National Center for Interactive Learning at the Space Science Institute
- National Constitution Center
- National Endowment for the Arts
- National Endowment for the Humanities
- National Library of Medicine
- National Science Foundation
- Oklahoma State University Library
- Peter Buck Human Origins Fund
- Smithsonian National Museum of African American History and Culture
- Smithsonian National Museum of American History
- Smithsonian National Museum of Natural History

LIBRARIES FOSTER COMMUNITY ENGAGEMENT

Libraries Foster Community Engagement is a Member Initiative Group for ALA members interested in the work of library-led community engagement. In this community of practice, participants share experiences facilitating public forums, fostering community and civic engagement, and leading change in communities. Join the conversation at bit.ly/ALA-LFCE.

STEM IN LIBRARIES

Formed in 2016, the STEM in Libraries Member Initiative Group helps library professionals engage their communities through the development and exchange of programming resources, hands-on training opportunities, and collaboration in science, technology, engineering, and math (STEM). The group has quickly grown, with a Facebook group membership of nearly 1,000. Learn more at programminglibrarian.org/about.

SUPPORT ALA'S CULTURAL COMMUNITIES FUND

The Cultural Communities Fund (CCF) was created in 2003 as a challenge grant from the National Endowment for the Humanities (NEH) to support cultural programming in libraries. Since then, the endowment had grown to more than \$1.9 million, including over \$5,000 in 2016. CCF supports professional development opportunities for libraries; awards and grants that recognize excellence in library programming; the development and promotion of library program models; and more. To make a contribution — and join the more than 500 librarians, foundations, and corporations that already have — visit ala.org/ccf.





ALA American
Library
Association

Public Programs Office
50 East Huron Street
Chicago, IL 60611



PHONE 312.280.5045
TOLL-FREE 800.545.2433
FAX 312.280.5759



EMAIL publicprograms@ala.org
WEB www.ala.org/publicprograms