

Library & Information Technology Association

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2010-2011 ALA CD#28.8
2011 ALA Annual Conference

LITA ANNUAL REPORT

Submitted by Karen Starr, LITA President
June 6, 2011

MISSION & VISION

The Library & Technology Association (LITA) continues to support its mission to educate, reach out and serve its members, ALA and the entire library and information technology community. This three-part mission is supported by a wide variety of efforts and activities of the membership.

The LITA Board approved the Association's Strategic Plan at the 2010 Annual Meeting in Washington DC. During the conference, LITA President Michelle Frisque shared the plan with all committee and interest group chairs at their joint meeting. A copy is located on LITA's Organization, Policies and Procedures webpage. Its goals include:

- 1: The Organization.** LITA has a solid structure to support its mission, vision and strategic plan.
- 2: Innovation.** LITA leverages its members' expertise to demonstrate the value of new and existing technologies within ALA and beyond.
- 3: Training and Continuing Education.** LITA is nationally recognized as the leading source for continuing education opportunities for library information technologists and all library staff who have an interest in technology.
- 4: Collaboration & Outreach.** LITA reaches out and collaborates with other library organizations in order to increase the awareness of the importance of technology in libraries, improve services to existing members, and reach out to new members.
- 5: Advocacy and Policy.** LITA advocates for and participate in the adoption of legislation, policies, technologies and standards that promote equitable access to information and technology.

The chairs were charged to complete a review of the Plan's Year 1 priorities and assignments with their committees and IGs and develop a work plan to be submitted to the Board by the 2011 Midwinter Conference in San Diego. The Board held two virtual meetings in March 2011, including committee and interest group chairs, to review the work plans. The Strategic Plan and work plans will be posted to ALA Connect.

LITA BOARD

Working with Paul Meyer (Tecker Consultants), the LITA Board of Directors developed a set of guiding principles which frame how the board works together. The board is committed to adhering to these guiding principles in its common pursuit of leading the Association, furthering the profession, and serving the membership. The principles are:

- Foster a culture of openness, innovation, trust and mutual respect.
- Embrace transparency and timely communication.
- Listen and seek to understand each other and the membership.
- Value diversity of thought, experience, and background.
- Practice collaborative/consensus decision-making and accountability.
- Speak about board outcomes with a collective voice.
- Build on the association's legacy and practice visionary leadership.
- Prepare for board discussions and seek clarification.
- Act in the best interest of the organization and its membership as a whole.
- Practice board self-assessment
- Observe ALA's and its divisions' boards' best practices as well as other non-profit boards' practices in general.

At the 2011 Annual Conference, Colleen Cuddy (Vice-President/President-Elect), Mary Taylor (LITA Executive Director), and Karen Starr (LITA President) will meet with newly elected board members, the newly elected Vice-President, Zoe Stewart-Marshall, and interested current board members for a board orientation. Material covered in that orientation will include information from the Board Development Session held at the 2011 Midwinter Conference, board information posted to the LITA board orientation webpage, and budget information.

THE ORGANIZATION

Membership

Like most divisions and ALA, LITA has seen a continued decline in membership over the years though in the last year there was a slight increase. LITA total membership as of April 2011 was 3,443 compared to 3,390 in April 2010. The April 2011 total includes 2,961 personal memberships, 470 organizational memberships and 12 corporate memberships. The Assessment and Research Committee conducted a survey of LITA membership which will be reported at the 2011 Annual meeting. The Membership Development Committee continues to support LITA 101: Open House which is a great opportunity for current and prospective members to talk with Library and Information Technology Association (LITA) leaders and learn how to make connections and become more involved in LITA activities. At ALA Annual it is followed by LITA Happy Hour which provides a venue for the LITA Membership Development Committee and members from around the country to engage in networking. Donald Lemke (Membership Development Committee Chair), Aaron Dobbs (LITA Board Member) and Ping Fu (LSSI and OCLC Minority Scholarships Committee Chair) will represent LITA at the Professional Options Fair (POF) presented by the OCLC Inclusion Initiative for the 2010 Spectrum Scholars during their New Orleans Spectrum Leadership Institute, June 23-26, 2011. This Fair provides an opportunity to recruit a diverse group of new library leaders as members and to welcome them as professionals.

Communications

Improved communication between committees, interest groups and the LITA Board and how we can also get pertinent information to the LITA members is seen as critical. Vertical communications from LITA Board to IGs and Committees are essential, but horizontal communications across IGs, Committees, and the LITA Board are also important. In most cases, one committee/IG doesn't know the others are doing. For example the Education Committee, Forum and PPC are all doing programming. Who does what, what the content of these different committees cover, and how overlap and redundancy can be avoided is not clear. Feedback and comments from conference programs and attendees are not passed on to committees in a timely manner. The Emerging Technology IG is working on ironing out which

communication tool to use for what purpose. LITA provides a multi-faceted platform of communication tools to distribute information and communicate among its members including a LITA-L, ALA Connect, Facebook, Twitter, the LITA Wiki, and the LITA blog.

Holly Yu, Committee Chairs Coordinator, and the Committee and IG Chairs suggested in a 2011 Emerging Leaders project proposal that there continues to be a need to lay in place a streamlined approach to coordinate the effort to channel LITA communication both horizontally and vertically among its members building on previous emerging leader projects and the work of LITA Committees and Interest Groups. It is an issue also recognized by the LITA Board.

Task Forces

This year LITA convened two task forces to address streaming programs and meetings. The Content Capture and Streaming Model Task Force is chaired by Maurice York. Its charge is:

As part of the Association's strategic initiatives, LITA leverages its members' expertise to demonstrate the value of new and existing technologies within ALA and beyond. In particular, LITA creates online education platforms and content that will be used by LITA, ALA, other membership organizations, and individuals. LITA's strongest content asset is the programs organized and presented by the membership; yet the benefit of these programs only reaches those who are physically present in the room at conference. In order to leverage the programs offered by LITA, create added value for the membership, and subsidize the financial health of the organization, a platform and organizational structure will be proposed that will support the content capture and streaming of LITA programs.

The LITA Meeting Broadcast Taskforce is chaired by Aaron Dobbs. Its charge is:

The LITA Meeting Broadcast Taskforce is charged with recommending a sustainable model for broadcasting LITA Committee, Interest Group, and Board meetings as well as other business meetings such as the Vice President's annual town hall. The taskforce deliverable is a policy and procedures document for membership as well as a strategy to operationalize the service. The LITA Meeting Broadcast Taskforce will report to the Executive Committee. It is noted that ALA is developing a plan for the broadcast of business meetings in tandem. The work of this taskforce will help to inform the ALA committee as well as offer a solution to LITA so that the division can move forward on this initiative as soon as possible. The Taskforce chair will serve as LITA's liaison to the larger ALA committee.

The LITA Standards Task Force, chaired by Yan Han published its White Paper at <http://connect.ala.org/node/128494>. The LITA Board solicited broad feedback regarding this paper and the task force asked for input. LITA conducted a standards survey regarding the current standards environment with the results included in the paper.

Information about the task forces is available on the LITA website at <http://www.ala.org/ala/mgrps/divs/lita/litamembership/litataskforces/taskforce.cfm>.

Interest Groups

The Bylaws Committee recommended and the Board approved the renewal of the LITA RFID IG. They also recommended the proposal for a new Joint LITA/ALCTS Linked Library Data Interest Group be approved which it was by the Board.

- LITA Distance Learning Interest Group

The Distance Learning Interest Group (DLIG) held well attended meetings at both ALA Midwinter 2010 and 2011. Roughly 30 attendees were present each time. Discussion topics included teaching IL online, serving as an "embedded librarian" in course management systems, coordinating with distance and online teaching faculty, issues with defining roles in Distance Learning, and the use of text message reference to reach distance students. At ALA Annual 2010 we co-sponsored a session with ACRL's DLS called "Open Access: A Conversation". DLIG handled live streaming of the event (accomplished via cell phone data connection when wifi was unexpectedly unavailable), and the archived stream is available online here: <http://www.ustream.tv/recorded/7914226>

DLIG will be holding a program at the ALA Annual 2011 conference titled "Using Virtual Focus Groups in Distance Learning & Online Environments". This panel will feature 4 librarians who will speak about their experiences conducting virtual focus groups to assess distance and online student and faculty needs. One panelist will be participating remotely, a first for DLIG.

- LITA Drupal4Lib Interest Group

At the ALA Midwinter Meeting in San Diego, the Drupal Interest Group meeting was well-attended by approximately 30 people. Many of the attendees were new to Drupal and wanted more information about it. A virtual (i.e., pre-recorded) presentation was given by Ken Varnum of the University of Michigan entitled, "Summon and LibGuides in Drupal." At ALA Annual in New Orleans, the Drupal IG is sponsoring one full-day preconference Session, "Getting Started with Drupal," geared for beginners and one concurrent session, "Drupal Fail Panel & Group Therapy," for more experienced Drupal users. IG members are also in the process of turning this preconference, with assistance from the LITA Education Committee, into a Webinar to reach a wider audience. Four to five short presentations focused on practical applications of Drupal in libraries are planned for the IG meeting at Annual. The IG chair and co-chair are also working on strategies to find a better way for libraries to communicate about Drupal module development to promote collaboration and code sharing.

- LITA Internet Resources and Services Interest Group (IRSIG)

The IG built on several years of successful programming to present the Ultimate Debate program Open Source vs. Proprietary Software: Free Beer or Free Puppies? at ALA Annual 2010. The Ultimate Debate for Annual 2011 will be on Web-Scale Discovery Services.

- LITA Mobile Computing Interest Group

The LITA Mobile Computing IG (MCIG) had successful meetings during 2010-2011 at ALA Annual and Midwinter conference. At the 2011 Midwinter conference, three presentations - "A Rapid Ethnographic Study of the iPad on a Campus Bus," "Putting the Fun Back in Mobile Websites: Launching an OS Book Recommender," and "Creating a Mobile Site with Zero Budget" - and the discussion after the presentations drew a large number of attendees. At the 2010 Annual Conference, the group discussed various library mobile websites and the Phoneygap framework.

- LITA Next Generation Catalog Interest Group

The Next Generation Catalog Interest Group coordinated presentations at ALA Annual 2010 and Midwinter 2011. At Annual, a distinguished panel of Eric Lease Morgan, Tim Spalding, and John Blyberg shared their visions of enrichments to our library catalogs to serve our

next-generation researcher. At Midwinter, a large crowd heard a presentation by Eric Lindahl, Executive Director of the eXtensible Catalog, about the data flexibility of the platform. Successful elections were concluded for 2010-2011 and 2011-2012 Vice-chairs/Chairs-elect, and the IG welcomed Michael Kim and Becka Rich, respectively.

- LITA RFID Technology Interest Group

The main topic of discussion for the last several meetings has been the ISO 28560 RFID Tag Data Standard. We have had several experts and committee chairs from ISO and NISO speak about the standard and the eventual US adoption of the Flexible format ISO 28560-2.

- LITA Standards Interest Group

At ALA Midwinter, Todd Carpenter, NISO, gave an update from NISO as well as an update on the LITA Standards Task Force. Maria Stanton, SerialsSolutions, gave an update on Improving OpenURLs Through Analytics (IOTA). Bob McQuillan, Innovative Interfaces, Inc., gave an update on Cost of Resource Exchange (CORE). Andreas Biedenbach, Springer, gave an update on KBART. Marliese Thomas (mst0001@auburn.edu), Auburn University, is the chair-elect for 2011-2012.

- LITA Transliteracy Interest Group

Bobbi Newman (Chair, Transliteracy Interest Group) accepted the appointment as LITA representative to the OITP Digital Literacy Task Force which was convened in March 2011. In this role, Bobbi represents LITA and will report to the LITA Board. Information about the Task Force is located at <http://connect.ala.org/node/140464>.

- LITA Universal Accessibility Interest Group

The IG members collaborated and held joint discussions with other groups such as the ACRL Universal Accessibility Interest Group, the ASCLA group on accessibility and the Accessible Technology Coalition 508 group about Web presence and other accessibility topics.

For information and reports about all LITA Interest Groups, including IG chairs, be sure to visit the LITA website at <http://www.ala.org/ala/mgrps/divs/lita/litamembership/litaigs/index.cfm> or the Interest Group's page under the heading "My ALA Groups" on ALA Connect.

Committees

- LITA Assessment and Research Committee

The committee focused on developing and administering a LITA satisfaction survey. The analysis of the results is in process. The LITA Data Dashboard was produced for the second year in the Fall and presented to the Board. The committee also participated in the LITA strategic goal setting process and provided input to the Standards IG on a survey they conducted in the fall.

- LITA Christian Larew Memorial Scholarship Committee

The committee communicated effectively and efficiently this year, working well together to sift through 120+ applicants. The committee offered the scholarship to Frederica Lush.

- LITA International Relations Committee

The Committee recommended that Frank Cervone be nominated by LITA to continue in the capacity as LITA representative to the International Federation of Library Associations (IFLA) Information Technology Steering Committee. His appointment was approved.

- LITA/OCLC and LITA/LSSI Minority Scholarship Committee:

LITA/OCLC and LITA/LSSI Minority Scholarship Committee worked via e-mail to identify award recipients for the two minority scholarships. Out of 74 applicants, we selected two award winners and two alternates after reviewing their applications and references. The winners are Diamond Sankey for LITA/OCLC Minority Scholarship and Andrea Galbo for LITA/LSSI Minority Scholarship.

For information and reports about all LITA committees, including committee chairs, be sure to visit the LITA website at <http://www.ala.org/ala/mgrps/divs/lita/litamembership/litacommittees/litacommittees.cfm> or the committee's page under the heading "My ALA Groups" on ALA Connect.

LITA Liaisons

LITA appoints liaison from LITA to other groups to communicate LITA interests held in common with the other group, and to advise LITA regarding activities of the other group that might have implications for LITA programs, publications or organization. LITA's representatives can be found at <http://www.ala.org/ala/mgrps/divs/lita/litamembership/litacommittees/lita-roster.cfm?committee=lit-reps>.

Emerging Leaders

LITA sponsored Bohyun Kim and Andreas Orphanides to participate in the ALA 2011 Emerging Leaders Program. LITA sponsorship includes a \$1,000 stipend to help offset the costs of attending the 2011 Midwinter Meeting and the 2011 Annual Conference. In addition, Bohyun and Andreas are working on the project "Branding LITA, A Market Identity for the 21st Century." The project will help create a new visual brand and market identity for LITA that sets the organization apart in the library technology space and conveys at a glance what LITA is all about. The visual brand and market identity will dovetail with the strategic initiative areas identified in the new LITA strategic plan. Bohyun is currently Digital Access Librarian at the Florida International University Medical Library. Andreas is currently Librarian for Digital Technologies and Learning at the North Carolina State University Libraries.

LITA congratulates these additional LITA members on being accepted into the ALA Emerging Leaders Program as well: Tabatha Farney, Deana Greenfield, Amanda Harlan, Colleen Harris, Megan Hodge, Matthew Jabaily, Catherine Kosturski, Nicole Pagowsky, Casey Schacher, Sibyl Schaefer, Jessica Sender, Andromeda Yelton. LITA has a very bright future with such bright, rising stars.

LITA Award and Scholarship Winners

LITA continues to recognize current and future leaders in the field of library and information technology. Many of the awards are sponsored with generous assistance of our sponsors. The 2011 winners are:

- **Hugh C. Atkinson Memorial Award:** Carol A. Mandel, Dean, Division of Libraries. New York University

- **Frederick G. Kilgour Award for Research in Library and Information Technology:** Daniel J. Cohen, Associate Professor of History and Art History. George Mason University and the Director of the Center for History and New Media
- **LITA/Ex Libris Student Writing Award:** Abigail McDermott, University of Maryland College of Information Studies
- **LITA/Library Hi Tech Award:** John Wilkin, Associate University Librarian, Library Information Technology and Technical and Access Services, University of Michigan and Executive Director of HathiTrust
- **LITA/Christian (Chris) Larew Memorial Scholarship in Library and Information Technology:** Frederica Lush
- **LITA/OCLC Minority Scholarship in Library and Information Technology:** Diamond Camille Sankey
- **LITA/LSSI Minority Scholarship in Library and Information Technology:** Andrea Galbo

PROGRAMMING

LITA is recognizing its strength in creating outstanding programming. The work of its committees and interest groups is reflected in conference pre-conferences, conference programs, and the forum. They draw talented keynoters, active participants, and members and non-members alike. Committees involved in the process include the Education Committee currently co-chaired by Cody W. Hanson (University of Minnesota Libraries) and Danielle Cunniff Plumer (Texas State Library), the Program Planning Committee chaired by S.G. Ranti Junus (Michigan State University Libraries), the 2010 LITA National Planning Forum Committee lead by Jennifer Reiswig (UCSD Biomedical Library), and the 2011 LITA National Planning Forum Committee headed up by Paul Keith (Chicago Public Library).

National Forum 2010

The theme of LITA's 13th Annual Forum was "The Cloud and the Crowd" and took place in Atlanta, Georgia, September 30 to October 3, 2010. Two preconferences set the stage for the Forum. Jenny Emanuel, University of Illinois, presented "Redesigning a Website Using Information Architecture Principles." Maurice York, North Carolina State University, talked about "Virtualize IT: Laying the Foundation for the Library of the Future." The keynote speaker, Amy Bruckman (Associate Professor in the School of Interactive Computing in the College of Computing at Georgia Institute of Technology), talked about "How Wikipedia Really Works, and What This Means for the Nature of Truth." Roy Tennant (Senior Program Officer for OCLC Research) spoke at the general session about "Using the Cloud to Please the Crowd." The closing session was headlined by Ross Singer (Interoperability and Open Standard Champion at Talis Information, Ltd.) who presented "The Linked Library Data Cloud: It's Time to Stop Thinking and Start Linking." The responses to the forum were overwhelmingly positive with 90.9% reporting Excellent to Good responses.

National Forum 2011

Now in its 14th year, the LITA National Forum is a 3-day educational event featuring preconferences, keynote, concurrent, and poster sessions that explore leading-edge technologies and their applications in all types of libraries. This year's Forum, "Rivers of Data, Currents of Change," will be held September 29-October 2 at the Hyatt Regency at The Arch in downtown St. Louis, MO. John Blyberg, Assistant Director for Innovation and User Experience at Darien Library in Darien, Connecticut, will speak to open source projects, including SOPAC, Locum, and Insurge, a social catalog application suite that allows libraries to focus holistically on digital strategy. Karen Coyle's topic will be "On the Web, Of the Web: A Possible Future."

Karen is a consultant in a variety of areas relating to digital libraries. Barbara McGlamery, Taxonomist at Martha Stewart Living Omnimedia, will talk about "The Evolving Semantic World." Information about the 2011 Forum is located at <http://www.ala.org/ala/mgrps/divs/lita/litaevents/forum2011>.

Regional Institutes

LITA Regional Institutes are one-day workshops on technology-related topics. Taught by experts and presented throughout the country, they reach beyond ALA Conference locations to bring you high quality continuing education. The current regional institute offered by LITA is conducted by Brenda Reeb is director of the Business & Government Information Library at the University of Rochester, River Campus Libraries. The topic is "Writing for the Web." This full-day workshop presents best practices for writing for the web within the context of academic and public library websites.

LITA Online Programs and Web Courses

Current offerings include:

- Webinar: Using Scrum to Streamline Web Applications Development and Increase Staff Involvement. Presenter: Michelle Frisque, Northwestern University Galter Health Sciences Library
- Web Course: Creating Library Web Services: Mashups and APIs. Instructors: Jason Clark, Montana State University
- Webinar: Roadmap to JPEG2000. Presenters: Bill Comstock, Harvard University; Gretchen Gueguen, University of Virginia; Andrew Laas, ProQuest

ALA Midwinter Meeting 2011

LITA started ALA Midwinter in San Diego with two workshops including "Creating Library Web Services: Mashups and APIs" presented by Jason Clark (Montana State University) and Open Source CMS Playroom presented by Amanda Hollister (LISHost.net).

LITA President-Elect Colleen Cuddy facilitated a thoughtful Town Meeting focusing on the LITA strategic planning process. The Town Meeting is a vehicle for LITA to receive feedback from the membership in attendance. The LITA Blog offers members who cannot attend the Town Meeting the opportunity to provide input as well.

ALA Annual Conference 2011

Three preconferences were offered including Nina McHale (University of Colorado Denver), Rachel Vacek (University of Houston) discussing "Getting Started with Drupal;" Sarah Houghton-Jan (San Jose Public Library) presenting "User Experience Design for Websites;" and Maurice York (North Carolina State University) talking about "Virtualize IT: Laying the Foundation for the Library of the Future."

LITA provided 25 programs at the ALA Annual Conference. We continued the popular "Sunday Afternoon with LITA." The afternoon began with the popular Top Technology Trends, followed by the LITA Awards and Scholarships Reception and the afternoon ended with the LITA President's Program ". Bob Boucher (Technology Consultant with the Wisconsin State Library and ALA OITP Fellow) focused on "Building the Future: Addressing Library Broadband Connectivity Issues in the 21st Century."

PUBLICATIONS

LITA continues to publish guides through Neal-Schuman; ITAL (our double-blind peer-reviewed journal) in both paper and on the Web site (in both PDF and HTML); news, job ads, toolkits, meeting plans, programs schedules and content, etc. through www.lita.org. As of November 2011, ITAL subscriptions for FY11 numbered 590, down from 1,131 in FY02.

Publications in production with Neal-Schuman include:

1. Edward Corrado and Heath Moulaison. Getting Started with Cloud Computing. June 2011
2. Jean Morrison. Writing Winning E-Rate Compliant Technology Plans. July 2011
3. Pamela MacKellar. grants book. December 2011
4. Ryan Weir. Managing Electronic Resources. December 2011 or Jan. 2012
5. Eva Dodsworth. GIS. Dec 2011 or Jan. 2012
6. Stephanie Walker. Choosing Technology Futures. January 2012 or Feb. 2012
7. Aaron Dobbs. LibGuides. 2012

LITA BOARD OF DIRECTORS

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