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What I Learned...at ALA

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What I Learned...at ALA

**American Library Association Annual Conference
June 2022, Washington, D.C.**

Highlights by:

***Rodger Bishop, Michelle Colquitt, Amanda McLeod,
Renna Redd, Ed Rock, & Alydia Sims***

Rodger

Ethnographic Design: Creating Culturally Centered Library Spaces

Rodger Bishop
Instructional Designer
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James B. Hunt library | NC State University



*What people say, what people do,
and what they say they do are
entirely different things.*

–Margaret Mead, anthropologist & social critic

Pedestrians cross Shibuya Scramble crosswalk in Tokyo, Japan | Adobe Stock

Original Presentation Leaders



David Vinjamuri

*Professor of Marketing, NYU
Pres., ThirdWay Brand Trainers*

David is a Professor of Marketing at NYU and President of ThirdWay Brand Trainers. He writes the Brand Truth column for *Forbes* and is the author of [*Library Space Planning: A PLA Guide*](#) (ALA, 2019). A passionate advocate for public libraries, he has audited over forty libraries for space design efficiency in the past three years.



Joseph Huberty

*Partner, Engberg Anderson
Architects*

Joe is a partner with Engberg Anderson Architects and has spent the last 30+ years planning and designing award-winning libraries across the nation. Joe sees architecture as a practical art that provides future-friendly, pragmatic and functional space that is comfortable, aspirational, and inspirational.



Julie Retherford

*Director, Chetco Community Public
Library*

Julie is the Director of Chetco Community Public Library in coastal Brookings, Oregon. A graduate of Ohio University and the University of Kentucky, she previously spent six years at the Chillicothe and Ross County Public Library in Ohio.

What is Ethnographic Design?

Ethnographic Design gives library designers a research and analytic process along with a set of tools derived from consumer marketing research that can be used in conjunction with library administrators and funders. These tools allow designers and administrators to evaluate the needs of the community that a library serves, and to conform the space to the needs of the community.

–Vinjamuri, “Ethnographic Design: Creating Community-Centered Libraries”

- Part of **cultural anthropology**: basic human behavioral patterns
 - Design needs derived from community needs
- **Space use analysis**
 - *Where* are people in the building?
 - *When*—at what time of day—are people in a particular space?
 - *How* do people move through the space?
- **Design as a series of inputs**
 - From mapping to video ethnography and public input



Adobe Stock

Video Ethnography

Maria Misses Sign,

Greenburgh Public Library

*Video ethnography project by ThirdWay in
the Greenburgh Public Library, 2017*

- Video is persuasive and affordable
- Direct observation vs. survey
- Signage taxonomy
 - (book covers vs. signs)
 - Displays, rule of 3



Thinking Beyond Library Building Standards: from Observation to Design

- **People are going to do what they're going to do**
 - *The Practice of Everyday Life*
- **Analyzing Your Space (people)**
 - WHO—segments, or *psychographics*
 - WHEN—dayparts, or, for example, morning rush vs. lunch lull
 - HOW—uses, or importance to library vs. popularity
- **Designating Your Spaces (space)**
 - *Who* are they for?
 - *Where* are they?
 - *How* do they fit together?
 - *What* are you missing?
- **Design as a series of Inputs:**
Mapping → Staff Visioning & Emerging Trends → Video Ethnography
→ Public Input Sessions



3 Tips for Planning Space

1. Observation is better than opinion
2. Remember that your library is a different place at different times
3. Your most important patrons may not be in the library

"Be the tastemaker for your community!"



Resources

[Ethnographic Design: Creating Culturally Centered Library Spaces](#)

Vinjamuri, Huberty, and Retherford
ALA Presentation | June 27, 2022

[Ethnographic Design: Creating Community-Centered Libraries](#)

David Vinjamuri and Joseph Huberty
Medium | June 26, 2022

[The Practice of Everyday Life](#)

Michel de Certeau
1988 | U. California Press



Solar panel plant with urban landscape landmarks | Adobe Stock

Michelle



Moments of Joy: Celebrating Growth

#alaac22

Michelle Colquitt

Continuing Resources and Government Information Management
Librarian

July 28, 2022



Setting The Stage

- Unprecedented Times
 - ◆ Covid-19 Pandemic and Return to In-Person Conferences
 - ◆ Racial Reckonings and Civil Unrest
 - ◆ Arrival in DC on 06-24-2022–Roe v. Wade overturned
- I never thought I'd be here!



Creating Joy

- Member of the ALA Graphic Novel and Comics Round Table Will Eisner Growth Grant Jury
- Applications, Rubric, First or Second Reviewer (Commitment of 5 hours, tops?)
- Winners:
 - ◆ Evergreen Park Public Library, IL, “Growing Multicultural Awareness Through Visual Literature”
 - ◆ Miami Dade Community College, FL, “Mirror Mirror: Seeing Ourselves in Graphic Novels”

Takeaways

- If you have the opportunity to serve on a jury, do so! Very small time commitment and LOTS of joy seeing the fruits of your labor!
- Side conversations
 - ◆ Public Library Censorship
 - ◆ Clemson Backpack :)

ALA Joy



Me trying to partake in a serious discussion at an academic conference



Press Release

<https://www.ala.org/news/member-news/2022/05/2022-will-eisner-graphic-novel-grants-libraries-awarded-evergreen-park-public>

Amanda

Census 2020 from the perspective of maps, GIS, and data librarians

- Challenges completing the count due to COVID-19
- Not all data is available yet
- Issues of privacy
 - Differential privacy
 - Group housing and administrative records
- Data accuracy and post-enumeration work

Renna

Transforming Print: Collection Development and Management for our Connected Future

Lori McAllister and Shari Laster (Arizona State), Manuel Ostos (Penn. State), Socrates Silva (Columbia University)

Current Streamlined Collection Development Practices

- Shifting budgets to support more digital has affected how much and what is collected
- Online and open access does not address all published materials and no one vendor can cover all areas of scholarship
- Not all areas of global publishing are digital (ex. Latin American publishing is still very print-based).

Contemporary Collection Development

- Community-centered collection building
- Global studies collections emphasis
- Pursuing multiple avenues of access (e.g., print and digital),
- Collecting non-mainstream and gray literature
- Guiding principles: Collections are for people; Collection management should be data-driven and human-centered

Community-based Engagement Project at Arizona State University

- Open stacks curation team work with patrons to create small, browsable collections for users (used more than general stacks), opportunity to build relationships, what do faculty want their students to see?

Exploring Leader-Follower Duality and Role Identity in Library Middle Managers

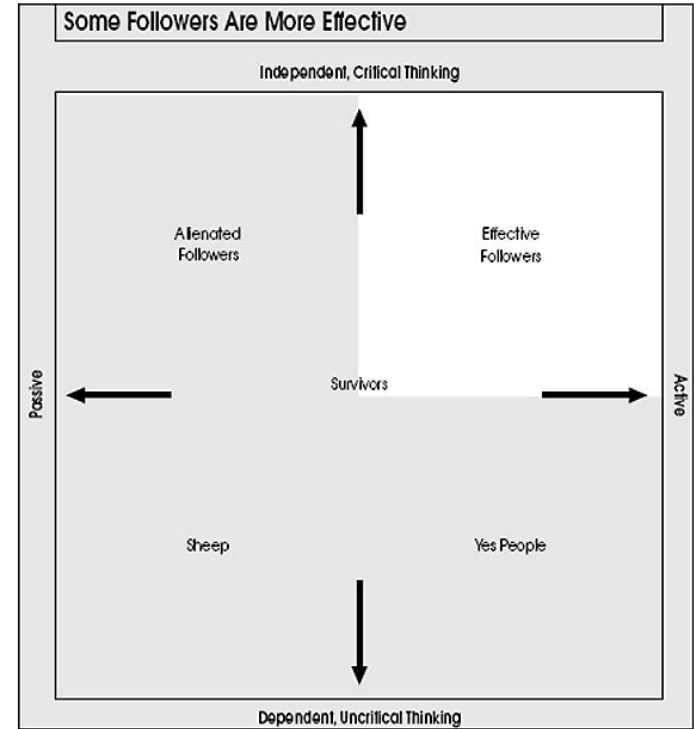
Gina Costello (LSU), Megan Hodge (VCU), Brandy McNeil (New York Public), Dan Tam Do (U. Pittsburgh), Teri Galloway (Statewide California Electronic Library Consortium (SCELC))

How does followership contribute to better leadership and vice versa? Leadership does not exist in a vacuum and it is interdependent with followership.

Robert Kelley wrote about Followership in 1988 in the Harvard Business Review: “Bosses are not necessarily good leaders; subordinates are not necessarily effective followers.”

Employees are paid to be followers; however, we are not naturally followers outside of work since we make decisions for ourselves (ex. what car to buy, where to go on vacation, who to marry).

Sheep = passive, uncritical	Yes People = active, uncritical
Alienated = passive, critical	Effective = active, critical
Survivors = better safe than sorry; adapt to change	



<https://hbr.org/1988/11/in-praise-of-followers>

Project Management, Managing Up: Using PM Principles, Methods, and Tools to Get Buy In

Marlee Givens, Liz Holdsworth, Heather Jeffcoat (Georgia Tech)

At Georgia Tech, any library employee is welcome to propose a project.

Step 1: Create Use Case: As a (type of user) I want to (perform a task) so that I can (achieve a goal)

Example: As a librarian, I want to compile frequently used resources so that I can efficiently answer reference questions

Step 2: Create Business Case to present to leadership:

- describes project
- effect on end user (positive impact)
- viable alternative (workable and affordable, if there isn't one explain why)
- risks of not doing (no new partnerships, missed opportunities, things deteriorate)
- prelim data and case studies
- what else might happen (potential negative impacts)
- facilitators of success (strategic plan, cultural zeitgeist, collaboration across units)
- barriers to success (user disinterest, political interference, budget cuts, staff shortages, burnout)

Project Management, Managing Up: Using PM Principles, Methods, and Tools to Get Buy In

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Step 3: After approval, create a charter outlining resources

- stakeholders
- budget
- team members
- timelines
- risks of performing or not performing.

Step 4: Hold kickoff meeting with stakeholders to go over project plan and review

Step 5: Execution and Accountability

Step 6: Closure - Share what was accomplished, lessons learned, anything still needing completion, documentation for following up and similar projects in the future.

Ed

Please ask Ed erock@clermson.edu on any questions & more session details which he happy to share

“Information Session for Members, Councilors, and Executive Board & ALA Membership Meeting”



[ALA Executive Board](#) reports & also update on ALA Endowment for members

“Core President's Program: Dear Librarians, No more trauma, no more pain: Reclaiming Our Value and Choosing To Win”



[Tamar Evangelestia-Dougherty](#) new Director of Smithsonian Libraries

“Deaf Culture: Libraries Connect - A Library Strategy for Inclusive Deaf Community Engagement”



[Alice Hagmeyer](#) ALA Honorary Member & librarians from the Deaf Community

Alydia

BCALA

The Black Caucus of the American Library Assoc.

- Established 1970, founded @ Mid-Winter by **Effie Lee-Morris, Dr. E. J. Josey, Thomas E. Alford Sr. & others**
 - **As early as the 1930's, Librarians of color would meet in hotel rooms @ ALA about injustices experienced at work**
- Advocate for development /promotions & improvement of library services/resources to nation's African American community
- Provides leadership for recruitment/professional development of African American librarians

Effie Lee Morris

- Children's literature librarian, educator & advocate
- Established the Children's Historical and Research Collection at the Children's Center of SFPL
- Founded the San Francisco Chapter of the Women's National Book Association
- First African-American president of the Public Library Association



Dr. E. J. Josey

- Described as a “towering figure of both librarianship and civil rights
- ALA president 1984-85
- Leader, editor of several text books and community builder
- In 1964 drafted a resolution that forced the ALA to disallow Southern state library chapters from being of the Association if refused membership to Black librarians



Dorothy Porter Wesley



- Librarian, archivist scholar and bibliographer
- Became the Librarian in charge of the Negro collection at Howard University, spending 43 years identifying and acquiring more than 180,000 catalog items.
- Preserved primary source materials about the black experience.
- Her work is now included in the Moorland-Spingarn Collection at the Moorland-Spingarn Research Center at Howard University.

References

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Renate L Chancellor. "The Activist Life of E. J. Josey." *American Libraries*, vol. 51, no. 11-12, 2020, pp. 39–39.