

Library & Information Technology Association □

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LITA ANNUAL REPORT

Submitted by Michelle Frisque, LITA President
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MISSION & VISION

The Library & Information 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. Over the last year we have been authoring our new Strategic Plan. The new plan outlines how LITA will support its mission in the coming years. The LITA Strategic Plan has been a multi-year process and includes input gathered from a market survey, comments from the joint LITA Board Meeting with the Committee and Interest Group chairs in 2008, the LITA Town Meetings in 2009 and 2010 and the LITA Board Meeting in 2010. The information gathered from these events were then used to create major goal areas and strategies for accomplishing the objectives. The new Strategic Plan will be approved by the LITA Board of Directors and then shared with the entire LITA membership.

PROGRAMMING & PUBLICATIONS

LITA continued its tradition of creating and offering exceptional programming and publications to both our members and non-members alike. Here are the highlights.

National Forum 2009

The theme of LITA's 12th Annual Forum was "Open & Mobile" and took place in Salt Lake City, UT, October 1-4. The Forum was kicked off with two very popular preconferences: "The Future of Mobile" by Jason Griffey (University of Tennessee – Chattanooga) and "Accessibility Update: Section 508 and WCAG in a Library 2.0 World" by Nina McHale (University of Colorado – Denver). We had three great keynote speakers. Joan Lippincott from the Coalition for Network Information kicked off the Forum with her talk entitled "Mobile Technologies, Mobile Users: Will Libraries Mobilize?" David Wienberger from the Berkman Institute for Internet & Society was the

next keynote speaker and he talked about "Knowledge in the Age of Abundance." Liz Lawly, Director, Lab for Social Computing, Rochester Institute of Technology closed out the forum with

her talk "Technical/Tangible/Social". This year's presentations, handouts and slides were posted on ALAConnect.

Public Library Association National Conference 2010

LITA's Top Technology Trends was one of the programs at this years 13th Public Library Association National Conference in Portland, OR, March 23-27. The panelists included: David Lee King, Digital Services Manager, Topeka and Shawnee County Public Library; Michael Porter, Communications Manager, OCLC-WebJunction; Monique Sendze, Associate Director of Information Technology and Virtual Services, Douglas County Libraries; Kate Sheehan, Co-Editor, ALA Tech Source, Michelle Frisque, LITA President & Head, Information Systems, Galter Health Sciences Library, Northwestern University, moderated the program. LITA's Top Technology Trends was also part of PLA's Virtual Conference. The Virtual Conference consisted of live programming chosen from among the highest rated in PLA's session preference survey. LITA also organized a LITA Happy Hour and participated in the ALA Booth in the Exhibit Hall.

ALA Midwinter Meeting 2009

LITA offered two workshops at the LITA Midwinter Meeting in Boston, MA. Karen Coombs session focused on "Creating Library Web Services: Mashups and APIs". Brenda Reeb's session focused on "Writing for the Web."

The LITA Town Meeting, hosted by Vice President/President Elect Karen Starr, once again drew a large number of LITA members. This year focused on gathering member feedback on the issues identified during the Strategic Planning sessions that had taken place over the last two years. Attendees helped identify additional items for inclusion in the strategic plan, as well as offered their thoughts on the priorities for the organization moving forward.

Annual Conference 2010

Three great preconferences were offered including Terry Reese (Oregon State University), David Lindahl (University of Rochester) and Brenda Chawner, (Victoria University of Wellington) provided practical tips for “Migrating to open source library systems”; Karen Coombs (OCLC) and Amanda Hollister (LISHost) demonstrated ways to enhance library systems using an “Open Source CMS Playroom” and finally Jenny Brandon (Michigan State University) Kelly Sattler (Michigan State University) and Christine Tobias (Michigan State University) taught attendees about “LibGuides Interface Customization.”

LITA provided twenty 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 “Four or More: The New Demographic,” by Mary Madden, Senior Research Specialist, Pew Internet and American Life Project. Madden focused on a new leading edge group that deserves attention: those who own four or more internet-connected devices. Those interested in how a future of “internet everywhere” might look should get to know this exceptionally connected group.

National Forum 2010

Planning for the 14th Annual LITA National Forum in Atlanta, GA is underway. The theme is the “Crowd and the Cloud” and the Forum includes a very exciting list of concurrent sessions and keynote addresses that will explore this theme as well as other technology related issues in libraries. The keynote speakers include Ross Singer, Interoperability and Open Standards Champion, Talis Information Limited, Roy Tennant, Senior Program Officer, OCLC and Amy Bruckman, Associate Professor, School of Interactive Computing, Georgia Institute of Technology. This year new 30 minute sessions will be offered in addition to the 70 minute sessions.

Regional Institutes

“Writing for the Web” is the newest addition to LITA’s Regional Institutes. This Regional Institute has been developed and presented by Brenda Reeb, director of the Business & Government Information Library, University of Rochester, River Campus and presenter of another popular LITA Regional Institute “User Centered Design.” This full-day workshop presents best practices

for writing for the web within the context of academic and public library websites. Participants leave the workshop with quick-fixes they can apply to their site immediately as well as strategies for tackling long range projects that will enhance the quality of their library website.

Publications

LITA has co-published the Tech Set series with Neal-Schuman. Edited by Ellyssa Kroski, educator, emerging-technology information consultant, and librarian, the set includes 10 books written by leaders in information technology in libraries today. The authors also provide wikis and podcasts where they discuss their books, current research, and the latest developments in their fields. All ten Tech Set titles follow a clear five-step learning approach to make new concepts easy to implement in the library. Topics covered in the Tech Set include: *Next Gen Library Catalogs* by Marshall Breeding, *Mobile Technology and Libraries* by Jason Griffey, *Microblogging and Lifestreaming in Libraries* by Robin Hastings, *Library Videos and Webcasts* by Sean Robinson, *Wikis for Libraries* by Lauren Pressley, *Technology Training in Libraries* by Sarah Houghton-Jan, *A Social Networking Primer for Libraries* by Cliff Landis, *Library Camps and Unconferences* by Steve Lawson, *Gaming in Libraries* by Kelly Czarnecki, and *Effective Blogging for Libraries*, by Connie Crosby. LITA continues to offer other popular LITA Guides including: *Core Technology Competencies for Librarians and Library Staff* edited by Susan Thompson, *Making Library Web Sites Usable* by Tom Lehman and Terry Nikkel and *Using Interactive Technologies in Libraries* edited by Kathlene Hanson and Frank Cervone.

The ITAL Editorial Board created *ITALica*, an online environment in which readers can discuss each issue of ITAL. Article authors monitor the discussion for a period of time after publication so that ITAL readers have a chance to interact with them.

THE ORGANIZATION

LITA has a strong organizational structure in place to support our association's mission. The Committees, Interest Groups, Task Forces and staff continue to do the work of the organization ensuring that LITA remains nimble and agile to adapt to our members and the organizations changing needs. Our members are also heavily involved in the activities of ALA including website design, information technology and policy, electronic participation, and testing new applications, just to name a few.

LITA Interest Groups

Three new interest groups were created this year: Drupal, Universal Accessibility and Mobile Technologies. Existing Interest Groups were also active putting together or planning a combination of moderated discussions and/or programs at both the ALA Midwinter Meeting and the Annual Conference.

LITA Task Forces

LITA currently has three task forces that are working on strategic initiatives. The LITA Online Programming Task Force has been investigating a system or process to gather, post, and share LITA sponsored programs presented at conferences and events online. The LITA Camp Task Force was charged with creating a LITA Camp "package" that can be used by an organization or group that wants to host their own LITA Camp event. Both task forces final reports were due at the 2010 ALA Annual Conference.

The LITA Standards Task Force was formed this spring. LITA has always been an active participant in the creation and adoption of standards that align with the library technology community. LITA members serve on the committees, groups, and task forces that develop the standards in the library technology realm. This was an expansion of LITA's current standards initiatives which include the work of the Standards Interest Group and the Standard's Coordinator.

Committees

LITA committees have been active this year supporting the organization and its members. The Technology and Access, and the International Relations Committee created programs for the Annual Conference. The Education Committee solicited new online and in-person educational opportunities for members. The LITA Legislation & Regulation Committee was disbanded. With LITA having a representative on Office for Information Technology Policy (OITP) and Technology and Access dealing with many of the legislative issues that arise during the year it was decided the Legislation & Regulation Committee had served an important organization need at one time but that need is now filled elsewhere.

The LITA Web Coordinating Committee (WCC) has been working on updating the LITA Website. The Committee itself has been redesigned. The LITA Web Manager position was retired after the Annual Conference. After Annual there will be a chair for the WCC and the Committee itself will be made up of two subcommittees: Technology and Communications. The Chair of the WCC will also continue to serve as LITA's liaison to the ALA Web Advisory Committee and as an ex-officio of LITA's Publication Committee. The Technology Subcommittee will be responsible for evaluating, testing, patching, updating and maintaining LITA's existing and future web applications. The Communications Subcommittee will coordinate the creation, updating, posting and maintaining content on all LITA web platforms including but not limited to the LITA Website, LITA Blog, LITA Wiki, etc. This subcommittee will also be

responsible for making policy recommendations to the Board on issues such as page appearance, standards and technologies use on the LITA web pages.

The LITA Publications Committee has selected a new Acquisitions Editor, Marta Deyrup, Associate Professor/Librarian II, Seton Hall University Libraries. She is actively soliciting writers for proposed manuscripts. ITAL requested, and the LITA Board approved, that pre-published articles be made available online before the issue is published.

Membership

Like most divisions and ALA, LITA has continued to see a decline in membership. We believe that the decline in membership is in part due to the weak economy. The Membership and Development Committee, LITA Office staff and LITA Board of Directors have explored ways to reach out to new and existing members. Strategies included a new marketing brochure, presenting LITA programs at conferences outside of LITA i.e. PLA National Conference and the DGI Online Conference, marketing to new members in other related industries, etc. R2 Consulting Inc was also hired to perform a market survey to assess LITA's position within the greater library and information technology association/organization landscape. The information gathered from this survey provided LITA leadership insight into how our organization is perceived by other organizations in the same or similar area of library and information technology. A new dues category was also established for non-salaried/unemployed LITA members.

Finances

LITA is financially strong however there is some concern moving forward. All revenue sources including dues, publications, and educational programs have been declining. This year revenues have not covered costs. Thankfully LITA has a strong reserve fund which guarantees our financial stability for a few years to come. Right now we need to continue to explore the benefits and ROI for LITA members in order to grow the organization.

Emerging Leaders

LITA sponsored two ALA Emerging Leaders this year: Cody Hanson and Tara Lannen-Stanton. Additional LITA members who were accepted into the program included Jeannie Chen, Max Macias, JP Porcaro, Nicole Stroud, Mana Tominaga, and Janel White.

Scholarships & Awards Winners

LITA with the generous assistance of our sponsors, continues to recognize current and future leaders in the field of library and information technology. This years winners are:

LITA/Christian Larew Memorial Scholarship (sponsored by Informata.com)
Katy Rebecca Mahraj, University of Michigan

LITA/LSSI Minority Scholarship
Julianna Barrera-Gomez, University of Michigan, School of Information.

LITA/OCLC Minority Scholarship
Sophia Beccerra-Licha, University of North Carolina-Chapel Hill

Hugh C Atkinson Memorial Award
Paula T. Kaufman, University of Illinois at Urbana-Champaign

Frederick G. Kilgour Award
John Willinsky, Khosla Family Professor of Education at Stanford University and founder of the Public Knowledge Project (PKP)

LITA/Ex Libris Student Writing Award
Andromeda Yelton, Simmons College

LITA/Library Hi Tech Award
Marshall Breeding, Director for Innovative Technologies and Research for the Vanderbilt University Libraries in Nashville, TN and Executive Director the Vanderbilt Television News Archive.

BOARD & STAFF

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