



UNIVERSIDAD COMPLUTENSE  
CURSOS de VERANO 2009  
*El Escorial*



# Library Collaboration in the United States



**Jim Rettig**

Immediate Past President  
American Library Association



University Librarian  
University of Richmond  
Richmond, Virginia, USA



## **Marquette University Milwaukee, Wisconsin**

B.A. in English Literature, 1972

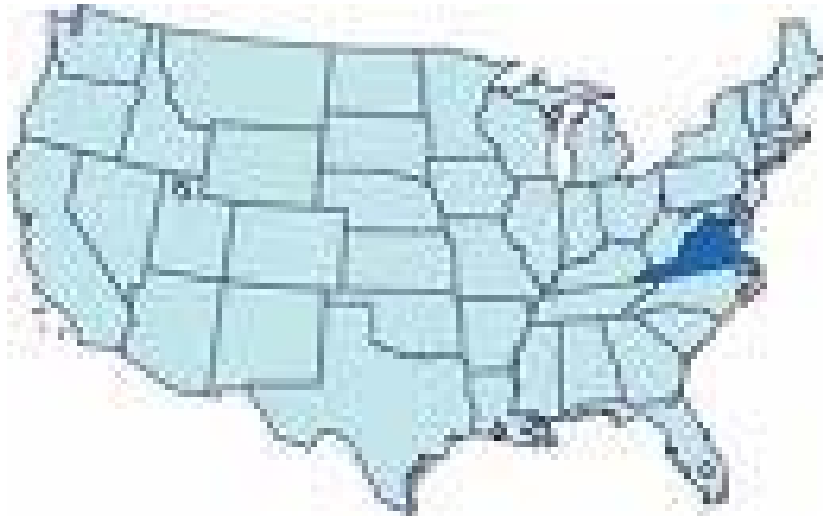
M.A. in English Literature, 1974

## **University of Wisconsin—Madison Madison, Wisconsin**

M.A.L.S., 1975



**University Librarian  
University of Richmond  
Richmond, Virginia**



# Mission Statement of the American Library Association:

To provide leadership for the development, promotion and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all.



# Early Library Collaboartion



# Collaboration requires money



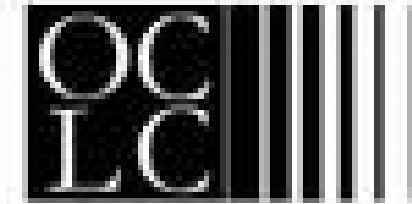
# S. R. Ranganathan



# Pioneer in automation



**Frederick  
G. Kilgour**



**OCLC's early years**



**OCLC™**

The world's libraries.  
Connected.

**OCLC today**



# OCLC equipment



**Old OCLC terminal**



**OCLC M300 PC**

# Access to catalog records

## Library



of Congress

## *National Union Catalog,*



*Pre-1956 Imprints*

# Interlibrary loan



# Farmington Plan and PL-480



**Belgium**



**Espana**



**Sweden**



**Peru**

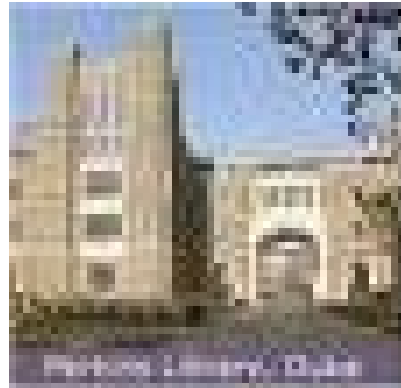


**Mexico**

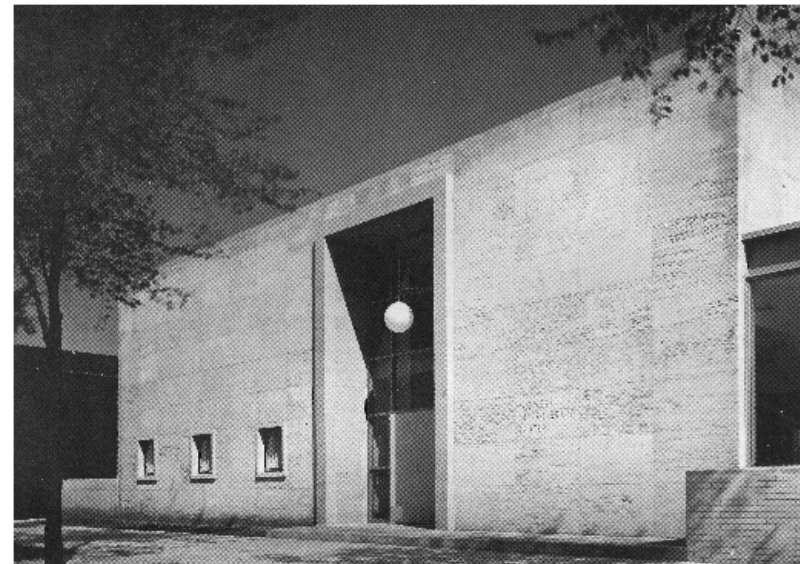


**France**

# Triangle Research Libraries Network



# Center for Research Libraries



# Shared book repositories



**Washington  
Research  
Library Consortium**

**Five Colleges  
Library Depository**



# Shared facilities



**M. L. King, Jr.  
Library, San Jose**

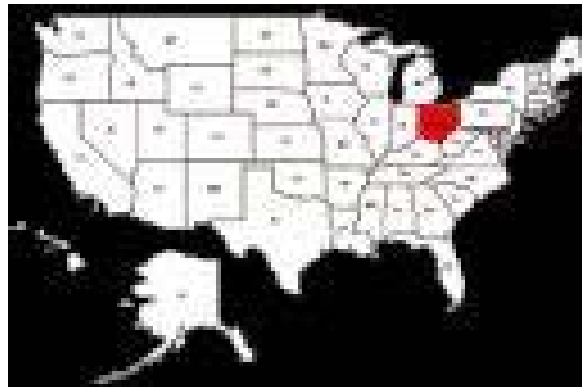
**Alvin Sherman Library,  
Research, and Information  
Technology Center at  
Nova Southeastern**



**University**



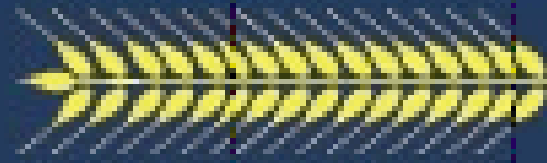
# OhioLINK



# ICOLC

INTERNATIONAL COALITION OF LIBRARY CONSORTIA

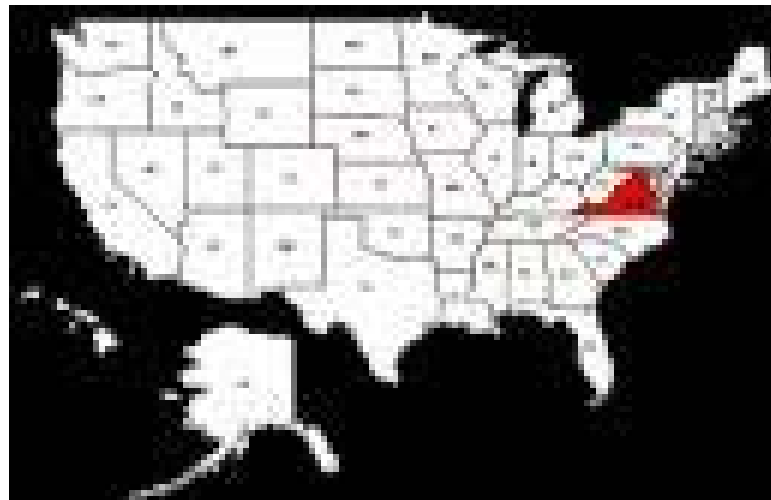
ICOLC



# VIVA



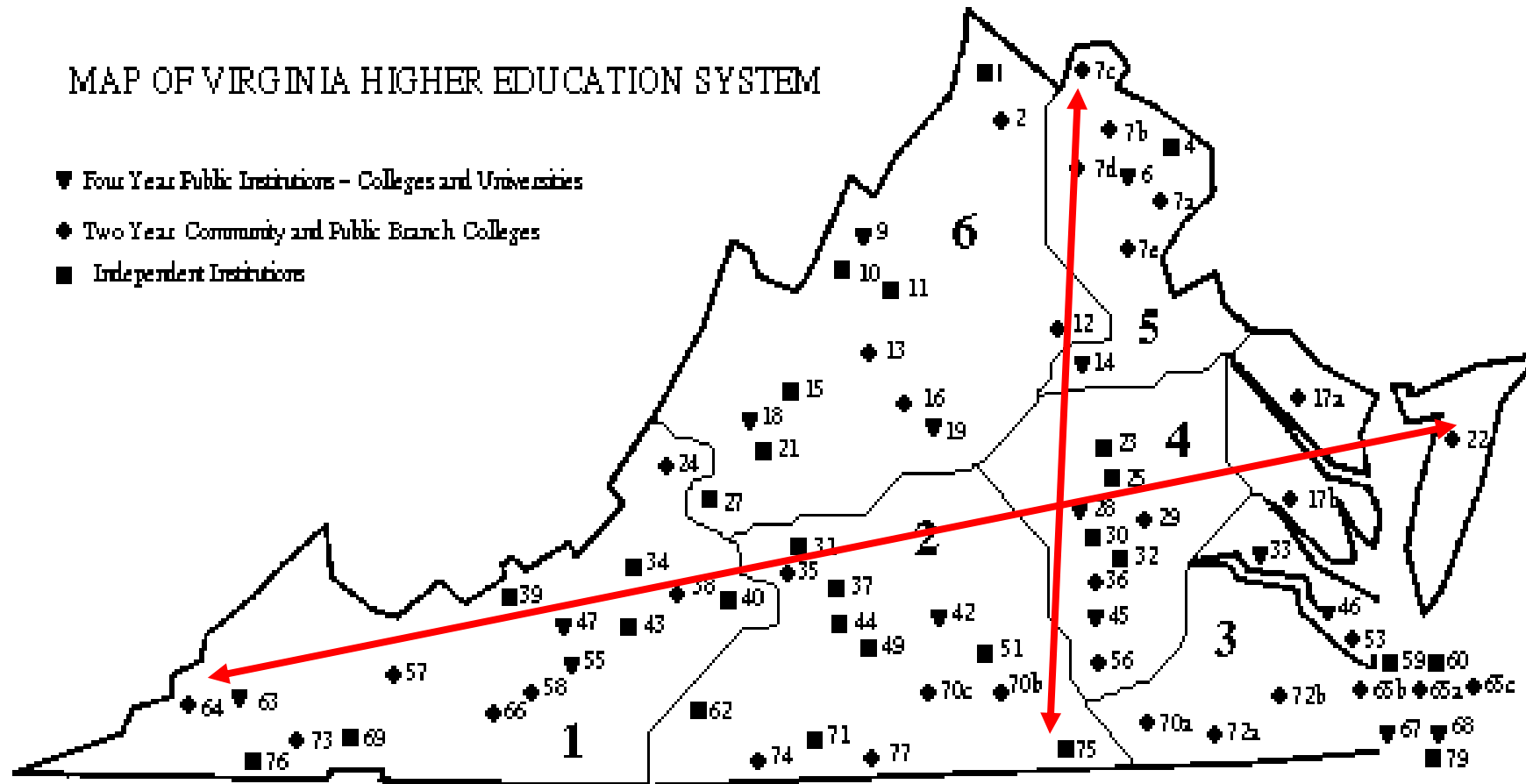
***Virtual Library of Virginia***



# VIVA member libraries

MAP OF VIRGINIA HIGHER EDUCATION SYSTEM

- ▼ Four Year Public Institutions - Colleges and Universities
- ◆ Two Year Community and Public Branch Colleges
- Independent Institutions



# VIVA's cost avoidance: US \$275,000,000



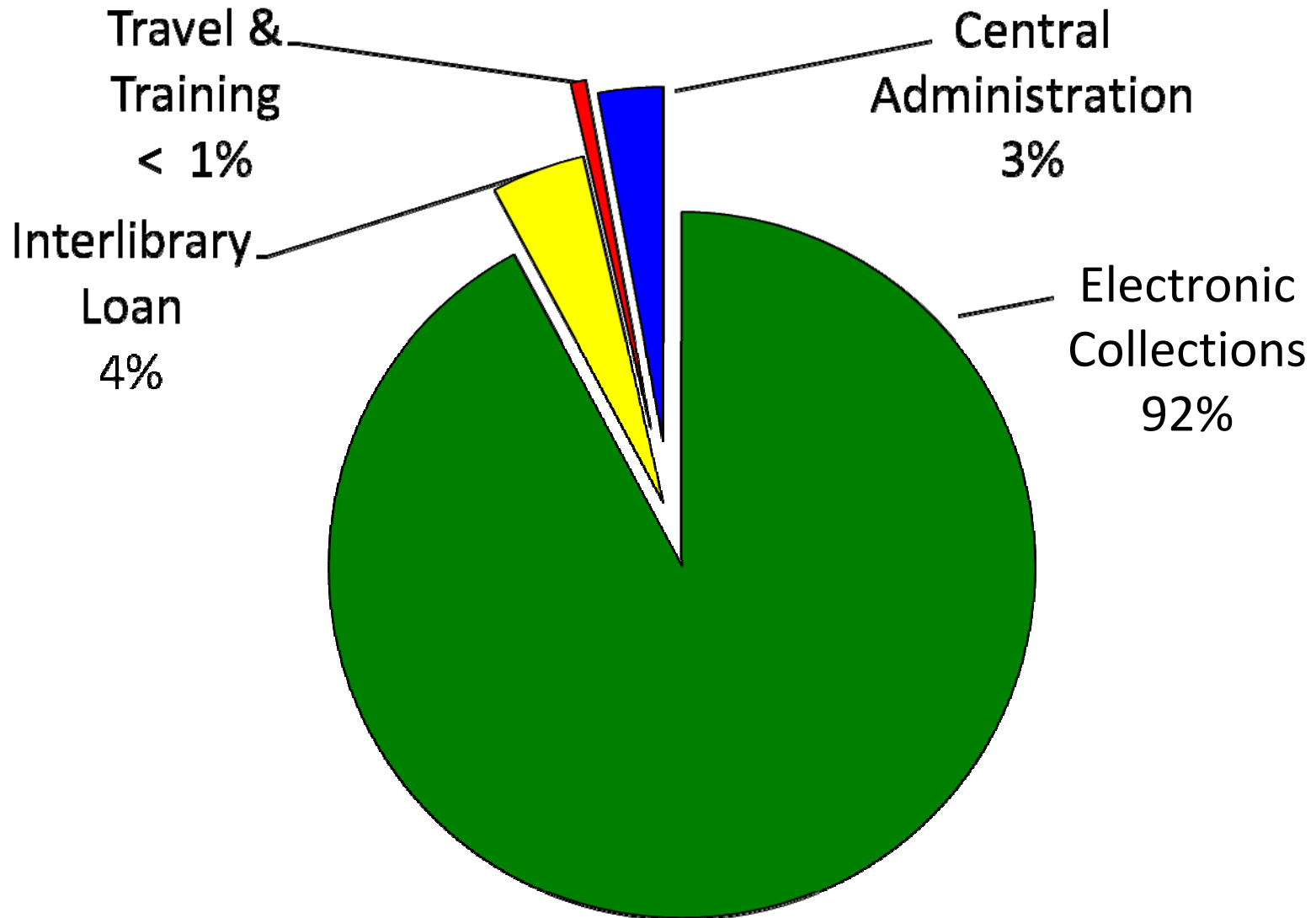
\$1 spent yields



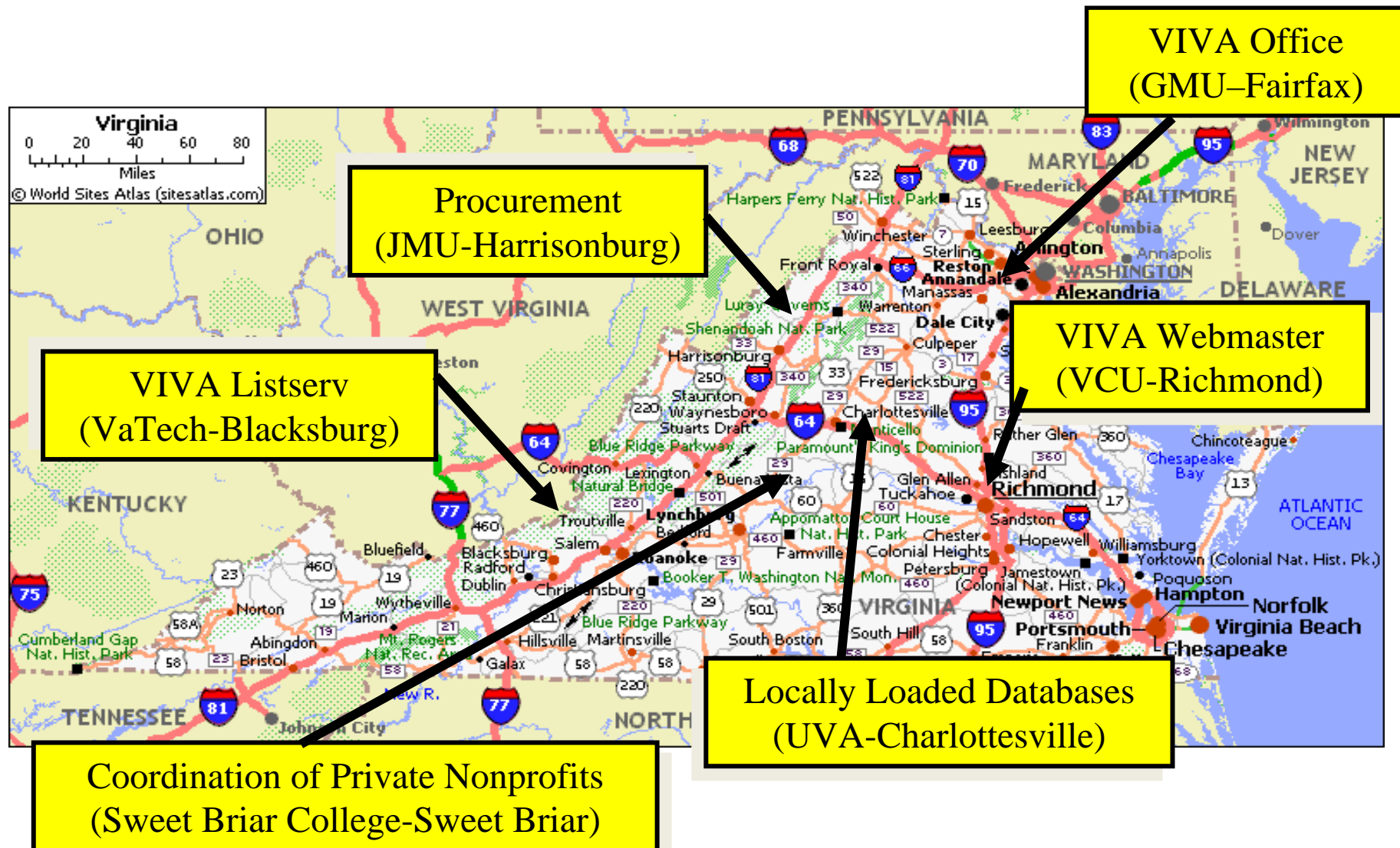
\$5 of benefit



# VIVA expenditures 2008-09



# VIVA's volunteerism



# www.ilovelibraries.org

The screenshot shows a Mozilla Firefox browser window displaying the website <http://www.ilovelibraries.org/>. The browser's address bar shows the URL, and the page title is "I Love Libraries - News, Issues, Legislation, Careers & Advocacy for America's Libraries - Mozilla Firefox". The website header features the logo "ilovelibraries.org" with the ALA American Library Association logo below it. The main content area is dominated by a large banner with the text "ACT NOW Exempt Books from the Consumer Product Safety Improvement Act!". To the left of this banner is a sidebar with navigation links: "Get Informed", "Get Involved", "Take Action", "Book Lovers", and "Ask The Librarian". Below the "Ask The Librarian" link is a "Bookmark & Share" menu with options like Email, Print, Digg, MySpace, Facebook, Live, Favorites, Delicious, Google, Twitter, StumbleUpon, and More... (55). The main content area also includes a "Booklist Review of the Day" section featuring the book "Generosity" by Richard Powers, and a "Digital Library of the Week" section. The footer of the browser window shows the system tray with the date and time: "Now: Mostly Cloudy and 75°F, Tonight: 69°F, Mon: 82°F".

I Love Libraries - News, Issues, Legislation, Careers & Advocacy for America's Libraries - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.ilovelibraries.org/

Customize Links Windows Marketplace Windows Media Loading... University of Richmon... Google Analytics Most Visited

Edit Post to Blog

Universidad Complutense de Madri... I Love Libraries - News, Issues, Le... Library of Congress Home virginia map - Google Image Search Take a screen capture (print screen)...

**ilovelibraries.org**™ Supporting one of our nation's most important resources  
ALA American Library Association

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**ACT NOW**  
**Exempt Books from the Consumer Product Safety Improvement Act!**

Children's libraries across the country may have to close due to the unintended consequence of Congress' efforts to decrease the levels of lead in products intended for children 12 years of age!

Though books are a safe product, The Consumer Product Safety Improvement Act of 2008 (CPSIA) did not exempt books. Thankfully, U.S. Representative Jeff Fortenberry (R-Neb.) has introduced legislation to amend the CPSIA to exempt books. Please contact your representative to cosponsor H.R. 1692 and take action...

**Booklist Review of the Day**

**generosity** RICHARD POWERS  
**Generosity.** Powers, Richard (author). Oct. 2009. 304p. Farrar, hardcover, \$25 (9780374161149). REVIEW. First published July, 2009 (Booklist). Powers' intellectually challenging approach found its perfect synthesis with storytelling in the National Book Award-winning *Echo Maker* (2006). Restless, he tinkers with the formula here. In a reasonable simulacrum of Chicago, Russell Stone makes his way to a creative nonfiction course he's teaching despite his own resolution never to write an...

**Digital Library of the Week**

The internationally recognized WorldImages

Now: Mostly Cloudy and 75°F Tonight: 69°F Mon: 82°F



# Advocating in a Tough Economy

The screenshot shows a Mozilla Firefox browser window displaying the ALA website. The address bar shows the URL: <http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/toolkit/index.cfm>. The browser's address bar also shows a search engine set to 'viva virginia'. The website header features the ALA logo and navigation links: 'Join ALA', 'Contact Us', 'FAQs', 'giveALA', 'Take action!', and 'Log out'. Below the header is a search bar with the text 'Search ala.org:' and a 'GO' button. The main content area is titled 'Advocating in a Tough Economy Toolkit' and includes a quote from 2008-2009 ALA President Jim Rettig: "During tough economic times, people turn to libraries for their incredible array of free resources, from computers to books, DVDs and CDs, for help with a job hunt or health information. The average annual cost to the taxpayer for access to this wide range of resources is about \$31, the cost of one hardcover book. In good times or bad, libraries are a great value!". A video player from msnbc.com is embedded, showing a man in a library reading a book, with a 'Play video' button and the text 'Libraries offer free relief from tough times'. The left sidebar contains a navigation menu for 'Issues & Advocacy', with 'Advocating in a Tough Economy Toolkit' expanded to show sub-items like 'Introduction', 'Talking Points', 'Making the Case', 'Outreach', 'Talking to the Media', 'Working with Govt. Officials and Legislators', 'Staging a Rally', 'Library Checklist', 'Contacts', 'Resources', 'Advocacy Clearinghouse', 'Feedback', 'Coalition Building', and 'Online Courses'. The right sidebar features three promotional boxes: 'Surviving in a Tough Economy: An Advocacy Institute Workshop' (ALA Annual Conference, Chicago, Friday, July 10 from 2-5 p.m., Learn More!), 'American Recovery & Reinvestment Act 101' (Libraries help America get back to work. Know your stimulus.), and 'Slow Economy Fuels Surge in Library Use' (Media coverage of libraries' role during the current economic crisis. View here.). At the bottom, there is a section for 'ACRL Advocacy Resources' with the text 'Tools to help you articulate'. The browser's status bar at the bottom shows the URL 'Read msnbc.vo.llnwd.net', system icons, and weather information: 'Now: Mostly Cloudy and 75°F', 'Tonight: 69°F', and 'Mon: 82°F'.

ALA | Advocating in a Tough Economy Toolkit - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/toolkit/index.cfm

Customize Links Windows Marketplace Windows Media Loading... University of Richmon... Google Analytics Most Visited

Universidad Complutense de Madri... ALA | Advocating in a Tough Econ... Library of Congress Home virginia map - Google Image Search Take a screen capture (print screen)...

ALA American Library Association

Join ALA | Contact Us | FAQs | giveALA | Take action! | Log out

Divisions Offices Round Tables Committees ALA Products Related

Search ala.org: GO

Home > Issues & Advocacy > Advocacy & Legislation > Advocacy University > Advocating in a Tough Economy Toolkit

Issues & Advocacy

> Access

Advocacy & Legislation

Advocacy Institute

Advocacy University

Add It Up

Advocating in a Tough Economy Toolkit

Introduction

Talking Points

Making the Case

Outreach

Talking to the Media

Working with Govt. Officials and Legislators

Staging a Rally

Library Checklist

Contacts

Resources

Advocacy Clearinghouse

Feedback

Coalition Building

Online Courses

Advocating in a Tough Economy Toolkit

"During tough economic times, people turn to libraries for their incredible array of free resources, from computers to books, DVDs and CDs, for help with a job hunt or health information. The average annual cost to the taxpayer for access to this wide range of resources is about \$31, the cost of one hardcover book. In good times or bad, libraries are a great value!"

2008-2009 ALA President Jim Rettig

msnbc.com

more video

Play video

Libraries offer free relief from tough times

Surviving in a Tough Economy: An Advocacy Institute Workshop

ALA Annual Conference, Chicago  
Friday, July 10 from 2- 5 p.m.  
[Learn More!](#)

American Recovery & Reinvestment Act 101

Libraries help America get back to work. [Know your stimulus.](#)

Slow Economy Fuels Surge in Library Use

Media coverage of libraries' role during the current economic crisis. [View here.](#)

ACRL Advocacy Resources

Tools to help you articulate

Read msnbc.vo.llnwd.net

Now: Mostly Cloudy and 75°F

Tonight: 69°F

Mon: 82°F

# Coalition Building

The screenshot shows a Mozilla Firefox browser window displaying the ALA Advocacy University Coalition Building page. The browser's address bar shows the URL: <http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/coalitionbuilding/index.cfm>. The page features the ALA American Library Association logo at the top left and a navigation menu with options like Divisions, Offices, Round Tables, Committees, ALA Products, and Related. A search bar is located in the top right corner.

The main content area is titled "Coalition Building" and features a large "Advocacy U NIVERSITY" logo. Below the logo is a search bar labeled "Search Coalition Building:". A video player is visible in the center of the page, currently showing a black screen with a white play button icon.

The left sidebar contains a "Issues & Advocacy" menu with the following items:

- Access
- Advocacy & Legislation
  - Advocacy Institute
  - Advocacy University
    - Add It Up
    - Advocating in a Tough Economy Toolkit
    - Advocacy Clearinghouse
    - Feedback
    - Coalition Building
      - Real Coalitions in Action
      - Best Practices and Lessons
      - Getting Started
      - Coalitions Behaving Badly
      - Eleven Library Advocacy Myths Debunked
      - Where is the U.S. are Coalitions at Work?
      - National Survey Results
      - PR Resources and Other Relevant Links
    - Online Courses
    - Events

The right sidebar contains several sections:

- Advocacy Clearinghouse**: Advocacy tools and resources from ALA. [More...](#)
- Advocacy Courses Online**: Advocacy webinars and more.
- Advocacy Events**: Programs at ALA and state conferences. [More](#)
- Feedback**: We want to hear from you! Send us your feedback about Advocacy U. [More](#)

The bottom of the browser window shows the system tray with the date and time: "Now: Partly Cloudy and 73°F", "Tonight: 69°F", and "Mon: 82°F".

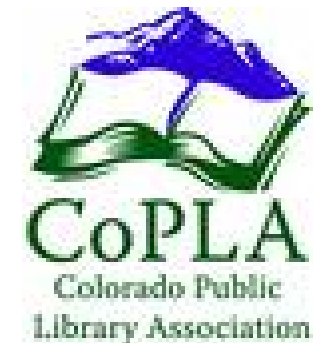
# Colorado: a model of cooperation



Colorado  
Association  
of  
Libraries



Colorado  
Association  
of Special Libraries



# Virginia: opportunities to cooperate



***Virtual Library of Virginia***



# The challenge of collaboration



*"Sometimes I think the collaborative process would work better without you."*

# A USA Conference Practice



**Group  
discussion**

**+**



**Record  
discussion**

**=**



**Ideas**