

National Forum on Information Literacy

Meeting Summary

May 21, 2004

**Meeting Host: National Education Association
Washington, D.C.**

Present:

Patricia Breivik, Chair
Marilyn Arnone, Creative Media Solutions
Stephanie Beer, Association of American Publishers
Amy Borgstrom, U.S. Department of Commerce/National Telecommunications and
Information Administration
Tyrone Cannon, Association of College and Research Libraries
Mary Chute, Institute for Museum and Library Services
Don Fork, U.S. Department of Education
John Fox, Society for Applied Learning Technologies
Al Frascella, National Council for the Social Studies
Amy Friedlander, Council on Library and Information Resources/Library of Congress
Craig Gibson, American Association of College and Research Libraries
Steve Gilbert, TLT (Teaching and Learning with Technology) Group
Sarah Hamrick, Association of Specialized and Cooperative Library Agencies
Woody Horton
Lana Jackman, Melange Information Services, Inc.
Lorna Jones, Melange Information Services, Inc.
Barbie Keiser, Caliber Association
Keith Krueger, Consortium for School Networking
Lacey Leegwater, American Association of Higher Education
Kelly McCarthy, National School Boards Association
Susan Patrick, U.S. Department of Education
Oswald Ratteray, Middle States Commission on Higher Education
John Saunders, National Forum for Black Public Administrators
Sylvia Seidel, National Education Association
Henry Silvert, The Conference Board
Kevin Simons, George Mason University
Ruth Small, Syracuse University/Center for Digital Literacy
Drucille Stafford, National Association of Black School Educators
Julie Walker, American Association of School Libraries
Anthony Wilhelm, Department of Commerce, National Telecommunications and
Information Administration
Suzanne Yurkschatt, National Association of Career & Technical Education Consortium

Pre-meeting

Steve Gilbert of the TLT Group demonstrated software tools (RoboDemo, RoboPresenter) for online collaboration in educational settings. RoboDemo is still on the market; RoboPresenter is now off the market.

Steve Gilbert asked attendees to consider what kinds of pedagogical possibilities are available through this software? He offered a demonstration of a recorded conversation with Patricia Breivik, chair of the Forum to begin the morning's session. Questions he asked of Patricia included: what is the relationship between information literacy and globalization? What is the impact of the Forum on the worldwide information literacy movement?

This software allows for a "virtual classroom" to be set up. Steve demonstrated a session involving Allan Carrington, an instructional designer in Australia and Jonathan Finkelstein of Learningtimes, Inc. Components include: webcasts using Powerpoint, white board software, synchronous interactions, archiving of conversations, and text chats.

Jonathan Finkelstein of Learningtimes showed an archive of a workshop on collaboration co-sponsored by the TLT Group and the Association of College and Research Libraries.

1. Special Discussion on Workforce Training and Information Literacy

Dr. Henry Silvert, research statistician for the Conference Board, was introduced by Lana Jackman of Mélange Information Services, Inc. Dr. Silvert gave a presentation on major projects conducted by the Conference Board connected with information literacy: knowledge management, innovation, organizational learning, and other related topics. Particularly informative for members of the Forum was the overview of the work of the Conference Board and its contributions to workforce development.

Founded in 1916, the Conference Board (www.conference-board.org) is a not-for-profit organization that sponsors numerous networking opportunities for executives. The "councils" sponsored by the Conference Board are intended only for executives—these are peer-to-peer forums from different industries. Dr. Silvert's group, the "Management Excellence" Council, deals with human resources/management-related research, with research reports, and with peer company benchmarking.

Members of these councils put topics on their own meeting agendas; ideas can be sent to Dr. Silvert, who in turn will forward ideas to Julie Crocker to place on agendas.

Members of the Forum asked: how to get CEOs to focus on information literacy issues? Dr. Silvert responded that many CEOs are novices at using technology but would be receptive to the idea of knowledge management as it relates to workforce productivity.

A report published by Bryan Hackett in 2000 entitled “Beyond Knowledge Management” will be made available to interested Forum attendees; please email Patricia Breivik, pbreivik@sjsu.edu if you would like a copy.

Further discussion raised these points:

--New workers may not understand the context for information and research in the workplace

--Information needs vary by “team members”—this finding shown in a number of papers given at the Prague (International Leadership) conference

--Inequities in public school support are notable in various countries, which in turn affects students’ use of technology and their preparation for the workforce

2. Approval of January 2004 Meeting Summary

Meeting summary approved as read.

3. Member reports

Coalition for School Networking—Keith Krueger

A recent national survey conducted by COSN showed how budget cuts in public schools are impacting technology leaders in school districts, and how important is the involvement of parents, students, and leaders in counteracting this situation.

COSN has recently published a guide on the use of students for technical support.

American Association of Higher Education—Lacey Leegwater

AAHE is concerned with the intersection of practice and theory in examining changing practices in pedagogy in higher education.

Patricia Breivik is now a member of the AAHE Board.

The AAHE Conference them in 2005 will be “Trendsetters.” The conference will be held March 17-24.

The AAHE Communities of Practice Project will focus on “Democratic Dialogue.”

George Mason University—Kevin Simons

Kevin discussed his university’s initiative to use Endnote software (citation management software) as a ‘leverage point’ to teach information literacy in the curriculum.

Association of Specialized and Cooperative Library Agencies—Sarah Hamrick

ASCLA has been engaged recently in initiatives supporting library services to people with disabilities.

Creative Media Solutions—Marilyn Arnone

Creative Media Solutions has teamed up with publisher Libraries Unlimited to produce a series of innovative children's books and educator guides that use a storytelling approach to introduce children in primary grades to information literacy skills. At the meeting, Marilyn Arnone presented the first book and guide called "The Strangest Dinosaur That Never Was." It focused on evaluating information on the Web. In addition to engaging characters, the book features several interactive pages which serve as stop-down points to encourage discussion or pausing places for completing the story at another session. (Further information on this book is available on the Forum web site at <http://www.infolit.org/publications/index.html>.)

U.S. Department of Commerce/National Telecommunications and Information Administration—Amy Borgstrom

May 27, 2004 is the deadline for grant applications for NTIA grants on innovative uses of technology; new grants received focus more on information literacy.

The new NTIA director, Tony Wilhelm, previously of the Benton Foundation, was welcomed to the Forum

National Council for the Social Studies—Al Frascella

The NCSS's priority is providing social studies teachers with the guidance to teach citizenship skills to students.

Society for Applied Learning Technologies—John Fox

John is a first-time visitor to the Forum.

U.S. Department of Education—Don Fork

Don described a variety of projects of the Department of Education in which he has been involved, including the Technology Challenge Grant Program. One grant awarded in Indiana through this program emphasized individualized physical education through introducing monitoring devices through laptops.

Don also described a "health literacy" publication of the Department of Education and a book published by ASCD (Association of Supervision and Curriculum Development) on "visual literacy"—and suggested that there is a convergence of various literacies.

Caliber Association—Barb Keiser

Barb is a consultant who visited the Prague International Conference of Information Literacy Experts.

She is promoting opportunities for special libraries to become involved with information literacy, and is working with federal agencies to embed information literacy in agency

portals. She announced that the 2005 SLA Conference will offer a track on information literacy.

Institute for Museum and Library Services—Mary Chute

Mary announced that the IMLS National Leadership Grant Program “Nation of Learners” is merging several of its categories: research and innovation; creating digital resources; and advancing learning communities.

IMLS is interested in collaborating with CPB (Corporation for Public Broadcasting).

IMLS has out an RFP on “the future of librarians in the workforce.”

Association of American Publishers—Stephanie Beer

“Get Caught Reading” is the Association of American Publishers’ nationwide public service campaign (launched in 1999). AAP enlists the help from celebrities to be photographed while reading a book. Celebrities include animated characters such as Dora the Explorer, fictional characters such as Spider-Man, as well as professional athletes, famous actors, 200 members of Congress and historical figures like Abraham Lincoln. Posters of these photos are distributed widely to libraries and are featured in many media outlets. They have acted as an impetus for the creation of customized programs worldwide to get children excited about reading. The Get Caught Reading (GCR) campaign has continued to grow; the campaign is in its sixth year. May is Get Caught Reading Month.

A newly designed website (created by FSB Associates) is up and running at www.getcaughtreading.org, providing a wealth of information about the campaign as well as Get Caught Reading electronic postcards that are proving to be extremely popular with teachers, librarians, and other booklovers.

The number of magazines and newspapers requesting artwork for pro bono ads continues to grow. Many, including *USA Today*, will run ads for the sixth consecutive year in 2004. With the creation of ¡Aja Leyendo!, the Spanish-language version of the campaign, a host of magazines targeting Latino audiences have requested artwork for ads for the first time this year.

Grassroots efforts continue to expand as well. Library systems in Ohio, Wisconsin, Pennsylvania, Arkansas, Arizona, Alaska, New Jersey, and elsewhere are photographing local celebrities for GCR, creating GCR floats for street fairs, using GCR as the centerpiece for “One City, One Book” programs, running GCR-themed contests, and using the campaign in other creative ways. As reported in last month’s Monthly Report, the Great Lakes Booksellers Association is sponsoring its second annual GCR photo contest. The American Booksellers Association continues to support GCR and in March released the BookSense GCR reading list for Easter and Passover.

The “Get Caught Reading at Sea” promotion is well underway, with radio ads running in 20 markets nationwide and mass market paperback books containing information and

coupons available at retail outlets, of which are also displaying special signs for the campaign.

June is Latino Books Month

In its ongoing effort to promote books by and for Latinos, AAP's Publishing Latino Voices for American Task Force has designated June as "Latino Books Month." During the month-long celebration, booksellers, librarians, and others in the book industry will encourage people in their communities to read books by and for Latinos, in both English and Spanish.

As part of the initiative, the Task Force has created a Publishing Latino Voices brochure featuring hundreds of titles. The brochure is available on AAP's web site, www.publishers.org. Posters of celebrities enjoying their favorite books are available through the Get Caught Reading web site, www.getcaughtreading.org.

Council on Library and Information Resources/Library of Congress—Amy Friedlander
Amy mentioned initiatives relating to digital preservation in which she is involved at CLIR and the Library of Congress (the latter's initiative known as the National Digital Information Infrastructure and Preservation Program), and suggested that Forum members look at the web site, www.digitalpreservation.gov.

Woody Horton

Now retired from NCLIS, Woody was the key organizer in putting on the international leadership conference last fall (seeking funding and alliances to make the Prague conference possible).

He is now teaching at the University of Maryland's College of Information Studies, and is teaching on information literacy issues in other countries, including Nepal and Slovenia.

Center for Digital Literacy (Syracuse University)—Ruth Small

The Center for Digital Literacy at Syracuse University is a partnership among the Schools of Information Studies, Public Communications, and Education. In its first year, CDL has brought in over \$1.2 million in foundation and government grants. For example, with a grant from IMLS, the CDL is expanding its successful Preparing Librarians for Public Schools (PLUS) Program in New York City to other urban areas, including the upstate New York cities of Rochester, Syracuse, and Binghamton.

CDL is sponsoring E*LIT (Enriching Literacy through Information Technology). This project brings to the Syracuse campus Charles R. Smith, Jr., noted children's author and photographer, to speak on May 28. CDL has conducted a contest in local school districts where groups of students from grades K-8 were invited to submit a technology-based project that focuses on the life and/or art of Charles R. Smith, Jr. The winning classes will be brought to campus to hear and meet the author in person and will receive an Apple computer for their library (Apple is a co-sponsor of this event). This event will be web cast to anyone who wishes to participate but cannot do so in person.

The inaugural CDL Summer Institute on Digital Empowerment will take place on July 8-9 at Syracuse University. This year's timely theme is "The Internet and Democracy." This event will bring to the Syracuse campus a number of prominent individuals who have successfully promoted grassroots civic engagement or political participation via the Internet. Some of the speakers include: Chuck Defoe, Bush-Cheney e-campaign manager; Ben Green, Kerry e-campaign consultant; William Finke, MeetUp.com; Lynette Guasteferro, Teaching Matters, Inc.; Phil Noble, PoliticsOnline.com; and S.B. Woo, 80/20 (and former Lt. Gov. of Delaware). There will also be an international panel and several papers presented. The audience is by invitation only and includes local, not-for-profit agencies and grassroots organizations, as well as 15 high school social studies teacher-librarian teams who will participate in special sessions to learn how to create blogs and to develop relevant lesson plans to use with their students in the fall. The event will be webcast for anyone who wishes to participate but cannot do so in person.

Middle States Commission on Higher Education—Oswald Ratteray

Oswald discussed a workshop he is leading in San Juan, Puerto Rico, on faculty development and information literacy; this is a pilot workshop on this topic. He also mentioned a project focused on the essence of teaching and its connection with information literacy; he is looking for collaborators with a research bent.

Mélange Information Services, Inc.—Lorna Jones

Mélange, Inc., specializes in organizational development, workforce training, knowledge management, and their connections with information literacy. Mélange works intensively with both small businesses and with nonprofit agencies. Recent "product development" has focused on mainstreaming information literacy.

TLT Group, Inc.—Steve Gilbert

Steve discussed a variety of projects in which the TLT Group is engaged, including an assessment project, and the online workshop series co-sponsored with ACRL, involving co-planning and collaborative teams among librarians and others.

Association of College and Research Libraries—Tyrone Cannon

Tyrone is the current President of ACRL, and Dean of the Library at University of San Francisco. He discussed some of ACRL's strategic plan, especially the part focused on partnerships, and discussed how he has worked with the American Library Association to highlight successful partnerships. He also described how ACRL Board meetings have been conducted using technology during his term as President.

National Education Association—Sylvia Seidel

Sylvia is NEA's liaison to NCATE on performance-based objectives. Sylvia is also involved in a project with the Network of Professional Development Schools to embed information literacy in teacher training because of the importance of information evaluation skills for children.

National Center for Education Statistics—Barbara Holton

There is a new section on information literacy in the Library Media Center Questionnaire, a component of the Schools and Staffing Survey (SASS). The data collection phase has ended and the data review and processing is underway. NCES anticipates a release of the data and an accompanying report in the second half of 2005.

Several information literacy items (questions) are being added to the 2004 Academic Libraries Survey (ALS). Data collection begins this October. NCES was limited in what could be included in this round of the survey, but 2006 will present an opportunity for an expanded section on information literacy. [Barbara would be interested in hearing from Forum members about what aspects of information literacy would be considered most important to include in a national survey of academic libraries in 2006.]

American Association of School Librarians—Julie Walker

Julie is a member of a Joint AASL/ACRL Task Force on K-20 education. She is currently working on a *Knowledge Quest* article addressing this initiative. One emerging question: are school library media specialists becoming marginalized (displaced by other specialists in K-12 education)?

Julie's organization is also sponsoring intensive workshops on "Reading to Learn" and making connections with information literacy through those workshops. Julie is also involved with YALSA in identifying competencies for librarians serving youth (both school and public library settings).

National Association of Black School Administrators—John Saunders

John is concerned about the major issue of access to technology among disadvantaged youth, and his organization is sponsoring a colloquium on this topic.

National School Boards Association—Kelly McCarthy

Kelly works on a variety of initiatives through the NSBA focused on effective uses of educational technology in schools.

National Alliance of Black School Educators—Drucille Stafford

Information literacy is becoming an issue for the Alliance; a forthcoming issue of the organization's newsletter will have an article on information literacy.

4. National Forum on Information Literacy—15 Years of Progress

This year (2004) marks the 15th anniversary of the National Forum on Information Literacy. The Forum was established in 1989 to build on the ALA Presidential Commission on Information Literacy report; it has served as an umbrella group to provide support and networking possibilities among a wide range of organizations and individuals interested in information literacy as a means of people empowerment in today's information society. The Forum addresses substantive issues facing individuals, communities, and nations and explores how information literacy can advance these agendas; it is a group that seeks to make connections and considers how information

literacy creates a stronger educational system at all levels, develops a more informed citizenry, and promotes a more productive workforce. Most recently, the Forum has connected with various international organizations and considered information literacy in a global context. Another point of connection in this country is the ICT (Information and Communication Technology) movement and the need for good information policy. Common concerns between the Forum and the ICT Movement include: access, content, and people empowerment.

5. National Education Plan

Susan Patrick, Acting Director for Educational Technology, U.S. Department of Education, was introduced by Keith Krueger of COSN (Consortium on School Networking).

Susan discussed the “Technology Priorities of the U.S. Department of Education.” The 1996 Educational Technology Plan emphasized connecting every school to the Internet through the e-rate; more recently, the Department has started developing a student data management system; online assessments; and an e-learning initiative.

Susan pointed out that the NAEP shows a 40% proficiency level at 4th grade; research shows that if students can’t read at 3rd grade level, huge social/educational/career implications follow.

She also pointed out that assessment involving paper tests isn’t timely enough, and to correct this, 13 states have implemented online education systems.

She pointed out the importance of collecting data on all aspects of education before developing theories, and that online testing can pay for it within 3 years.

She discussed the Partnership for 21st Century Skills, and mentioned an upcoming conference in Orlando, Florida, focused on “How Online Learning Supports ‘No Child Left Behind.’”

Previously, funding for educational technology had been designated for infrastructure, but is now focused on staff development and program goals.

The U.S. Department of Education is investing more than \$54 million in 28 research grants and \$15 million for statewide technology program evaluations; the Department is also conducting a national study on the effectiveness of educational technology. The Department is very concerned with collecting data to show results.

The National Educational Technology Plan Timeline: spring 2003 saw the launch for the plan development; and late spring/summer focused on broad outreach and input from stakeholders.

Susan also discussed the characteristics of today's college students, the "Millennials," based on research by the Pew Internet & American Life Survey. This study defines "Millennials" as those students born between 1982 and 2000. This very large population is comprised of almost 100 million young adults who have come of age along with the Internet, for whom "information is free," and who consider community as a digital space.

Follow-up questions can be directed to Susan at: susan.patrick@ed.gov.

6. Information Literacy and Wardrobe Planning

Lorna Jones showed a video segment from "Off the Hook," a video that shows women how to dress for the workplace, for interviews, etc. This award-winning video has proven an excellent vehicle for workforce development training and for "mainstreaming" information literacy into realistic work situations. The premise of the video is that special kinds of knowledge and information are required for dressing successfully; in fact, "fashion literacy" maps onto some components of information literacy.

The full video is two hours; an instructor's manual accompanies it. For further information email lj@melangeinfo.com

7. International Updates

--Australia and New Zealand have published joint national standards on information literacy; these standards have a lifelong learning emphasis.

--An online discussion forum on information literacy, sponsored by Sheffield University in the U.K., is now available. It is an unmoderated list, and a home page is available with links to archives of list postings, to other discussion groups, and to material from the Prague Conference. To join the list, visit:
http://groups.yahoo.com/group/information_literacy/ and click on "Join This Group."
(You will need to sign up as a member of Yahoo beforehand).

--Sheila Webber of the Department of Information Studies, University of Sheffield, has communicated interesting research findings to Patricia Breivik about information literacy in a variety of disciplines. This research was discussed at the "Creating Knowledge" conference in Iceland, and involves the same phenomenographic approach used by Christine Bruce in Australia, where faculty are interviewed about their uses of and experiences with information in a range of contexts and disciplines. Initial explorations of transcripts of the interviews with faculty have focused on faculty's conception of their discipline, of teaching and learning, their ideas about information literacy—interesting potentials for discovering what might motivate faculty to consider information literacy an integral part of their discipline, their research, and their teaching. The initial findings show much variation in conceptions of information literacy between disciplines, but also within disciplines.

--Information Science Today, a volunteer library and information science organization, is interested in joining the Forum. This organization has a number of plans to develop Third World Libraries and to cooperate with libraries, information centers, and library organizations around the world. The web site for the group is at: <http://www.infosciencetoday.com/>. The Forum is pleased to welcome Information Science Today to its membership.

--The International Alliance for Information Literacy is a new group comprised of the following groups: NORDInfo, SCOUNL, the Australian National Forum, and the European Union group. The Forum web site (<http://www.infolit.org/IAIL/index.html>) provides information on this new network.

--Patricia Breivik will meet the President of IFLA in June to gather ideas for other representatives for this new international Forum.

--A faculty member in Thailand, Dr. Sujin Butdisuwan, has emailed Patricia Breivik about her research on information literacy in Thailand. Dr. Butdisuwan's research focuses on developing information literacy standards for all educational levels, including adults, university students, and students in primary and secondary schools.

--Other news from the U.K.: Angela Abel is working on a book on information literacy on a global level, highlighting information literacy activities in the workplace, in education, and in citizenship venues from around the world. Also, John Lindsay of the U.K. is developing an indexing system, Metadata for World Development.

--An upcoming Australian conference will showcase Australian research on information literacy.

--Followup from the Prague [International Leadership] Conference: many parties, organizations, and individuals are interested in seeing a "research agenda" come out of the Prague Conference. Also, UNESCO wants to have a followup meeting immediately preceding the World Summit in Tunis, in 2005.

8. New Australian information Literacy standards (see International update, above)

9. Setting of Fall and January dates

The Fall meeting will be held on October 1, 2004. The winter 2005 meeting will be set on the Fall meeting.