# Sources
## *Professional Materials*

**Karen Antell, Editor**

***40+ New Revenue Sources for Libraries and Nonprofits.*** By Edmund A. Rossman III. Chicago: ALA, 2016. 248 p. Paper $65 (ISBN 978-0-8389-1438-0).

Drawing on the many similarities between public broadcasting and public libraries, *40+ New Revenue Sources for Libraries and Nonprofits* is a compelling volume designed to help libraries stay afloat despite dwindling funding. Appropriate for library directors, development specialists, branch managers, and librarians tasked with securing funding, Rossman's work advocates that libraries should not merely increase their revenue streams, but *diversify* their income, to remain sustainable well into the future.

The book is conveniently divided into two parts. Part one sets a foundation for readers' revenue-generating endeavors by including background information about public broadcasting, including the efforts of PBS and NPR to remain solvent. Libraries that find themselves on the precipice of similar budgetary crises will find hope via practical anecdotes of success through diversification. Part one also offers a handy toolkit to help librarians overcome the obstacles of public relations law, ethics, and contracts. Newer marketing channels, such as crowdfunding and social media, are covered in depth. Part one's final chapter details best practices for securing funding via grants.

Part two, comprising two-thirds of the book, gives in-depth insight into forty-two different methods of generating income for your library. A useful summary matrix provides quick reference.

These mini-chapters are conveniently organized into categories such as books and materials (for example, community book sales and raffles), naming rights (for example, meeting rooms), and sponsorships (for example, tutoring programs and vending machines). Each mini-chapter is comprehensive and guides readers from the project's inception to its completion. In essence, part two functions as a menu for public library personnel, enabling leaders in the organization to choose the revenue sources that best fit their needs and their communities.

With a strong emphasis on community partnerships and mutual benefit, *40+ New Revenue Sources for Libraries and Nonprofits* is a compelling resource for those tasked with generating non-governmental income for their library. The easy-to-digest foundational chapters and quick-hitting mini-chapters will be especially valuable to fundraising novices, but all public library officials can benefit from the book's practical insights. Essential for the library on the brink of financial struggles, this volume is highly recommended.—*Joshua Jordan, Librarian, Del City Library, Del City, Oklahoma*

***Creating Inclusive Library Environments: A Planning Guide for Serving Patrons with Disabilities.*** By Michelle Kowalsky and John Woodruff. Chicago: ALA, 2017. 232 p. Paper $62 (ISBN: 978-0-8389-1485-4).

This concise but complete guide to accessibility will be beneficial to libraries of all types. Kowalsky and Woodruff

seek "to provide a roadmap for libraries so that they may be proactive in creating inclusive library environments" (vii). In laying out this roadmap, the authors cover everything from ADA legislation updates to universal design for both the library building and its online presence. The book focuses not merely on accessibility, but also on building relationships by interacting in a positive manner with people with disabilities. An important part of this is the emphasis on including people with disabilities in accessibility planning. The authors also incorporate examples for disability awareness programming in academic, public, school, and special libraries.

Each chapter features "for your information" and "checklist" boxes that offer a systematic approach to planning for and implementing an accessible library. Resources listed at the end of each chapter point the reader to further academic research or informational websites. Depending on the project or goal of their libraries, readers may find that individual chapters, rather than the entire book, are sufficient to meet their information needs.

Some information is presented in more than one chapter. For example, the authors discuss website accessibility issues in chapter 8, "Accessible Resources and Technologies," and again in chapter 9, "Developing a User-Centered Culture." Although the authors seek to emphasize different aspects of web design in each of these chapters, some repetition is inevitable. This title has two major strengths: its emphasis on invisible disabilities in addition to visible ones, and its recognition of the needs of library employees with disabilities, along with the needs of patrons. The suggestions provided throughout this book will help make libraries more ergonomic and person-friendly, benefiting everyone, not just those with disabilities.—*Rebecca Weber, Education and Teaching Librarian, Oklahoma State University, Stillwater, Oklahoma*

***Effective Difficult Conversations: A Step-by-Step Guide.*** By Catherine BSoehner and Ann Darling. Chicago: ALA, 2017. 128 p. Paper $38 (ISBN 978-0-8389-1495-3).

"The difference between a minimally successful manager and a truly successful one is the capacity for having effective difficult conversations," according to Catherine Soehner and Ann Darling (7). In *Effective Difficult Conversations*, these authors succinctly define difficult conversations, outline key preparation steps, detail how to manage the conversation, explain the need for documentation, and emphasize how to maintain the professional relationship.

In this well-organized guide, three preparation steps are outlined: 1) getting clear, 2) gathering resources, and 3) clarifying the message. Getting clear focuses on the four key questions that a manager should explore prior to having a difficult conversation: Do you need to have this conversation at all? Why do you need to have this conversation? Why do you need to have this conversation now? How do you schedule this conversation? The next chapter emphasizes the need to seek out background information, gather resources, and

consult with others. The final step in preparation is to clarify the message in order to achieve a positive outcome.

In chapter 5, the authors do an excellent job of outlining how to manage the conversation, explaining how to approach the conversation in six steps: state the facts, ask, listen, engage to understand, pay attention, and explore options. This approach is a reasonable and appropriate game plan that is valuable to new managers learning how to develop the managerial skill set as well as to experienced managers seeking to enhance their skills. The next segment illustrates why and how to document such conversations and how to remain supportive of the employee. The authors outline this step-by-step process in a clear and objective manner and elucidate the process using realistic examples and detailed, sound human resources advice.

In addition, the authors have included chapters on having difficult conversations with co-workers, conducting such conversations in relation to change management initiatives and reorganizations, and having difficult conversations with one's boss.

In ten succinct chapters, Soehner and Darling have produced a well-written, accessible, and valuable guide for library managers at all levels in all types of libraries. They show that the ability to conduct difficult conversations effectively and productively is a skill that contributes to managers' integrity and compassion. This book will be useful to library human resources professionals seeking to advise and counsel managers, and it could also serve as a tool for training and developing library supervisors and managers.—*Pat Hawthorne, Associate Dean for Research and Education, University Libraries, University of Nevada, Las Vegas, Las Vegas, Nevada*

***The One-Shot Library Instruction Survival Guide, 2nd ed.*** By Heidi Buchanan and Beth A. McDonough. Chicago: ALA, 2017. 168 p. Paper $50 (ISBN: 978-0-8389-1486-1).

Many instruction librarians face the challenge of teaching information literacy skills successfully and engagingly during one-shot library instruction sessions. In their new edition of *The One-Shot Library Instruction Survival Guide*, Heidi Buchanan and Beth A. McDonough offer guidance on incorporating ACRL's Framework for Information Literacy for Higher Education (adopted in 2016) into one-shot library instruction sessions.

When ACRL released the Framework, many professionals debated how the six frames would work with one-shot instruction sessions. Buchanan and McDonough argue that the Framework's focus on big ideas and flexibility will help librarians plan successful one-shot sessions. They encourage librarians to incorporate activities that require students to investigate and think critically about information. The book covers practical ideas on using the six frames, inspired solutions for difficult assignments, vignettes from actual librarians in the field, assessment techniques, and suggestions for how to make information literacy relevant to students.