

# From the President of RUSA

## Information Changes Everything

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Information changes everything—especially at the reference desk, where every interaction opens up a world of knowledge, guidance, and support. Here, librarians aren't just answering questions; they're empowering patrons complex information landscapes with confidence and clarity. In these moments, we use our skills to make information accessible, relevant, and meaningful to each unique user. In this column I'll introduce some of the ways our work is changing, and how RUSA is changing with it.

We're thrilled to introduce our new interest group, AIRUS (Artificial Intelligence in Reference and User Services). AIRUS will explore AI's impact and potential in our field, setting the stage for thoughtful discussions and transformative ideas. Furthermore, the 2025 ALA RUSA President's Program will gather together a panel of thought leaders in public and academic libraries. Speakers, including Bohyun Kim, Dr. Brandy McNeil, and Nick Tanzi, will explore the challenges of misinformation and the importance of fostering thoughtful digital citizenship. This program promises valuable insights for anyone invested in the future of library services.

Another core focus is on enhancing how we meet our users' needs under the banner of equity, diversity, inclusion, and accessibility (EDIA). Our 2025 RUSA Forum's theme "Meeting Users' Needs (EDIA)" will explore how libraries serve an increasingly diverse set of users with intersecting needs—spanning sociodemographic backgrounds, cultures, neurodiversity, sexualities, races, gender identities, and beyond. By acknowledging these differences, we create opportunities to serve all patrons better and learn to adapt our services to meet our communities where they are. Through this, we can ask ourselves not only "What do we know?" but also, "How are we bringing these groups to the conversation to help us build better practices?"

I'm pleased to share that this year marks our third consecutive fiscal year that RUSA has reported surplus revenue. This achievement speaks volumes about the hard work and dedication of our members and reinforces RUSA's path toward financial stability after several years of financial turmoil. As part of our continued growth, we're reviewing RUSA's bylaws to ensure they align with our evolving mission. Meanwhile, a new Fundraising and Sponsorship Committee is working to bolster our long-term sustainability.

It's exciting to share this update in *RUSQ*'s second issue of its relaunch. Reference professionals truly change everything, and I can't wait to see what opportunities we'll create together in our coming year ahead!