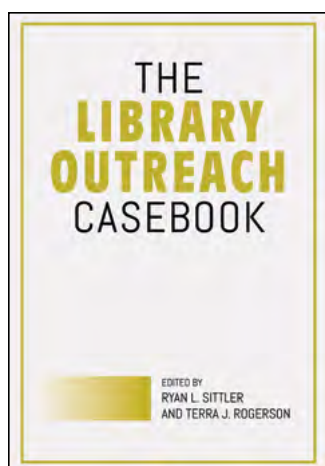


The first section consists of several instructional chapters, written with humor and pep, a tone balanced between a breezy blog and an Instagram post. Phrases like, “You can do this!” and, “You gotta have friends!” are meant to make the delicate and diplomatic work of navigating volunteers and donors seem effortless and trouble-free. This cheerful language belies the hard work Reed is well aware of. In chapter 5, “When Friends Go Rogue,” the author announces straightaway: “I feel your pain!” and then candidly shares careful steps to improve relations. These recommendations add serious value to the book. Frank descriptions of cliquish, elderly, or frugal donors are not for the faint of heart, and readers with experiences in the public or academic library world will find a familiar scenario or two, even up to the breaking point, a section titled, “Getting a Divorce from Your Friends.” To be sure, if I were to find myself in an irretrievably broken professional relationship with a donor or friends group, I would prefer the close-and-personal pages of this book over a Web search.

Chapters like “How to Start a Friends Group (and Why You Should)” and “Engaging Active New (and Younger) Friends” cover straightforward topics like adopting bylaws and recruiting members. Both academic and public librarians will find wise counsel throughout the book, since the author makes an effort to describe the unique challenges that various generations bring to library volunteerism. Older volunteers are being replaced by baby boomers (Americans born between 1946 and 1964), who are being joined by younger volunteers in their 30s and 40s. Millennials (20- and 30-somethings born between 1981 and 1996) and teenagers appear in these pages too. Each generation, according to the author, brings unique implications and opportunities for advocacy, volunteerism, and fundraising. Quoting a 2015 Bureau of Labor Statistics study, Reed notes that volunteer rates of 20- to 24-year-olds are the lowest in the country. This fact might bode ill for librarians working with traditional undergraduate populations; fortunately, our alumni fall into every generation. Reed emphasizes creativity and professionalism, and urges her readers to reimagine and revitalize friends groups and donors. She closes one of her chapters with this declaration: “Try some new projects that might have appeal to students and the baby boomer generation, nurture your relationships, and then go get them!” For readers who lack Reed’s pluck, the final chapter, “Ideas to Steal—Taking Your Friends from Good to Great,” offers more than 60 pages (nearly half the book) of program ideas. Despite the fact that a Google search for the phrase “Ideas for Library Fundraising” returns 24 million pages, academic and public librarians alike will find more than a few creative and effective ideas, succinctly described and categorized. *Go get them, indeed.*—Rebekah Irwin, Middlebury College



The Library Outreach Casebook. Ryan L. Sittler and Terra J. Rogerson, eds. Chicago: Association of College & Research Libraries, 2018. 214p. Paper, \$56.00 (ISBN: 978-0-8389-4873-6). LC: 2018-043645.

One challenge of discussing outreach is that it takes a different shape in every library, a reality that *The Library Outreach Casebook* represents through a spectrum of experiences, ideas, and approaches. Editors Ryan L. Sittler and Terra J. Rogerson have compiled 20 different case studies in outreach and marketing for libraries. They note in the introduction that the book is intended to serve as a companion to the forthcoming title *The Library Outreach Cookbook* by providing readers with a taste of the scope of outreach and marketing efforts going on at other libraries. Unfortunately, Sittler and Rogerson’s introduction

misrepresents the true value of the volume they have assembled. Although they promise to “describe and address universal problems that all librarians face” and suggest taking an “all of the above” approach to the advice contained therein (vii), casebooks are inherently limited. The situations described are unique, and the solutions and innovations employed are likewise constricted in their applicability. Librarians will not walk away from this volume with clear-cut solutions or formulas to deploy. The programming, marketing, and project management systems described should not all be attempted by any one library. Even knowing this, it is easy to see how Rogerson and Sittler have created something of great value in this collection: a book where librarians can witness the critical thinking and problem solving of other libraries. The value of this work lies in its capacity to inspire similar ingenuity in its readers, who—facing an entirely different set of challenges at their own institution—are better prepared to brainstorm solutions and be more familiar with the tools available because they have heard the stories of others.

Sittler previously edited *The Library Instruction Cookbook, Using LibGuides to Enhance Library Services*, and *Innovative LibGuide Applications* and currently serves as an associate professor and instructional technology and information literacy librarian at California University of Pennsylvania. Rogerson brings experience in the field from her prior work as director of outreach and marketing efforts for academic libraries and now is an information literacy instructor at Duquesne. Like the editors, most of the case study authors come from academic libraries, with a few from special collections, public, and medical libraries. Despite being “designed for librarians working in all types of libraries” (vii), the book is most relevant to academic libraries, especially in the sections on events and programming, where cases describe services and events designed for the university setting. But what it lacks in range of libraries represented, it makes up for in the scope of experience, from those considering outreach for the first time to libraries using established tools, partnerships, and practices to create new programming for a specific population.

Sittler and Rogerson recommend that the book be read from beginning to end, and it does flow well this way. The book moves logically from the basic considerations a library should take before beginning a marketing strategy and tools for marketing creation and management, to the planning and execution of specific events and outreach strategies. However, the casebook structure also allows each chapter to be read as a standalone piece, and readers could easily jump between cases that feel most interesting or relevant to their needs. Divided into three main sections, the book begins with “Starting Strategies,” then explores “Programming and Event Planning,” and ends with the most institution-specific writings, “Outreach to Select Populations.” Each chapter follows a relatively consistent structure as well, making them easy to skim for relevancy before taking a deeper dive into the details of each case. Outside of the “How I Did It” section (which makes up the bulk of each case), the level of detail and whether identified cautions, illustrations of sample projects or screenshots, or resource lists appears varies by case. Some chapters contain references, some provide links to the tools and sites described, and some do not.

The first section is the longest, containing eight chapters that cover the very basics of considering outreach, beginning with a SWOT analysis to determine trends and opportunities for a library with no current outreach. This is followed by chapters on the basics of marketing, from consistent branding, to tools and platforms, strategies and organization, and usability testing. These chapters are immensely practical for libraries unfamiliar with these preliminary

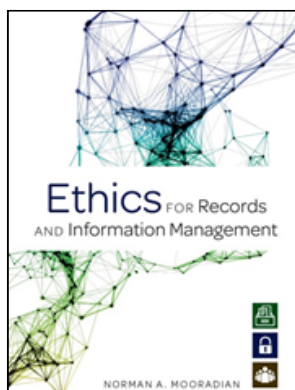
steps in developing a strong outreach strategy and practice within their library. However, these chapters are not wasted on those already familiar with the practices they describe because the case studies' specific tools, strategies, and unique situations may provide needed alternatives or prompt libraries to revisit and reassess their ongoing outreach efforts.

The second section, "Programming and Event Planning," covers events that by now are considered somewhat common in academic libraries, such as finals week activities and faculty meet-and-greets, as well as more unusual public and academic library events, like theatre performances in the library, Wikipedia Edit-A-Thons, and traveling exhibitions. The last and shortest section, "Outreach to Select Populations," focuses on targeted programming and marketing for subsections of each library's community. These subsections range from broad, such as first-year students, to more specific, such as LGBTQ+ students.

With cases that are focused on student populations and university settings, these sections present the least direct transferability to the public or research library sphere, and some cases (such as a three-week course resulting in a student-curated exhibit from a special collections library) could be unfeasible even for an academic library to replicate. But even in these sections, there are still plenty of examples to spark ideas and to learn from in terms of planning and budgeting, developing targeted and inclusive marketing, and devising and promoting engaging programs. One drawback, however, is that little time is spent in any of the cases on the assessment and success of the programs and campaigns described, with the focus of each case being on the intervention, not the outcome.

Although its applicability is not as broad as could be hoped, the variety of scenarios presented by these case studies demonstrates exactly why a more generic approach is unfeasible and even undesirable when it comes to outreach. The possible solutions and innovations are as numerous and as varied as the libraries that come up with them. Beyond the obvious takeaways, of event ideas and marketing tools and platforms, readers will also leave the book cognizant of the need to approach their own outreach critically and with special attention to their patrons' and library's unique needs and strengths, rather than seeking cookie-cutter solutions.—*Susan Vandagriff, University of Colorado, Colorado Springs*

Norman A. Mooradian. *Ethics for Records and Information Management*. Chicago: ALA Neal-Schuman, 2018. 191p. Paper, \$75.00 (ISBN: 9780838916391). LC: 2018010397.



During the last 30 years, information technology has exploded; with that comes a host of issues that constantly need to be addressed, including how to treat the various and numerous records that have been created as a result of said information explosion. Records and information management (RIM) professionals need to adapt and adjust to the responsibilities that these changes entail. Mooradian's book, *Ethics for Records and Information Management*, is essentially a manual to help RIM professionals, including librarians and archivists, develop and implement ethical organizational policies by using a principles-based approach to ethics to help the reader through the process. The author points out that RIM professionals have specific ethical responsibilities and that they will need to be equipped to establish policies, training, and systems "that are meant to manage information in a way that is fair and legitimate" (xxv–xxvi). Mooradian addresses topics that everyone working in information professions should be aware of, such as