In the *news*

Welcome to the November 2010 issue of *C&RL News*. Keeping abreast of new concepts, trends, and ideas is integral to success in today's academic and research libraries. Even if the decision is reached that a new trend isn't a good match for your library, it always helps to be aware and up to date.

One growing new technology trend is QR codes, like the one on this month's cover. Robin Ashford explains the technology and explores "QR codes and academic libraries" in our ACRL TechConnect feature.

New ideas in pedagogy and learning can influence the instructional programs of libraries. Tom Ipri of the University of Nevada-Las Vegas explores one such idea from the literacy world and its potential impact in his article "Introducing transliteracy."

Libraries are also on the forefront of new scholarly communication issues, such as the recent NIH Public Access Policy. In this month's scholarly communication column, Molly Keener and Cathy Sarli discuss how libraries can help raise awareness of the NIH policy through "Public access support programs." Even trends from the world of business and economics can impact libraries, as Shelia Smyth explains in her article "Currency trends and collection building."

One great way to keep up to date is attending professional development opportunities, such as ACRL 2011. And getting to know a new city is always a nice sideline when attending a conference. This month's ACRL 2011 feature provides some great tips for "Exploring Philadelphia," our host city.

Make sure to check out all of the other great features and columns, including Internet Resources on "Information literacy and higher education" by Jennifer Jarson; new ACRL guidelines for appointment, promotion, and tenure; and the latest edition of the Job of a Lifetime feature.

Thanks, as always, for reading the *News*!
—*David Free, editor-in-chief*