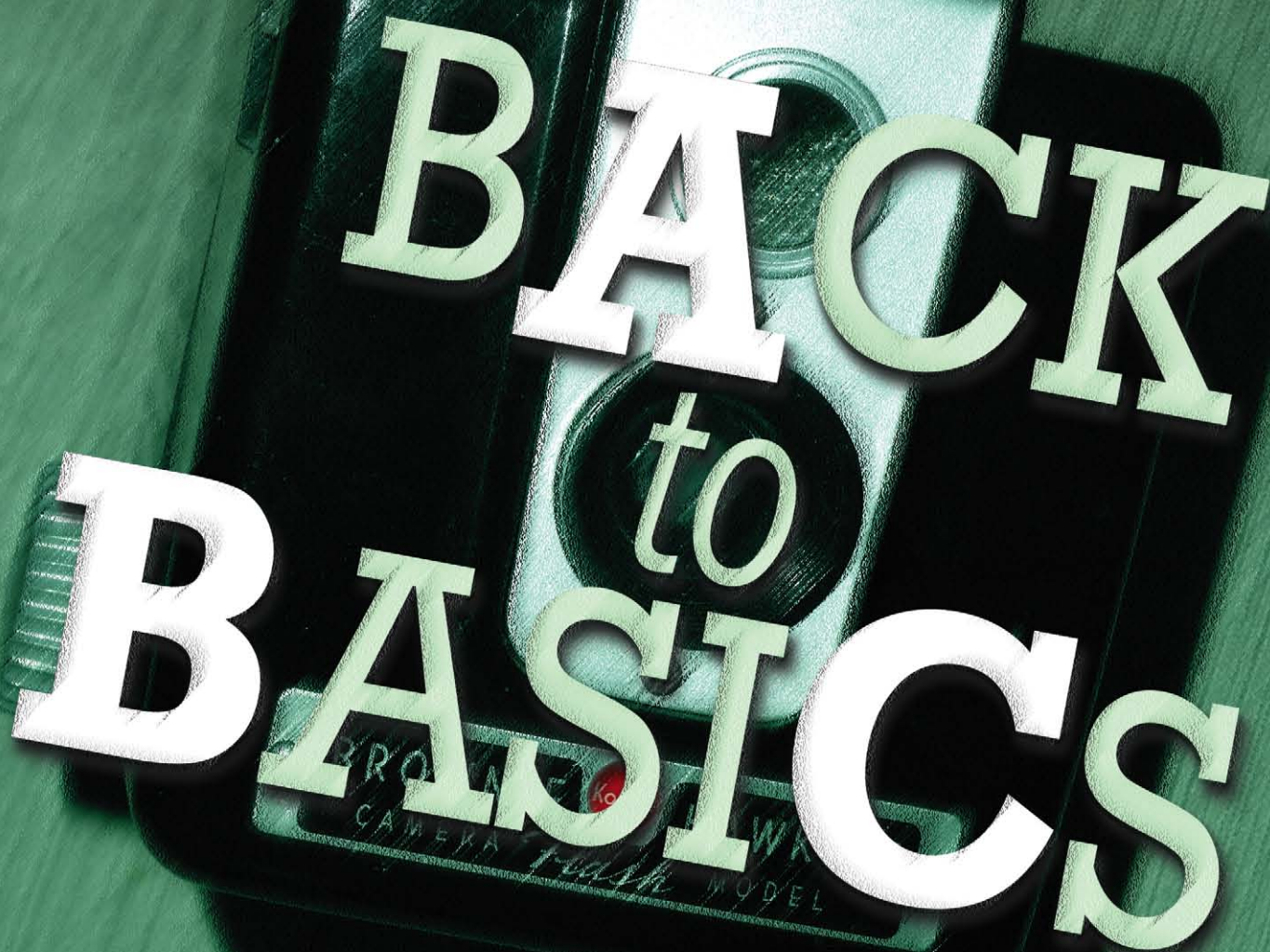


Texas Library Journal

VOLUME 90, NUMBER 3 • Fall 2014

Texas Library
Snapshot Day

A vintage camera is the central focus of the cover. The camera is a classic box-style model with a lens, viewfinder, and various controls visible. The text 'BACK to BASICS' is superimposed over the camera in a large, bold, white font with a slight drop shadow. 'BACK' is at the top, 'to' is in the middle, and 'BASICS' is at the bottom. The camera's lens and viewfinder are visible through the letters. The background is a dark, textured green.

BACK
to
BASICS

Also in this issue: *ADVOCACY, BANNED BOOKS, CORPORATE MEMBERS, & More*

**APPLY TODAY
FOR A BEYOND
WORDS GRANT:**

[WWW.ALA.ORG/AASL/
DISASTERRELIEF](http://WWW.ALA.ORG/AASL/DISASTERRELIEF)

WHEN YOUR SCHOOL LIBRARY PROGRAM IS GONE, THE LOSS TO THE SCHOOL COMMUNITY IS BEYOND WORDS

SCHOOL LIBRARIES ARE MUCH MORE THAN LITERACY CENTERS.

They serve as a safe environment to explore and learn, access new information technologies, and collaborate with peers. When a school library program is destroyed by a natural disaster, the students and the community feel the immediate loss of a valuable resource that reaches far beyond books.

Since 2006, the American Association of School Librarians, with funding from the Dollar General Literacy Foundation, has given more than **one million in grants to over 125 school libraries** across the country affected by natural disasters.



A collaboration among



An ALA, AASL, NEA program
funded by Dollar General
Literacy Foundation

AMERICAN ASSOCIATION OF SCHOOL LIBRARIANS

50 E Huron, Chicago, IL 60611 | 1-800-545-2433, ext 4382 | www.ala.org/aasl

PHOTOGRAPHIES ARE COURTESY OF BEYOND WORDS GRANT RECIPIENTS

Published by the
TEXAS LIBRARY
ASSOCIATION

Membership in TLA is open to any individual or institution interested in Texas libraries.

To find out more about TLA, order TLA publications, or place advertising in Texas Library Journal, write to Texas Library Association 3355 Bee Cave Road, Suite 401 Austin, Texas 78746-6763; call 1-800-580-2TLA (2852); or visit our website at www.txla.org.

A directory of TLA membership is available in the "Members Only" section of the website.

Opinions expressed in *Texas Library Journal* are those of the authors and are not necessarily endorsed by TLA.

Journal Staff

Editor..... Gloria Meraz
Layout/Graphics ..Mary Ann Emerson
Advertising Mgr..... Kasey Hyde
Printer.....Capital Printing

Ad Index • 90:3

Beyond Words Grant / AASL..... IFC
Brilliance Audio 87
Newsline / National Federation
for the Blind 101
Oxford University Press..... 89
TCEA Convention & Expo 93

Volume 90, No 3 ★ FALL 2014

President's Perspective86
Sharon Amastae

Editorial: What Business Are We In?..... 88
Gloria Meraz

Reference Round Table Turns 50! Celebrating Five Decades
of Reference Service in Texas.....90
Julie Leuzinger and Suzanne Sears

Library Geek Feats95
Betsy Ruffin

State Law Library Services 97
Tamsen L. Connor

Library Snapshot Day.....98

Banned Books: *We Believe in an educated Citizenry*.....100
Gloria Meraz and the ACLU of Texas

TLA's Corporate Sponsors103

The 84th Legislative Session.....107

Newsnotes108

TLA Institutional Membership110

Annual TLJ Index 112
Mitzie Stewart

Like
Libraries?    

Keep up with the library community and your association through social media:

<https://www.facebook.com/TexasLibraryAssociation>
<https://twitter.com/TXLA>
<http://www.youtube.com/user/TexasLibraryAssoc>
<http://www.linkedin.com/groups?mostPopular=&gid=1960317>

© Texas Library Association

Texas Library Journal (ISSN 0040-4446) is published quarterly in spring, summer, fall, and winter by the Texas Library Association, 3355 Bee Cave Road, Suite 401, Austin, Texas 78746-6763. Periodicals Postage Paid at Austin, Texas. POSTMASTER: Send address changes to Texas Library Journal, 3355 Bee Cave Road, Suite 401, Austin, Texas 78746-6763. Subscription price: to members of TLA, 94 cents, included in annual dues; to nonmembers, \$25 per year for domestic, \$30 out-of-country. Single issues: \$7.

Fall's To-Do List

This time of year always feels to me more like the “new year” rather than January 1st. (And I've discovered you needn't have spent your life in a middle school library to feel this same way.)

It's a great time for planning, setting goals, and making lists. Here are some items for you to consider adding to your professional “to do” list this fall.

1 ATTEND YOUR FALL DISTRICT WORKSHOP.

Check the TLA website (<http://www.tsla.org/district-meetings>) for the date and time for the workshop in your area. Districts are using “Best of the Best” funds to bring exceptional speakers and programs to the 10 district meetings. You can expect quality professional development, along with continuing education credits. An added bonus is the time you'll enjoy to network with public, academic, school, and special librarians who are working in your part of the state.

2 CONTACT A PROSPECTIVE TLA MEMBER IN YOUR LIBRARY, SCHOOL DISTRICT, OR COMMUNITY AND INVITE THEM TO JOIN OUR ASSOCIATION.

Don't forget library school students or retirees you may know. You can develop your pitch from the reasons I outlined in the summer issue of *Texas Library Journal*. There's no better investment in yourself or your career.

3 PARTICIPATE IN “LIBRARY SNAPSHOT DAY” IN OCTOBER.

You pick the day to highlight the activities taking place in one day in your library – any type of library. Snapshot Day is not only a time for promoting

services and inviting the media; it also captures important information useful for future advocacy. TLA has an official Snapshot Day website (www.texaslibrarysnapshotday.org) to help you get started.

4 ADD OUR TLA ANNUAL CONFERENCE TO YOUR CALENDAR – APRIL 14-17, 2015.

Plan to be in Austin as we *Sync Up! Imagine - Collaborate - Innovate* with the newest and best trendsetters in our profession. Now is the time to talk to your supervisor about attending. You can plan on four days packed with more than 200 great sessions developed by TLA units and our hardworking Conference Committee, all linked to national and state standards. Our immense exhibit hall will showcase new library resources and technology. Preconferences will allow in-depth exploration of ideas. New this year, the *Sync Up! Commons* will provide a place to continue discussions prompted by programs and to meet up with other librarians and create your own mini-sessions. Add in conference events and dinners and the fun of syncing up with friends from across Texas, and you'll have a conference you won't want to miss. Need more reasons to convince your boss that you need to be at the TLA Conference next April? Check out the special section about the 2015 conference attendance soon to appear on the TLA website.

We intend for our conference to include all that's weird and wonderful in our capital city. Expect lots of great Austin music and events set in iconic Austin spaces throughout downtown and extending to the paths along Lady Bird Lake. The Texas Legislature will also be in session in Austin in April, and we plan to take advantage of the advocacy



opportunities this presents. However, don't expect a drum-beating rally on the steps of the Capitol this year. Why not?... that takes me to the next item on our list.

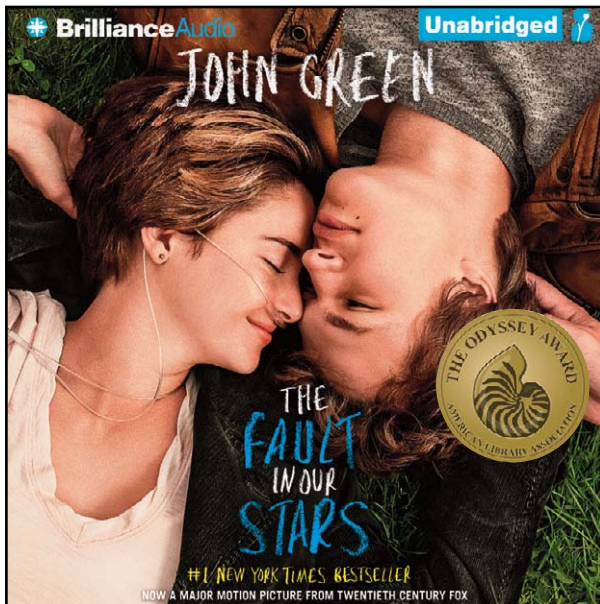
5 CONTACT YOUR STATE REPRESENTATIVE AND SENATOR--NOW IS THE VERY BEST TIME!

While the rally was a great time for us, it came late in the session, and we really want to work with library supporters to advocate NOW for library issues. Take the time to make personal phone calls and join with other constituents to make visits to elected officials and those running for office. Not sure who your legislators are? Check out the TLA “Members Only” section of our website. Under your name, you'll find your state representative and senator, along with information on how to contact them. During the fall months, our legislators are at home and they have the time to listen to us. Our TLA Legislative Committee has developed a handy list of facts, statistics, and arguments for Texas libraries (www.tsla.org/take-action) which you'll want at hand when you make that first phone call this fall. You can add to your advocacy skills at a special legislative preconference on April 14th that will also include scheduled visits to the Capitol. Other legislature-related events will be included throughout the four days of conference.

These five items head up my personal list this fall. I hope you'll add them to your professional lists and, as you check each one off, know that you are helping to ensure a happy new year for yourself, your association, and libraries in Texas. ★



BrillianceAudio featured titles



THE FAULT IN OUR STARS

A Major Motion Picture from
Twentieth Century Fox—Releasing on DVD
September 16, 2014

Winner of the **Odyssey Award for Excellence**
in Audiobook Production

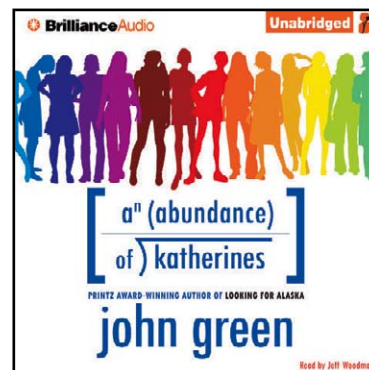
Insightful, bold, irreverent, and raw, *The Fault in Our Stars* is award-winning author John Green's most ambitious and heartbreaking work yet, brilliantly exploring the funny, thrilling, and tragic business of being alive and in love.

Unabridged on CD
978-1-4915-1070-4 / \$9.99
Unabridged on MP3-CD
978-1-4915-1185-5 / \$9.99



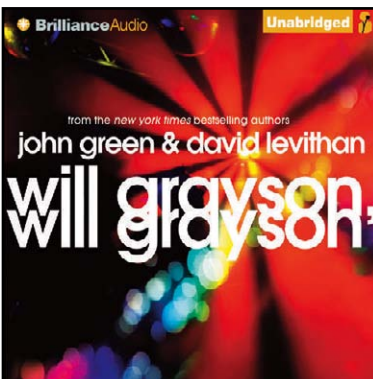
John Green writes with the trademark wit and emotional honesty that have inspired a new generation of listeners

Unabridged on CD
978-1-4558-7013-4 / \$14.99
Unabridged on MP3-CD
978-1-4915-1068-1 / \$9.99



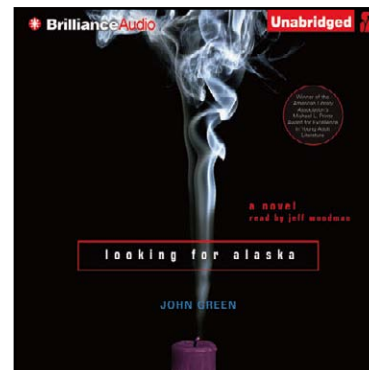
Love, friendship, and a dead Austro-Hungarian archduke add up to surprising and heart-changing conclusions in this ingeniously layered comic novel about reinventing oneself by John Green

Unabridged on CD
978-1-4558-7010-3 / \$14.99
Unabridged on MP3-CD
978-1-4915-1066-7 / \$9.99



It's not that far from Evanston to Naperville, but Chicago suburbanites Will Grayson and Will Grayson might as well live on different planets. When fate delivers them both to the same surprising crossroads, the Will Graysons find their lives overlapping and hurtling in new and unexpected directions.

Unabridged on CD
978-1-4558-7016-5 / \$14.99
Unabridged on MP3-CD
978-1-4915-1069-8 / \$9.99



Looking for Alaska brilliantly chronicles the indelible impact one life can have on another. A stunning debut, it marks John Green's arrival as an important new voice in contemporary fiction.

Unabridged on CD
978-1-4558-7002-8 / \$14.99
Unabridged on MP3-CD
978-1-4915-1399-6 / \$9.99

Available from your preferred wholesaler or direct from

BrillianceAudio

1-800-648-2312 • LibSales@brillianceaudio.com
<http://library.brillianceaudio.com>

As professional educators and information analysts, we achieve our work using a combination of knowledge, skills, and tools. In our race to keep up with technology and other informational tools, we have focused a great deal of attention on developing our own skill sets to help us meet our customer demands. We've labored to understand and master devices, software, computing systems, educational methodologies, and even funding opportunities for technology. It is all SOP now.

Indeed, libraries have become hotbeds of technology – a designation many of us struggled to achieve.

Now that we are here (for the most part), I was particularly struck by a question from a friend who serves on a funding board. She asked me why librarians would seek funds for ipads for very young children (the two-year-old and below set). I looked at her and gave my standard response of wanting to promote digital literacy even among our youngest learners. I noted that so many families do not have access to these resources at home. A smart woman, my friend, she pressed the point.

Recent research offers a cautious – and somewhat ambiguous – assessment of the value of technology on young children. Powerful groups like the American Pediatrics Association and the National Association for the Education of Young Children (NAEYC) agree that passive viewing of technology (e.g., watching television or computer screens) is damaging to children, particularly the very young. Yet, the role of interactive technology is somewhat less clear for youngsters. The best advice doctors and experts are able to offer is to ensure that any technology access given to

children should be coupled with human interaction.

Here is a highlight from the NAEYC's 2012 position statement on young children and technology.

Special considerations must be given to the use of technology with infants and toddlers.

The statement recommends prohibiting the passive use of television, videos, DVDs, and other non-interactive technologies and media in early childhood programs for children younger than 2 years of age, and it discourages passive and non-interactive uses with children ages 2 through 5. Any uses of technology and inter-active media in programs for children younger than 2 years of age should be limited to those that appropriately support responsive interactions between caregivers and children and strengthen adult-child relationships.

The full statement is worth reading. Go to <http://www.naeyc.org/content/technology-and-young-children> for the full report and the key statements document.

While we in our libraries certainly want to make sure any interaction with technology is positive, the rush to offer technology to customers (especially for use with young children) should be done so very deliberately. I don't counter the value of libraries offering diverse technologies for parents and children, but that access should be afforded within a context of what is reasonable and productive in that interaction. Simply put, many parents may not likely understand how to make a two year old benefit – and not be compromised – by an ipad or some similar technology. As the professionals in this arena, it

behooves to understand why and how to offer these resources.

Going back to the conversation with my friend. She was very hesitant to fulfill a funding request for the ipad program, because the librarian offered no framework for how the technology would be promoted and, therefore, used in a productive manner that did not run counter to what experts advise.

That conversation had me thinking about our general expectations regarding learning and technology. It seems the pendulum has fully swung from “technology is just a gizmo and has no role in education” to “educational technology is transforming the learning process.” As we have now come through years of debate, study, and simple trial-and-error, we realize that the more we rely on what is new; the more we need to measure it against the basic interaction between learner and content, a dynamic transaction that (despite all advances in technology) cannot be made artificially easy.

While learning is hopefully fun and engaging most of the time, learning is hard work. No interface can or should remove the intellectual calisthenics necessary to build brain power. Problem-solving skills and knowledge are worthy accomplishments; and learners must recognize that learning won't always be easy.

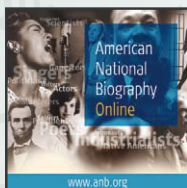
Tech interfaces that promise intuitive and easy use certainly have their place, but let us not equate that navigability with our expectation of the learner's cognitive responsibility or commitment in that learning quest. We must keep ever vigilant and knowledgeable about the learning process and our role in facilitating cognitive development. I believe that to be a key professional imperative. ★

Back to **SCHOOL** ONLINE SAVINGS

For K-12 and 2 year / community colleges libraries

RECEIVE SPECIAL DISCOUNTED PRICING ON ALL OXFORD ONLINE DATABASES!

FEATURING



AMERICAN NATIONAL BIOGRAPHY ONLINE

The premier source of information on over 19,000 people, from all eras, who have influenced and shaped American history and culture.



OXFORD ENGLISH DICTIONARY

The most comprehensive record of the English language in the world, the OED traces the evolution of words illustrated through over 3 million quotations.



GROVE ART ONLINE

A dynamic gateway that offers users the ability to discover and search the vast content including over 45,000 signed articles, 21,000 biographies, and 6,000 searchable images.



OXFORD REFERENCE PREMIUM

200+ in-depth, specialized titles from Oxford's award-winning Encyclopedias and Companions, and a selection of partner publishers' scholarly works.



GROVE MUSIC ONLINE

An authority on all aspects of music worldwide, offering a vast number of entries on music history & culture and learning resources for the classroom.



SOCIAL EXPLORER

Using interactive maps and customizable reports at the national, state, county, and census tract levels, SE provides quick, easy access to US census & demographic data from 1790 to the present.



OXFORD AFRICAN AMERICAN STUDIES CENTER

AASC provides over 10,000 articles, 400 primary source documents, thematic guides & lesson plans, and 2,500 images, bringing focus on the lives and events which have shaped African American and African history and culture.



VERY SHORT INTRODUCTIONS ONLINE

With almost 400 eBooks providing scholarly introductions to a wide variety of topics in the Humanities, Law, Science, Medicine/Health, Math, and the Social Sciences, VSI Online is the perfect starting place for student research.

Want a price quote, a **free 30-day trial** for your institution, or more information on OUP online products?

Email us at library.marketing@oup.com

OXFORD
UNIVERSITY PRESS

Reference Round Table Turns 50! Celebrating Five Decades of Reference Service in Texas

BY JULIE LEUZINGER AND SUZANNE SEARS

The introduction to the *Proceedings of the 1968 Pre-Conference Seminar on Reference Services in Texas* described the passion for service shared by all reference librarians as well as the beginnings of the Reference Round Table (RRT). The group petitioned the Texas Library Association in 1963, and the RRT was established in 1964 (Texas Library Association). The purpose of this article is to both celebrate the 50th anniversary of the RRT as well as provide an overview of some of the literature written by Texas librarians on reference services. The authors looked at overarching trends in reference service in Texas for the last 50 years including innovations. The piece is organized by major themes for each decade.

1960's: Collaboration, Cooperation, & Communication

Texas reference librarians in the second half of the 1960's seemed most concerned with improving services to their patrons through collaboration, cooperation, and communication. Ann Graves, director of the Reference Division of the Texas State Library, described how they would be able to innovatively transform reference service with their new Telex system which would be a network lending system for small, medium, and large libraries in Texas (Graves). A public library in Corpus Christi created a reference referral librarian position and dedicated a phone line to the service to allow staff at smaller south Texas public libraries to call in reference requests if they did not have the material at their library to answer a patron's reference question (Winship). Major Resource Center (MRC) libraries were centered around supporting reference services in smaller public libraries given the lack of materials to address all reference questions (Cragin, Duggan 1969, Kronick & Winship) or working in cooperation with schools to provide supplemental reference service to students in the area (Weaver). Throughout Texas, collaborative reference services occurred in person, over the phone, through mail, and via teletype (Paddock).

Another means of cooperation among libraries was "The Texas List," which was a union catalog of serials holdings in Texas that started in the early 1960's. The author noted that, with the technology of the photocopier becoming more affordable, "the list" could be widely dispersed. However, the problem with that method of gathering information and typing up the holdings was that the list was out of date almost as soon as it was published (Richardson).

1970's: Networks & Efficiency

The 1970 issue of the *Texas Library Journal* preceding the RRT preconference emphatically proclaimed: "Networks are in!" Networks, not collaboration or cooperation, appeared to be the new buzz word for the decade, but the goal was the same: to provide satisfactory reference services to patrons across Texas who needed answers to questions (Ghomert).

Library automation provided faster access to information where the librarian was the connection between the user and the information need. Corbin asked in his article on "Causes and Effects of Library Automation" if computers would create impersonal library services but concluded that photocopiers and typewriters have not done so and therefore noted that libraries which automated would see a reduction in the number of people necessary to run the library (Corbin).

In an effort to become more efficient, one academic library performed a three-year study of its reference questions from 1973-1975 to determine ways to reduce the number of directional, informational, and procedural questions received and increase the quality and quantity of general reference questions. The library added directional signage and provided more written policies available for patrons to read; however, even after doing this, "Students continued to ask for specific types of material, often coming to the library directly from class and asking by title for books instructors had mentioned in class. Library staff were not able to find an effective way of reducing this type of question." Encouraging patrons to avoid the reference desk seems like a very foreign concept 40 years later, but the author did correctly sum up the need for an analysis of reference questions every six months by reviewing a week's worth of questions to determine any shortcomings in staff training, signage, or facilities (Seng).

Nationally, networks like DIALOG and OCLC began to develop. These tools increased the searching capabilities of the frontline reference librarian for meeting user needs. DIALOG was such a high cost per search given you were charged for how long you were on line and for your results, librarians had to become very efficient in putting together Boolean searches before they logged on. The technology created easier access to the resources but only because there was a trained librarian to do so. The librarian was the link. With DIALOG, you couldn't afford too much information like Google, you couldn't get pages of results since you were charged the whole time you were online. With OCLC, updating occurred much faster due to the networks which helped take care of the

fact that the Texas list was outdated by the time you got it.

1980's: Patrons First

The 1980's brought an increase in the number of reference transactions and a demand for more specialized reference. Nationally there was an increase in the number of librarians hired, subject specialist positions, and separate service desks for humanities, business, and technology.

The literature from Texas reference librarians in the 1980's revealed a passion for putting patrons first in studies, pilot projects, services, and advocacy. The University of Houston performed a study of patron preference in reference service points. The reference desk offered service points, one counter height and one desk height. The study showed patrons were overwhelmingly drawn to the counter height desk. The author concluded that the counter height desk had more customer service appeal given the retail set up. The desk height (in the mind of the librarian) was set up for research consultation, but this was off putting and not the most comfortable approach for the patron. The counter height was more of a meeting of equals (Morgan). Texas Christian University performed a similar study and determined a combination of both heights was preferable given their research was inconclusive regarding patron preference (McDonald). Standardized and consistent service were also important factors in putting patrons first (Nichols).

Librarians were becoming more adept at integrating technology for more efficient online searching. Texas A & M carried out a pilot project for no-charge online reference service, end-user operated search systems, and instruction for end users. Users were overall satisfied with the online searching, but staff expressed anxiety over one staff member being away from the desk for long periods of time conducting online searches. The first attempt proved too costly for the library due to the cost per search. The second attempt using laser disk searches proved

more cost effective (King & Loomis). In school libraries, online searching was considered innovative and saved the time of the user (Prochaska & Sharpe). School librarian, Nancy Prochaska, described the difficulty in locating specific and current resources for her patrons. She described how the use of DIALOG dramatically reduced the time spent searching for a Texas specific article and that a search was "conducted in less than ten minutes and gleaned surprising results." The

... technology is simply a tool; the passion for service on the part of reference librarians is the driving force that moves us forward to change and grow with our customers' information seeking behaviors and needs.

high school's director of instruction stated, "Online searching in the high school library is a new concept, but a necessary entity in the Information Age" (Prochaska). Online searching was also discussed in public libraries with the fee or free debate due to the high cost per search (Stockton).

1990's The Technology Boom

At the beginning of the decade, CD-ROM technology rapidly changed the way reference librarians were able to provide service to patrons and searching was more affordable than fee based searching. Technology in general was the major driving force for change in service models in the 1990's (Bailey & Kinyon). The University of Houston produced an Intelligent Reference Information System (IRIS) that incorporated both expert system technologies and CD-ROM LAN to help library users select appropriate reference resources for their research (Bailey).

Other technology was used to increase the efficiency on the reference desk. Texas A & M created a FAQ database for difficult reference questions using INMAGIC software, where command prompts had to be used to retrieve the results. Looking to the future, the library was being wired for ethernet (they already had dial up access for the OPAC) so they had hoped, with proper funding, the reference expert could be accessed through the OPAC (Butkovich). The University of Texas at Austin created an online patent search guided by an expert system also in an effort to bring several sources together to make searching easier on the end user,

FRONT LINE REFERENCE

BY GLORIA MERAZ

I polled Texas librarians for examples of their favorite reference questions. From communication issues to complicated questions and just plain impenetrable logic, the reference process is a fascinating exchange of ideas, needs, and information. Here are a few of the shorter responses.

"I am looking for a book that I checked out last time, but can't remember what the title is. I know it's (insert color here) but that is all I remember. Can you help me find it?" For some reason it is usually blue.

"Where is the dot on the keyboard? You know like when you need to type in wwwDOTsomething."

A patron called one day to see if we had "that Henry Porter book, *Giblets on Fire?*"

PATRON: I need a book on wills.

ME: Are you looking for books on estate planning or after death arrangements?

PATRON: (Confused look) No, I mean what kind of tire goes on my tractor.

From a 1st grader: "Do you have any books with fun facts about frogs? These books just have regular facts."

[A patron] told me that she was planning a tea for her women's group and asked to see pictures of the place settings and decor used for the Boston Tea Party because she wanted to try and duplicate it.

A patron asked for the poem "A Boob in Autumn." Through the reference interview, we determined the person was looking for "Abou Ben Adhem."

How long is *The Never Ending Story?*

Grandmother's request: "Where are the Grimm's fairy tales? Don't give me the Disney crap. I want the ones where toes get cut off."

A student came in looking for "Emily" because the professor said she'd help him. He was looking for the MLA.

"Do you have a photo of the apostles?"

"Will regular table salt work as well sea salt in a voodoo potion?"

Want to read more? Visit www.txla.org/sites/tla/files/TLJ/TXRefQuestions.pdf.

staff, or the user could operate the system (Ardis 1990).

As mentioned, there were many challenges emerging due to technology, compatibility issues, different interfaces, and differing languages to access information, not all resources were on all computer stations. User education needed to be readdressed quickly with new technology and flexible reference services (Butkovich, Sylvia 1991).

CD-ROMs were providing quicker and searchable access to many resources, such as the US Census (Chapman, B). One way of dealing with the technological changes was the subject based print indexes created by Texas A & M to provide a single access point to indexes, CD ROM databases, government documents, and other library materials, sort of like a 1990's federated search but bogged down with multiple steps in the use of technology such as use of a text editing programs (Kinyon).

By the second half of the decade, there was a dramatic shift away from literature touting the use of CD-ROMs as the wave of the future to case studies of pilot projects to provide service via technology. The University of Texas at Austin implemented remote reference service. The author concluded that, with networked services expanding, users would want more remote access to library resources and reference. There were problems with the DOS operating system, but they hoped, with a newer operating system they would be able to expand the service (Billings). Texas A & M performed a trial of FirstSearch retrieval software. Librarians noted changes in patrons information seeking behaviors since they were empowered to perform searches at their convenience. The author noted that, if libraries did not embrace this type of service, patrons would bypass libraries altogether. The final report of the task force stated, "electronic access to databases should be considered as essential to faculty and their students as the telephone." (Jackson)

2000's: Meeting the Client at the Point of Need

Meeting customers (note the change in vocabulary) at the point of need and providing quality distance library reference service to off campus users served as

the theme library literature in the new millennium (McDonald, Wan, Resnick 2009). Due to information being more readily available online and the adoption of natural language searching, librarians noted a decline in reference usage statistics (Thomsett-Scott). The University of Texas at Austin's Engineering Library determined that with more students studying remotely, reference librarians simply could not wait for customers to approach them; they had to meet people where they were. They attributed much of this decline in library use to search engines. One way to combat this was through the creation of TILT (Texas Information Literacy Tutorial), a means to help clients perform research in the online environment. Librarians created both online subject tutorials and FAQs using Microsoft FrontPage (Ardis). Virtual reference services also became quite prevalent in the literature. The University of Texas provided systemwide chat service (Chapman, Smith); Texas A & M started AskNow (Tipton); and UNT offered 24/7 online reference through Docutek virtual reference software (Wallace). In conjunction with virtual reference, librarians learned to use technology to give online service a more personal touch through such tools as TinyURLs, Snag it for screen shots, and online citation software (Shirkey).

Other technology was employed to offer expanded online education programs in an effort to provide the same quality reference service to face to face customers as well as distance customers. A University of North Texas SLIS faculty member brought virtual reference to her online course (Figa), and reference librarian Linda Reeves started a pilot program for synchronous online reference service using Elluminate vClass. The student response to the pilot was positive, and the author noted that students were already starting to expect this kind of service from their libraries. Distance services proved to be a recruitment draw for new students (Reeves). In addition, the University of Texas Health Science Center created web-based pathfinder guides (finding aids) by subject called Starting Points (similar to a LibGuide or subject guide in general) to help online with both on and off campus patrons (Prentice).

For improvements to in-person reference service, Baylor University Library attempted a trial information and referral

desk in its main library; previously it had four subject specific desks on different floors. Staff working the information and referral desk shared a "core of knowledge" in order to make appropriate referrals; ultimately the project was unsuccessful due to lack of administrative support, lack of signage indicating the purpose of the service desk, and lack of staff buy in (Paradis). Nationally libraries began to merge their subject specific information desks into one general reference desk. Some libraries reduced print collections to create more customer/student space and allow for more computers. Tiered reference services including the creation of quick reference phone hotline services began to be offered.

Online resources developed quickly in this decade made a dramatic impact on information literacy, but many Texas librarians remained optimistic that reference librarians were more important than ever (Huber). In general, librarians noted more interdisciplinary courses and research topics, which made the reference interview even more important since students might miss valuable research in their area of study since it crosses multiple topics (McNamara). We continued to use technology to improve workflow such as through the Texas A & M in-house reference statistics software (Casebier).

2010's: Assessment & Personalized Service

In an effort to create a more personalized library experience for customers, meeting them at their point of need, we have continued to see virtual reference service offered (Resnick 2010) as well as reference via social media (Hardin). Texas Tech began marketing its Personal Librarian Service through roving reference, Meet the Librarian videos and QR codes (Henry).

Assessment is the new buzz word of the decade due to shrinking budgets, the need to streamline, and a call for efficient and needed services. We see more assessment or outcomes based literature from discussions of purchasing software such as DeskStats to help provide the library with reference statistics (Northam), or the creation of home-grown reference statistics tools using Google Analytics (Barba). Discussion of assessment have also led toward calls for streamlining services to single service points to free up professional

staff to provide these personalized services such as embedded librarianship in departments or dormitories, and providing a more seamless service for our patrons (Leuzinger).

Conclusion

Over the last 50 years, we have watched reference service in Texas follow along the same path as the rest of the nation. Librarians have adapted to the new technology available to provide the best service for our customers and students. Technology is simply a tool, however. The passion for service on the part of reference librarians is the driving force that moves us forward to change and grow with our customers' information seeking behaviors and needs.

Julie Leuzinger is the head of Eagle Commons Library. Suzanne Sears is assistant dean of public services at the University of North Texas.

References

1960's

- Cragin, Shelah-Bell. (1968). Reference Services in the Trans-Pecos. In Proceedings from the Texas Library Association Annual Conference '68: *Pre-Conference Seminar on Reference Services in Texas Libraries* (pp. 14-17). Houston, Phil Wilson.
- Duggan, Maryann. (1968). The SMU Industrial Information Services Program a User-Oriented Service for the Business Community. In Proceedings from the Texas Library Association Annual Conference '68: *Pre-Conference Seminar on Reference Services in Texas Libraries* (pp. 45-48). Houston, Phil Wilson.
- Duggan, Maryann, Maxine Johnston, and Richard L. Waters, Eds. (1969). The 1969 Reference Round Table Pre-Conference Institute: An overview. *Texas Library Journal*, 45 (1), 81-90.
- Graves, Ann. (1968). Reference Services at the State Library. In Proceedings from the Texas Library Association Annual Conference '68: *Pre-Conference Seminar on Reference Services in Texas Libraries* (pp. 1-3). Houston, Phil Wilson.
- Kronick, David A. (1968). National

- and Regional Programs in Biomedical Information. In Proceedings from the Texas Library Association Annual Conference '68: *Pre-Conference Seminar on Reference Services in Texas Libraries* (pp. 32-36). Houston, Phil Wilson.
- Paddock, Rita L. (1968). Regional Information and Communication Exchange. In Proceedings from the Texas Library Association Annual Conference '68: *Pre-Conference Seminar on Reference Services in Texas Libraries* (pp. 37-39). Houston, Phil Wilson.
- Richardson, Harold. (1968). The Texas List. In Proceedings from the Texas Library Association Annual Conference '68: *Pre-Conference Seminar on Reference Services in Texas Libraries* (pp. 40-44). Houston, Phil Wilson.
- Texas Library Association. (1968). Proceedings from the Texas Library Association Annual Conference '68: *Pre-Conference Seminar on Reference Services in Texas Libraries*. Houston, Phil Wilson.

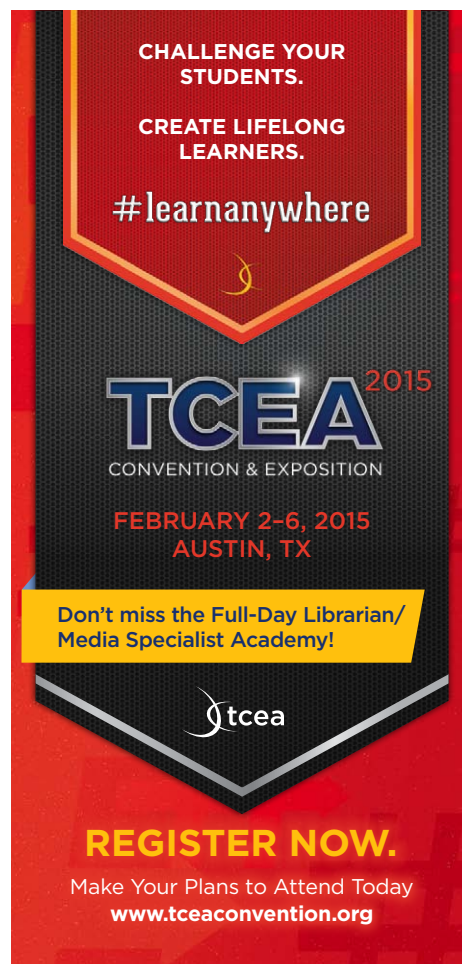
- Winship, Sheila. (1968). Reference Referral: Pilot project in MRC area four. In Proceedings from the Texas Library Association Annual Conference '68: *Pre-Conference Seminar on Reference Services in Texas Libraries* (pp. 4-9). Houston, Phil Wilson.
- Weaver, Ruby. (1968). Cooperative Venture in Serving Students in a Metropolitan Area. In Proceedings from the Texas Library Association Annual Conference '68: *Pre-Conference Seminar on Reference Services in Texas Libraries* (pp. 18-22). Houston, Phil Wilson.

1970's

- Corbin, John. (1974). Causes and Effects of Library Automation. *Texas Library Journal*, 50 (5), 241-245.
- Gohmert, Janice, Maryann Duggan, and Nancy McAdams. (1970). Reference Networks: Serendipity and Service. *Texas Library Association*, 46 (2), 70-72.
- Seng, Mary. (1978). Reference Service Upgraded. *Special Libraries*, 69 (1), 21-28.

1980's

- King, Evelyn. (1985). Information/Reference. *Texas Library Journal*, 61 (4), 126-127.
- Loomis, Rosemary, Joe Jaros, and Kathy M. Jackson. (1987). Electronic Versus Print Access to Reference Tools: Two approaches. *Reference Services Review*, 15, 49-53.
- MacDonald, Hugh. (1986). Designing a Reference Desk. *Texas Library Journal*, 62 (3), 175-178.
- Morgan, Linda. (1980). Patron Preference in Reference Service Points. *Reference Quarterly*, 19, 272-275.
- Nichols, Margaret Irby. (1987). The Reference Services Policy Manual. *Texas Library Journal*, 63 (1), 30-32.
- Prochaska, Nancy. (1988). On-line Searching in the High School Library. *Texas Library Journal*, 64 (1), 48-49.
- Sharpe, Sandy. (1988). On-line Bibliographic Searching-is it for your High School? *Texas Library Journal*, 64 (3), 103-104.



CHALLENGE YOUR STUDENTS.
CREATE LIFELONG LEARNERS.
#learnanywhere

TCEA 2015
CONVENTION & EXPOSITION
FEBRUARY 2-6, 2015
AUSTIN, TX

Don't miss the Full-Day Librarian/
Media Specialist Academy!

tcea

REGISTER NOW.
Make Your Plans to Attend Today
www.tceaconvention.org

Stockton, Melissa. (1988). Online Searching in the Public Library. *Texas Library Journal*, 65 (2), 62-66.

1990's

Ardis, Susan B. (1990). Online Patent Searching: Guided by an expert system. *Online*, 14 (2), 56-62.

Bailey, Charles W., Jr. (1992). The Intelligent Reference and Information System Project: A merger of CD ROM LAN and expert system technologies. *Information Technology and Libraries*, 11 (3), 237-244.

Bailey, Charles W. & Kathleen Gunning. (1990). The Intelligent Reference Information System. *CD ROM Librarian*, 5 (8), 10-19.

Billings, Harold, Ira E. Carver, J. Drew Racine & John Tongate. (1994). Remote Reference Assistance for Electronic Information Resources Over Networked Workstations. *Library Hi Tech*, 12 (1), 77-86.

Butkovitch, Nancy J., Marilyn M. Browning, & Katherine L. Taylor. (1991). The Reference Expert: A computerized database utilizing INMAGIC and a WORM Drive. *Database*, 14 (6), 35-38.

Chapman, Bert. (1992). The use of Census CD-ROMS in Texas Depository Libraries. *Texas Library Journal*, 68 (4), 97-100.

Jackson, Kathy M. & Nancy L. Buchannan. (1993). Unlimited Access to FirstSearch: An online success story. *Online*, 17 (5), 34-43.

Kinyon, William R., Katherine E. Clark, Rosemary Loomis & Susan J. Martin. (1990). Producing In-House Indexes at Texas A& M. *RQ*, 30 (4), 51-59.

Sylvia, Margaret & Leigh Killman. (1991). Searching on CD-ROM in an Academic Environment. *Computers in Libraries*, 11 (4), 44-46.

2000's

Ardis, Susan. (2001). Internet Engineering Reference- An academic strategy. *Reference Librarian*, 74, 75-89.

Casebier, Katherine D. (2006). The University of Texas at Arlington's Virtual

Reference Service: An evaluation by the reference staff. *Public Services Quarterly*, 2 (2), 127-142.

Chapman, Kimberly & Darcy Del Bosque. (2004). Ask a UT System Librarian: A multi-campus chat initiative supporting students at a distance. *Internet Reference Services Quarterly*, 9 (3), 55-79.

Figa, Elizabeth & Tonda Boone. (2009). Librarian On Board! Online Classroom Library Services to Distance e-Learning Students: A service analysis using survey and interview research techniques. *Texas Library Journal*, 85 (1), 14-19.

Huber, Jeffrey T. & Mary G. Snyder. (2002). Facilitating Access to Consumer Health Information: A collaborative approach employing implied research. *Medical Reference Services Quarterly*, 21 (2), 39-46.

McDonald, Randy & Marthea Turnage. (2003). Making the Connection: Library services for distance education and off campus users. *Texas Library Journal*, 79 (2), 50-53.

McNamara, Lisa & Rachel Matre. (2002). Interdisciplinary Research: The role of the reference librarian. *Texas Library Journal*, 78 (2), 71-74.

Paradis, Olga & Billie Towns. (2001). Even if You Build It, They May Not Come. *Public Library Quarterly*, 20 (2), 395-397.

Prentice, Katherine A., Julie K. Gaines & Linda S. Levy. (2009). New "Starting Points" for Research by Subject. *Medical Reference Services Quarterly*, 28 (1), 88-97.

Reeves, Linda Andrews. (2005). Trying it on for Size: Piloting synchronous online reference service with Elluminate v Class. *Internet Reference Services Quarterly*, 1- (2), 19-33.

Resnick, Taryn & Dennis T. Clark. (2009). Evolution of Electronic Resources Support: Is virtual reference the answer? *Library Hi Tech*, 27 (3), 357-371.

Shirkey, Cindy. (2007). Little Things Matter: Quick, free, and easy techniques and tools that make students happy.

College and Undergraduate Libraries, 14 (1), 33-37.

Smith, Michael M. (2006). A Tool for All Places: A web-based reference statistics system. *Reference Services Review*, 34 (2), 298-315.

Thomsett-Scott, Beth & Patricia E. Reese. (2006). Changes in Library Technology and Reference Desk Statistics: Is there a relationship? *Public Services Quarterly*, 2 (2), 143-165.

Tipton, Carol J. & Vanessa J. Earp. (2004). One School's Experience with Virtual Reference. *Internet Reference Services Quarterly*, 9 (3), 99-114.

Wallace, Randy, Catherine Sassen & Monica Antonelli. (2009). Implementation of an Authoritative FAQ Database. *Texas Library Association*, 85 (2), 60-62.

Wan, Gang, Dennis Clark, John Fullerton, Gail Macmillan, Deva E. Ready, Jane Stephens & Daniel Xiao. (2009). Key Issues Surrounding Virtual Chat Reference Model: A case study. *Reference Services Review*, 37 (1), 73-82.

2010's

Hardin, Greg, Brandy Klug & Ursula Williams. (2012). Pioneering New Directions: Creating a Social Media Strategy. *Texas Library Association*, 88 (2), 83-86.

Henry, Cynthia L., Kimberly K. Vardeman & Carrye K. Syma. (2012). Reaching Out: Connecting students to their personal librarian. *Reference Services Review*, 40 (3), 369-407.

Leuzinger, Julie. (2013). Reducing Service Points in an Academic Library: How to provide quality customer service in the face of budget cuts. *College and Research Libraries News*, 74 (10), 530-533.

Northam, Sarah H. (2012). The Reference Statistic Shuffle: Finding a tool that not only adds stuff but improves results. *Computers in Libraries*, 32 (6), 24-26.

Resnick, Taryn, Ana Ugaz & Nancy Burford. (2010). E-resource Helpdesk into Virtual Reference: Identifying core competencies. *Reference Services Review*, 38 (3), 347-359. ★

Library GEEK Geek Feats

— an enthusiast or expert especially
in a technological field or activity

[HTTP://WWW.MERRIAM-WEBSTER.COM/](http://www.merriam-webster.com/)

BY BETSY RUFFIN

The stereotypical librarian sits behind a desk and checks books in and out. The real librarian of the 21st century still handles print books but also manages e-books, databases, gadgets, and more. That technological difference is also seen in library instruction as today's librarians move past worksheets and lectures to Web 2.0/3.0, tablet apps, and online media to teach research and other information skills.

Integrating technology effectively into library instruction is more than just adding an electronic resource to an existing lesson, however. It is using those resources to enhance, extend, and elevate library lessons. It is performing those Library Geek Feats that will give your library instruction vitality. I have shaped this articles around some points by Doug Johnson, a well-known writer and consultant on school library and technology issues. (His website is cited at the end of the article.)

Enhance

Doug Johnson's First Sign of Technology Literacy: *Knowing when to use technology and when not to use technology.*

Not every lesson needs technology integration. There are non-technology related skills that still need to be taught, such as younger students learning the parts of a book. There are also those time-tested lessons that work very well without technology, such as a game of "find the book" to help teach shelf location. However, some lessons are improved by technology, such as writing and sharing book reviews. Then there are those lessons that must integrate technology because of changes in how information is presented and accessed now, such as research skills.

Here are a few ideas on how to enhance lessons with technology:

- First, as Doug Johnson notes, use technology to improve poor units.

Worksheets can be replaced with products created by Office Suite such as games on computers or blogs that share learning insights and resources.

- Second, a variety of learning styles can be reached by combining visuals via streamed videos or audio via recording items into a program such as Audacity, kinesthetic via use of drawing programs like TuxPaint or interactive whiteboards. Technology can also provide ways to reach both those who prefer individual work by use of wikis, blogs, and other social media to those who prefer group work via Skype video chats. They can create videos with a simple digital camera or screen capture software such as CamStudio.
- Third, increase student engagement through items such as classroom response systems whether clicker type (such as eInstruction sets) or online software (such as Socrative). Social media, such as those items already mentioned, can be used also.

Some companies, such as Discovery Education or Learn 360, can pull all of these items together with resources that include videos, audios, images, and other media that can be added to lessons created and saved for future use.

Extend

Johnson's First Law of Technology Integration: *Use technology to make your poor units better, not your great units worse.*

Effective technology integration is more than just adding a PowerPoint or streamed video to an existing lesson. It is enhancing those lessons to differentiate for varying learning levels, to extend learning beyond the library, or to increase productivity and participation.

Differentiating a lesson means reaching learners of all types, including English as a Second Language, Special Needs, and Gifted/Talented students. Some

tools to help in this effort include the following:

- Some streaming video services have resources in other languages. Some also have closed captioned videos that can use the visuals along with audio to increase understanding.
- Learning Platform software such as Moodle or Udemy can be used to create modified lessons or units for the needs of particular populations.
- Video lessons created through CamStudio (mentioned above), Movie Maker, or Photo Story can be customized for special groups or used to reinforce lessons when needed.
- Technology provides for a range of assessment or product options from a gifted student creating a wiki to a special needs learner using a drawing program to an English language learner recording a response or using a translation program such as Google Translate or the built in translator in Gaggle.
- QR codes and appropriate tablet apps can be used to take students to a needed level of instruction easily and more privately.

Extending learning beyond the library can mean both collaborating with classroom teachers to make library instruction more relevant to curriculum and encouraging students to use the skills learned in other areas of life. Ways to do this include:

- The flipped classroom is a concept growing in popularity that can be adapted for library instruction.
- Students can access blogs or wikis at home to write book reviews or add to a research wiki.
- Email programs or instant messaging may be used for Ask-the-Librarian or Homework Help times. It can also be used for students to ask questions privately that they might hesitate to ask in class.

- Distance learning programs can introduce students to people, places, and ideas they might not be able to know otherwise.

Technology can contribute to increased productivity and participation of students also. Some ideas for this include:

- Tablet sets mean students are not waiting for a computer to be free.
- Student response systems give all students a chance to respond, rather than just a few called on students; and they can be anonymous to encourage participation by learners with special needs.
- Web 2.0 resources or even shared network locations give all students a chance to contribute in a variety of ways according to skill levels and abilities, thus avoiding the program of a few go-getter students doing the entire group project.
- Leveraging the use of smartphones and tablets through apps such as ClassDojo can engage students.

Elevate

Johnson’s Drill Bit Rule: *You don’t buy a drill bit because you want a drill bit; you buy it because you want a hole. You don’t buy technology because you want technology; you buy it because you want a more effective school.*

A side effect of the emphasis on high stakes testing can be a de-emphasis in the importance of non-tested but still necessary abilities such as creativity, critical thinking, and other higher order thinking skills as well as the ability (and willingness) to be a lifelong learner.

In *Bloom’s Revised Taxonomy*, the HOTS (Higher Order Thinking Skills), the top three levels of the pyramid are analyzing, evaluating, and creating. Some process verbs for these levels and technology to support them are in the chart at the right.

Exit

Johnson’s Observation on Internet Resources: *The one thing the Internet will never have that your library has - is you.*

Technology can be a great way to enhance, extend, and elevate your library and curriculum related lessons, but it is only

as good as the creator and teacher of those lessons – YOU. So, a few final tips:

- Practice with the technology before the lesson to make sure it fits your needs.
- Use technology that truly improves the lesson, not just something added as an afterthought.
- Set limits for the students so technology options don’t get in the way of content and information.
- Remember to supervise computer using students.
- Have a non-technology backup plan for those days when the network is down, etc.
- Match your technology to your instruction goals and needs – not the other way around.
- Monitor and adjust as needed to make the most effective use of technology.

Technology is a great tool, but in the end, it is only a tool, not the instructor. Use the technology to take instruction to the next level helping the students toward content acquisition, academic success and ultimately lifelong learning – both with and without technology!

Quotes are from Doug Johnson: <http://www.doug-johnson.com/dougwri/rules.html>

Another good article from Johnson: <http://doug-johnson.squarespace.com/blue-skunk-blog/2006/2/20/why-librarians-should-be-in-charge-of-educational-technology.html>

Betsy Ruffin is a school librarian.

Resources

Social Media for Education

Gaggle: www.gaggle.net

Twiducate: <http://www.twiducate.com/>

Edublogs: <http://edublogs.org/>

Wikispaces Classroom: <http://www.wikispaces.com/content/classroom>

Teacher Tube: <http://www.teachertube.com/>

Edmodo: <https://www.edmodo.com/>

Google Apps for Education: <http://www.google.com/enterprise/apps/education/>

Open Source Software

Audacity: <http://audacity.sourceforge.net/>

Tux paint: <http://www.tuxpaint.org/>

Open Office: <https://www.openoffice.org/>

Libre Office: <http://www.libreoffice.org/>

CamStudio: <http://camstudio.org/>

Moodle: <https://moodle.org/>

Other

Skype for Education: <https://education.skype.com/>

Socrative: <http://www.socrative.com/>

eInstruction student response system: <http://www.einstruction.com/srs-overview>

Smart Boards interactive whiteboards: <http://education.smarttech.com/>

Discovery Education: <http://www.discoveryeducation.com/>

Learn 360: <http://www.learn360.com/>

Udemy

Movie Maker: <http://windows.microsoft.com/en-us/windows-live/movie-maker>

Photo Story: <http://www.microsoft.com/en-us/download/details.aspx?id=11132>

Google Translate: <https://translate.google.com/>

ClassDojo: <http://www.classdojo.com/>

Analyzing	Break material into parts, determine relationships
examine, investigate	Google Scholar, Survey Monkey
compare and contrast	Google Trends, ReadWriteThink.org interactives
outlining, structuring	Google Docs, Inspiration/Kidspiration
Evaluating	Make judgments based on criteria
critique, review	Blogs, rubric creators
verify, check	Google Scholar, Web evaluation lessons
Creating	Putting elements together to form a whole
plan, design	FreeMind, Google Drawing
construct, make	Storyboards, drawing, office suites, Google Sites

Rubric creators: http://www.teach-nology.com/web_tools/rubrics/

Helps

QR Codes: <http://www.scholastic.com/teachers/top-teaching/2012/09/ways-use-qr-codes-education>

Flipped Classroom: <http://flippedclassroom.org/>

Extending Learning: <http://www.teachthought.com/technology/6-tips-and-18-resources-to-extend-learning-beyond-the-classroom/>

Distance Learning: <https://sites.google.com/a/tetnplus.net/tetn/>

ClassDojo: <http://www.edutopia.org/blog/classroom-behavior-classdojo-app-lisa-mims>

Web Evaluation Lessons:

www.schrockguide.net/uploads/3/9/2/2/392267/5ws.pdf
<http://www.teacherspayteachers.com/Product/Website-Evaluation-Lesson-316469>

Blooms Taxonomy

Blooms Taxonomy and Technology:
<http://www.schrockguide.net/bloomin-apps.html>

Blooms Revised Taxonomy: http://ww2.odu.edu/educ/roverbau/Bloom/blooms_taxonomy.htm

Blooms Digital Taxonomy: <http://edorigami.wikispaces.com/Bloom%27s+Digital+Taxonomy>

Blooms Revised Taxonomy: <http://thesecondprinciple.com/teaching-essentials/beyond-bloom-cognitive-taxonomy-revised/>

Survey Monkey: <https://www.surveymonkey.com/mp/education-surveys/>

ReadWriteThink: <http://www.readwritethink.org/>

Freemind: <http://freemind.sourceforge.net/>

Inspiration/Kidspiration: <http://www.inspiration.com/>

Google Tools

Google Scholar: <http://scholar.google.com/>

Google Trends: <http://www.google.com/trends/>

Google Docs: <http://www.google.com/drive/using-drive/#product=docs>

Google Drawing: <https://docs.google.com/drawings>

Google Sites: <https://sites.google.com> ★

STATE LAW LIBRARY RESOURCES

BY TAMSEN L. CONNER

The Texas State Law Library offers remote access to many legal research databases that can help your patrons with their legal information needs. While the TexShare databases provide patrons with access to databases on a variety of topics, the Texas State Law Library's databases provide access to reliable legal information, such as forms and case law, that is not freely available on the web or in databases accessible to most public libraries.

For legal forms, there is *Stevenson's Legal Forms and Practice Guide*, which contains Texas-specific legal forms and instructions in 23 different areas of law, including adoption, civil litigation, collections, family law, probate, and more. Before *Stevenson's*, many of these forms were only available in form books at law libraries or for purchase from private websites.

For case law, there is *Loislaw*, which allows patrons to research case law, statutes, and administrative regulations for all fifty states. Although websites such as Google Scholar contain some case law, the access provided by *Loislaw* is more comprehensive.

For explanations of the law, the secondary resources in the *Aspen Treatise Libraries* provide credible information on different areas of law such as bankruptcy law, construction law, employment law, and family law.

Many librarians are familiar with the self-help titles from Nolo Press; the

Legal Information Reference Center contains hundreds of these titles such as *Solve Your Money Troubles*. This is a great resource for patrons trying to learn more about a particular area of law. Many of these titles also contain legal forms.

Also available remotely are *Legal Source*, containing law journal articles, and several *Gale Virtual Reference Library* law titles such as *Gale Encyclopedia of American Law*. The library is currently negotiating with vendors to add additional titles.

These databases are available to all Texas residents with a Texas State Law Library card number. Patrons can request their law library card number by completing the registration form on the Texas State Law Library's website at <http://www.sll.texas.gov/library-card>. Library staff will reply to all registration forms within one business day. Texas State Law Library staff is always available to assist librarians and patrons with the use of these materials. To access the databases, please visit: <http://www.sll.texas.gov/remote-databases>.

The law library has promotional bookmarks about the remote access available for library patrons. Please email the law library at library@sll.texas.gov to receive bookmarks for your patrons. ★

Tamsen L. Conner is the public service coordinator for the State Law Library.

All Snapshot photos were submitted with permission for use by participants.

Texas Library Snapshot Day

**OCTOBER 31
2014**

ZOOMING IN ON YOU!

We encourage you to make Snapshot Day your own! Be as creative as you want. This is an opportunity for you to celebrate your library, staff, and constituents.

TLA has some template materials available for you at www.texaslibrarysnapshotday.org. You can use this material as you would like; or, you can create your own. The key elements are to:

- Invite the public, media, and decision-makers to help you celebrate, witness, and participate in a day in the life of your library.
- Conduct interesting programming and document all the activities happening in your library that day.
- Share the results of your Library Snapshot Day with your stakeholders!

It's that simple. And be sure to take lots of photos to share them TLA's flickr site.

Sample of services from 2013 participating libraries...

- Every day, librarians at academic institutions are collaborating on at least 20 support and collaborative class efforts with faculty.
- The average public library building sees about 225 kids every day for storytime;



A quiet corner at Pearland Westside Library

Library Snapshot Day can be any day during October to gather and submit information about your library. Although the "official" Snapshot Day is the 31st, select a day that works for you! The event is a "snapshot" of a day in the life of your library and provides a way for libraries of all types across a state to show what happens in a single day.

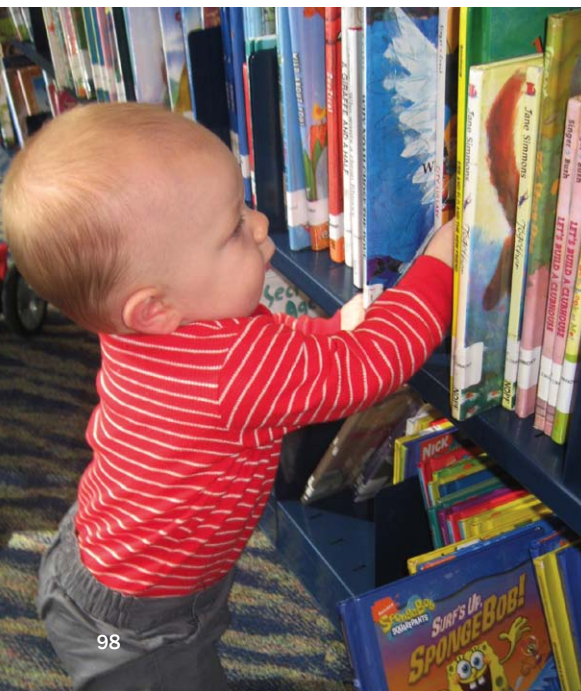
- What types of programs are you offering?
- What kinds of questions are students and customers asking?
- How many people are logging on?

- What kinds of activities are you supporting?

From helping people find jobs through computer or résumé classes to helping students complete assignments or learn a cool new application, librarians (and their libraries) are central to their communities and institutions.

Library Snapshot Day is a fun way to draw in people to the library, welcome decision-makers, showcase what you do, and document the myriad of ways your library contributes to educational and economic vitality.

Frisco Public Library: Baby in the stacks



Patrick Heath Public Library, Boerne: Mom and child at an early literacy computer



and over 270 people attending programs.

- The average school library hosts over 230 students participating in non-class related activities such as book clubs and individual study, and almost 405 students receive instructional assistance from librarians.

Librarian Comments about Participating in Snapshot Day

- I am always pleased by the many positive compliments we receive about our staff on Snapshot Day: This is a great place for all ages to come, and the staff is great! I love and appreciate this place and these people more and more every day.
- Patrons enjoyed being asked about their library experience and what would happen if libraries ceased to exist! They had fun having their picture taken and being interviewed.
- This [special day] was a great idea. The students had an opportunity to do things out of the norm. A wide variety of things may go on in the library on any particular day. Activities may range from circulation (always) to Future Problem Solving competition to faculty and departmental meetings. Participating librarians commented on how much fun the day was both for themselves and for the students.
- Great program to share what is happening in school libraries. Good way of promoting libraries with data!

Dustin Sekula Memorial Library:
A patron works on some personal research

- This Snapshot activity was such a positive experience! We found it difficult to limit the number of comments and programs we collected in our stats.

Example of Student/Customer Comments

- I have a library card and I'm not afraid to use it! NVC Library & Librarians have been more than helpful with students researching as well as giving of time and expertise. They are gratefully appreciated always!
- I am learning English at the library, and this helps me to help my daughter with her homework. Without the library, I would never have learned how to use a computer. I use the library to work remotely and take online classes.
- Should be open 5 days a week/ 24 hours! I love Alkek!
- The librarians are very helpful. The computer tutorials are very educational and the librarians will try to help you anyway they can to find a solution. Thank you for everything you guys have done throughout the years. Awesome job on the programs, keep it up.
- Love to come here. Staff is very, very helpful in information and in service.
- Fun. It's a good place. The library of Duncanville High School is great. The librarians are nice and helpful.
- The Alpine Public Library is an outstanding facility. Clean, quiet and having a great staff. Book selection is current with many local texts dealing

Fort Worth Library: Students from Nagaoka, Japan and from Fort Worth meet to compare lifestyles.



Texas State University students pause in front of their library

with Texana and local history, and it's architecturally pleasing. It is a community treasure. Really looking forward to being able to load best sellers on my iPad.

- I love doing my homework upstairs near the big window, it's peaceful. Love this, for work and play so does my wife, Great helpful staff! Love this place, been coming here since the late 80's. The library provides a source of wholesome educational activities. It's the jewel of our city.

What happens in a single day at your library? ★



Censorship reflects a society's lack of confidence in itself.
It is the hallmark of an authoritarian regime..."

JUSTICE POTTER STEWART, DISSENTING
GINSBERG V. UNITED STATES
(383 U. S. 463)

BANNED BOOKS:

The books the world calls immoral are the books that show the world its own shame.

OSCAR WILDE

"We Believe in an Educated Citizenry"

BY GLORIA MERAZ AND THE ACLU OF TEXAS

For the last 17 years, the American Civil Liberties Union of Texas (ACLU of Texas) has drafted its annual Banned Books Report. From its opening comment, "we believe in an educated citizenry," the ACLU of Texas Banned Books Project has brought attention to censorship. *The 18th Annual Texas Banned Books Report* (published after printing of this issue of the *Texas Library Journal*) will be available on the ACLU of Texas website, which offers access also to past years' reports as well as many resources. <http://www.aclutx.org/resources/banned-books/>

Compiled each year, the report chronicles book challenges occurring in Texas public schools over the preceding school year. Each summer, the ACLU of Texas files an Open Records Request in every school district in Texas asking for information on any book challenges.

The report chronicles books that are challenged and documents the action resulting from each challenge: 1) retained – the item is left within the collection without limitation; 2) restricted – the book is made available on a limited basis; and 3) banned – a book is completely removed from a library's shelves.

The report also charts the rationale given by challengers for questioning the book's availability in the school. Over

the years, some of the most recurring reasons given include: sexual content, profanity/inappropriate language, religious objections, mysticism/paganism, violence/horror, and racial/ethnic disparagements. Examples of particular objects have included: "promotes agenda for women, blacks, and latinos," "too mature for grade level," "talks about learning to smoke," "teaches evolution," and "homosexual content" (from the 2002 Report).

The ACLU of Texas Banned Books Project exists:

- To raise awareness about book challenges and the banning of books in public school libraries across the state;
- To encourage school officials to use professional librarian standards when confronted with a challenge, and;
- To encourage ACLU affiliates, library associations, and public interest groups to conduct surveys in their states.

In the Not-Too-Distant Past

FROM THE ONLINE BOOKS PAGE BANNED BOOKS ONLINE EXHIBIT
[HTTP://DIGITAL.LIBRARY.UPENN.EDU/BOOKS/BANNED-BOOKS.HTML](http://digital.library.upenn.edu/books/banned-books.html)

The *Savannah Morning News* reported in November 1999 that a teacher at the Windsor Forest High School required seniors to obtain permission slips before they could read *Hamlet*, *Macbeth*, or *King Lear*. The teacher's school board had pulled the books from class reading lists, citing "adult language" and references to sex and violence. Many students and parents protested the school's board's policy, which also included the outright banning of three other books.

Shakespeare is no stranger to censorship: the Associated Press reported in March 1996 that Merrimack, NH schools had pulled Shakespeare's *Twelfth Night* from the curriculum after the school board passed a "prohibition of alternative lifestyle instruction" act. (*Twelfth Night* includes a number of romantic entanglements including a young woman who disguises herself as a boy.) Readers from Merrimack [related that] in 1999 that school board members who had passed the act had been voted out, after the uproar resulting from the act's passage, and that the play is now used again in Merrimack classrooms.

MUCH ADO ABOUT NOTHING?

Due Process before Pulling a Book

Books are almost always challenged by a parent or, every so often, by a teacher. Often, a parent or teacher will note that a book is simply not “age appropriate,” without providing details as to what exactly is offensive.

When a book is challenged, a school might ban it, sometimes permanently.

These often emotionally-charged situations can be fraught with tension, compounded by a lack of specific information and knowledge of the process used to first select reading materials in schools. For these reasons, it is critical to rely on a vetted policy. Fortunately, most ISDs report they have retained the challenged books or have restricted the book’s use to a

certain age or class level or restricted it only for the child whose parents complained.

Of course, any due process begins with the library having a strong and approved collections policy.

Throughout its work on the Banned Books Project, the ACLUTX has found that, most often, the process schools use to respond to parental or community complaints usually determines the outcome of a challenge more than the contents of the book (2011 Report).

There are generally three ways for school districts to evaluate books:

- By the librarian or principal
- By the school board
- By a review committee

When a book is reviewed by “administration only” or “librarian only,” the decision to ban a book can be made by a single person. As the ACLUTX notes, “those who believe that parents have the right to decide what their children read but shouldn’t be able to dictate what other people’s children may or may not read, should be alarmed by this.” The salient point is that the decision to ban or not

ban a book should not be left to one individual acting on a case-by-case basis.

The Texas Library Association and the ACLUTX promote a policy created to deal with any challenges. This policy should include the procedure for handling a challenge and determining which educators and knowledgeable stakeholders should be involved in the decision.

Most districts have a process in place which allows a school board review or review by a committee, generally including the principal or superintendent, school librarian, teachers, parents, and, hopefully, students. The goal of all ISDs should be a process that involves all of these players, not a single parent, superintendent, teacher, or librarian speaking for all.

RESOURCES

- TLA’s Intellectual Freedom Page: <http://www.txla.org/intellectual-freedom> (Includes Intellectual Freedom Manual and sample reconsideration forms)
- ACLUTX: <http://www.aclutx.org/resources/banned-books/>
- ALA’s Banned Books Page: <http://www.ala.org/bbooks/challengedmaterials>
- ALA YouTube Video for librarians on reporting a challenge: <http://www.ala.org/bbooks/challengedmaterials/reporting>

From the ACLUTX:

WE BELIEVE IN AN EDUCATED CITIZENRY

We believe in a society where ideas are openly disseminated, discussed, and debated. We believe in the right to access information, and the right to make up your own mind.

We believe in an educated citizenry — that our country functions best when citizens exercise their right to read, learn, and explore the world around them. We believe that the right to disagree is fundamental to our democracy.

Dealing with Concerns about Library Resources

(AMERICAN LIBRARY ASSOCIATION)

<http://www.ala.org/bbooks/challengedmaterials/preparation/dealing-concerns>

As with any public service, libraries receive complaints and expressions of concern. One of the librarian’s responsibilities is to handle these complaints in a respectful and fair manner. The complaints that librarians often worry about most are those dealing with library resources or free access policies. The key to successfully handling these complaints is to be sure the library staff and the governing authorities are all knowledgeable about the complaint procedures and their implementation. As normal operating procedure each library should:

- **Maintain a materials selection policy.** It should be in written form and approved by the appropriate governing authority. It should apply to all library materials equally.
- **Maintain a library service policy.** This should cover registration policies, programming and services in the library that involve access issues.
- **Maintain a clearly defined method for handling complaints.** The complaint must be filed in writing and the complainant must be properly identified before action is taken. A decision should be deferred until fully considered by appropriate administrative authority. The process should be followed, whether the complaint originates internally or externally.



**Wish you were more informed?
Newsline is for you.**

www.nfbtx.org/newsline



- **Maintain in-service training.** Conduct periodic in-service training to acquaint staff, administration, and the governing authority with the materials selection policy and library service policy and procedures for handling complaints.
- **Maintain lines of communication with civic, religious, educational, and political bodies of the community.** Library board and staff participation in local civic organizations and presentations to these organizations should emphasize the library's selection process and intellectual freedom principles.
- **Maintain a vigorous public information program on behalf of intellectual freedom.** Newspapers, radio, and television should be informed of policies governing resource selection and use, and of any special activities pertaining to intellectual freedom.
- **Maintain familiarity with any local municipal and state legislation pertaining to intellectual freedom and First Amendment rights.** Following these practices will not preclude receiving complaints from pressure groups or individuals but should provide a base from which to operate when these concerns are expressed. When a complaint is made, follow one or more of the steps listed below:
 - **Listen calmly and courteously to the complaint.** Remember the person has a right to express a concern. Use of good communication skills helps many people understand the need for diversity in library collections and the use of library resources. In the event the person is not satisfied, advise the complainant of the library policy and procedures for handling library resource statements of concern. If a person does fill out a form about their concern, make sure a prompt written reply related to the concern is sent.
 - **It is essential to notify the administration and/or the governing authority** (library board, etc.) of the complaint and assure them that the library's procedures are being followed. Present full, written information giving the nature of the complaint and identifying the source.
 - **When appropriate, seek the support of the local media.** Freedom to read and

- freedom of the press go hand in hand.
- **When appropriate, inform local civic organizations** of the facts and enlist their support. Meet negative pressure with positive pressure.
 - **Assert the principles of the Library Bill of Rights as a professional responsibility.** Laws governing obscenity, subversive material and other questionable matter are subject to interpretation by courts. Library resources found to meet the standards set in the materials selection or collection development policy should not be removed or restricted from public access until after an adversary hearing resulting in a final judicial determination.
 - **Contact the ALA Office for Intellectual Freedom and your state intellectual freedom committee** to inform them of the complaint and to enlist their support and the assistance of other agencies.

The principles and procedures discussed above apply to all kinds of resource related complaints or attempts to censor and are supported by groups such as the National Education Association, the American Civil Liberties Union and the National Council of Teachers of English, as well as the American Library Association. While the practices provide positive means for preparing for and meeting pressure group complaints, they serve the more general purpose of supporting the *Library Bill of Rights*, particularly Article 3, which states that "Libraries should challenge censorship in the fulfillment of the responsibility to provide information and enlightenment."

**Office for Intellectual Freedom
American Library Association
50 E. Huron Street
Chicago, IL 60611
312/280-4223
oif@ala.org**

Over the years, some of the most frequently challenged books have included literary classics. The following list of BANNED & CHALLENGED CLASSICS was compiled by ALA.

The Great Gatsby by F. Scott Fitzgerald
The Catcher in the Rye by J.D. Salinger
The Grapes of Wrath by John Steinbeck
To Kill a Mockingbird by Harper Lee
The Color Purple by Alice Walker
Ulysses by James Joyce
Beloved by Toni Morrison
The Lord of the Flies by William Golding
1984 by George Orwell
Lolita by Vladimir Nabokov
Of Mice and Men by John Steinbeck
Catch-22 by Joseph Heller
Brave New World by Aldous Huxley
Animal Farm by George Orwell
The Sun Also Rises by Ernest Hemingway
As I Lay Dying by William Faulkner
A Farewell to Arms by Ernest Hemingway
Their Eyes Were Watching God by Zora Neale Hurston
Invisible Man by Ralph Ellison
Song of Solomon by Toni Morrison
Gone with the Wind by Margaret Mitchell
Native Son by Richard Wright
One Flew Over the Cuckoo's Nest by Ken Kesey
Slaughterhouse-Five by Kurt Vonnegut

For Whom the Bell Tolls by Ernest Hemingway
The Call of the Wild by Jack London
Go Tell it on the Mountain by James Baldwin
All the King's Men by Robert Penn Warren
The Lord of the Rings by J.R.R. Tolkien
The Jungle by Upton Sinclair
Lady Chatterley's Lover by D.H. Lawrence
A Clockwork Orange by Anthony Burgess
The Awakening by Kate Chopin
In Cold Blood by Truman Capote
The Satanic Verses by Salman Rushdie
Sophie's Choice by William Styron
Sons and Lovers by D.H. Lawrence
Cat's Cradle by Kurt Vonnegut
A Separate Peace by John Knowles
Naked Lunch by William S. Burroughs
Brideshead Revisited by Evelyn Waugh
Women in Love by D.H. Lawrence
The Naked and the Dead by Norman Mailer
Tropic of Cancer by Henry Miller
An American Tragedy by Theodore Dreiser
Rabbit, Run by John Updike 🌟

Meet the TLA CORPORATE MEMBERS!

George F. Coe

CEO & PRESIDENT
OF LIBRARY AND
EDUCATION,
BAKER & TAYLOR,
CHARLOTTE, NC



What services & products does your company provide?



Baker & Taylor is the world's largest distributor of books, digital content and entertainment products. The company leverages its worldwide distribution network to deliver rich content in multiple formats, anytime and anywhere, to public, school and academic libraries.

Baker & Taylor provides a number of programs and services to assist libraries. Among the most prominent are:

- Axis 360, the only digital media circulation platform providing full accessibility for the visually-impaired, helping all libraries meet ADA requirements for access.
- Title Source 360 is an innovative collection development, selection and acquisitions tool which enables libraries to easily search and discover books, music and video.
- collectionHQ, the world-leading collection performance improvement tool. It saves time, saves money and makes library collections work better for patrons.
- Technical Services Solutions delivers a range of customized processing, linking and cataloging services to our library partners.

What trends do you see in the library market?

Libraries are looking for digital solutions that patrons and students can access to easily download and enjoy digital titles. Baker & Taylor, with its Axis 360 digital media platform, continues to pioneer electronic content services that fully integrate with the systems and workflows of our library customers. Our achievements with publishers and library systems vendors make it easy for libraries to build and manage digital collections, and for their patrons to seamlessly access the electronic materials they want on the devices they prefer to use.

What motivates you to be a TLA member

Baker & Taylor has been a dedicated supporter and sponsor of TLA for more than 50 years. We truly enjoy the energy and spirit of our Texas library partners, and share their passion for providing products and services to the library community.



David Samuelson

GENERAL MANAGER,
CAPSTONE,
MANKATO, MN

What services & products does your company provide?



Capstone creates the content kids love and educators trust. Our goal is to help librarians meet each reader at their need – igniting imaginations and building a foundation of literacy and critical thinking skills that will last a lifetime. We share librarians' belief that every child is a reader!

We truly enjoy the energy and spirit of our Texas Library partners, and share their passion for providing products and services. . .

We also recognize that 21st century learners and educators are unbound from traditional formats. At Capstone, we provide print books, databases and interactive eBooks to be used in whatever combination creates rich learning experiences.

Imprints include Capstone Press, Compass Point Books, Picture Window Books, Stone Arch Books, and Heinemann-Raintree. We

are the creators of the top-ranked PreK-3 database PebbleGo and the exclusive developers of myON, a personalized literacy program. For more information, visit CapstonePub.com.

What trends do you see in the library market?

Passion! It is so exciting to see libraries tackle the challenges they face – tight funding, evolution of technology, new curriculum challenges – head on. Librarians understand that the work they do is important and they want to make sure their communities know about it.

What motivates you to be a TLA member?

TLA is the place to be! We get great feedback about our products and what customers need. There really is nothing like it.

Mike Grasee

PRESIDENT, DEMCO, MADISON, WI

What services & products does your company provide?



Demco includes a family of brands that provide a comprehensive offering of products that are specifically designed to meet the needs of libraries and schools. The Demco brand provides products ranging from everyday supplies to equipment and furniture solutions. Upstart offers creative promotions that reach every reader and make learning fun. Demco Interiors includes a comprehensive offering of contract furniture and a full complement of services that take a project from start to finish. Evanced Solutions includes technology solutions that streamline the operations of the 21st century library and help to build library communities.

What trends do you see in the library market?

Today's libraries are all about change, flexibility and connections. Whether it's service model, collections, space design, funding or community relationships



everything is changing in the library. While all of this can create concern, it also provides for a great deal of opportunity. By creating welcoming environments that can change with the times and don't just rely on circulating materials, libraries can position themselves to leverage community relationships and resources to become the center of a community's "education ecosystem." In doing so, they not only ensure their success but also improve the overall quality and health of their broader community.

What motivates you to be a TLA member?

Demco has always been passionate about supporting the librarians and libraries that we serve. Our involvement as a member of TLA provides us opportunities to stay in touch with the Texas library community and have a better understanding of what products and services that are important to our customers. Our ultimate goal is to help create the appropriate environment for patrons to continue to see Texas libraries as the center of lifetime learning.

Matt Andros

VICE PRESIDENT OF SALES EBSCO INFORMATION SERVICES, IPSWICH, MA



INFORMATION SERVICES

What services & products does your company provide?

EBSCO is the leading discovery service provider for libraries worldwide with more than 6,000 discovery customers in over 100 countries.

EBSCO Discovery Service™ (EDS) provides each institution with a comprehensive, single search box for its entire collection, offering unparalleled relevance ranking quality and extensive customization. EBSCO is also the preeminent provider of online research content for libraries, including hundreds of research databases, historical archives, point-of-care medical reference, and corporate learning tools serving millions of end users at tens of thousands of institutions. EBSCO is the leading provider of electronic journals and

books for libraries, with subscription management for more than 360,000 serials, including more than 57,000 e-journals, as well as online access to more than 600,000 e-books.

What trends do you see in the library market?

Technology and engrained search patterns are forcing librarians and vendors alike to reexamine search and library usage. EBSCO is actively seeking to understand end users and how they conduct research in order to create products and services that allow libraries to best leverage their resources, engage the end user, and promote library services. As we learn what is essential for our end users, we are able to create product and services that allow the library to provide the best research pathways and results.

What motivates you to be a TLA member?

Texas represents a cross section of our customers from K-12 to public libraries to academic institutions. Our involvement in TLA and with Texas libraries extends back decades, and we believe there are many more products and services to create and share with Texas libraries and much more we can learn from the librarians and end users represented by TLA.

Scott Chain

VICE PRESIDENT MARKET & INDUSTRY RELATIONS, FOLLETT, MCHENRY, IL



What services & products does your company provide?

Follett is the largest provider of educational materials and technology solutions to PreK-12 libraries, classrooms, learning centers, and school districts in the United States, and a major supplier to educational institutions worldwide. Follett distributes books, reference materials, digital resources, ebooks and audiovisual materials, as well as pre-owned textbooks. Follett also is one of the leading providers

During this time of transformation, associations like TLA are more important than ever before

of integrated educational technology for the management of physical and digital assets, the tracking, storing and analyzing of academic data, and digital learning environment tools for the classroom focusing on student achievement.

Since 1873, Follett has served as the trusted partner in education for students and educators at all levels of learning.

What trends do you see in the library market?

In PreK-12 schools, technology leads the conversation. When we ask school leaders about their digital story, they immediately reference BYOD or 1:1 progress. As content and technology experts, school librarians are a key to ensuring a district's digital story is a success. Districts that have strong leaders who empower school librarians to influence curriculum and digital resource decisions are quickly becoming models for the rest of the country.

As the major supplier to PreK-12 school libraries, we must continue to provide librarians with the new and innovative products they need to transform education. We also continue to develop services that help librarians illustrate the value they bring to fellow educators and administrators.

What motivates you to be a TLA member?

Librarians have always been Follett's core customers, but most importantly, our supporters – which is why we feel it's important to give back. Our Project Connect advocacy program works to empower librarians through school and district leadership. As the leader in the school library business, Follett partners with associations like TLA to help further this important message about the value of school libraries in education. During this time of transformation, associations like TLA are more important than ever before.

We believe people matter and we have a mission to make their lives better, which is at the heart of everything we do.

Kate Rogers

H-E-B, SAN ANTONIO, TX

What services & products does your company provide?

H-E-B is in the business of selling groceries, but we believe our real mission is making a difference in the lives of our partners and customers.

H-E-B believes in nourishing the future of Texas, which is why we launched our Read 3 campaign focused on improving early childhood literacy. We want to be sure that all children have the opportunity to begin their school experience with an equal opportunity to succeed. The goal of Read 3 is to



educate parents and caregivers about the need to read to their children at least three times per week and to provide families with the tools and resources they need to prepare early learners, including access to books. We believe people matter, and we have a mission to make their lives better, which is at the heart of everything we do.

What trends do you see in the library market?

H-E-B believes that free and affordable books are something every family in Texas should have access to. With the dwindling number of major chain book retailers across the country, H-E-B supports the local library systems to ensure all families can enjoy the experience of a book together.

What motivates you to be a TLA member?

H-E-B has been committed to education in Texas for many years through our Classroom Champions Program, Excellence in Education Awards, and our support of programs such as Junior Achievement, Communities in Schools, and most recently, our early childhood literacy campaign, Read 3. H-E-B is working hard to promote early childhood literacy through the H-E-B Read 3 Program and is committed improving childhood literacy rates in Texas. That's why we are proud to partner with the Texas Library Association to make books available to all Texans – young and seasoned!



Scott A. Swiderski, P.E.

H.R. GRAY AUSTIN, TX

What services & products does your company provide?

We provide consulting services on public sector projects with regard to pre-construction and construction phase services.

What trends do you see in the library market?

Many cities are either upgrading their current facility, building a new one or adding branch locations to their system.

What motivates you to be a TLA member?

Being involved in the construction industry on a daily basis, we want to share our wealth of knowledge to aid in the decision making of library directors and staff. We understand what it takes to make a project successful and handle the design and construction issue so library personnel can focus on their daily responsibilities.



... it is our duty as professionals and vendors to ensure we build libraries that exceed the demands of today and embrace the challenges of tomorrow.

Don Nuding

MANAGER, LIBRARY AND WORKFORCE SALES GROUP, LEARNINGEXPRESS NEW YORK, NY



What services & products does your company provide?

LearningExpress, LLC is a leading provider of online career-oriented and education-based learning solutions

for public and academic libraries, helping millions of students and adult learners each year.

Our library platform includes LearningExpress Library™, an interactive, online platform that provides patrons with a comprehensive collection of test

preparation tools, skill building materials, and career resources. Over 1,000 online practice tests, downloadable eBooks, and interactive skill building tutorials are available – including test preparation for STAAR™ exams, college and graduate school admissions exams, the GED® test, and career licensure and certification tests.

Add-on centers include Computer Skills tutorials and Job & Career Accelerator, a fully integrated online career and job search platform

designed to guide any job seeker through creating resumes and cover letters, finding jobs and internships, assessing career alternatives, and mastering interviewing skills.

What trends do you see in the library market?

Libraries will continue to increase their offerings of online resources to meet the growing needs of patrons – to improve digital literacy and increase general online and software proficiency, including preparation for online standardized tests.

What motivates you to be a TLA member?

LearningExpress, LLC is happy to support organizations like TLA which advocate for libraries and their resources, thereby providing essential help to the community at large.



TLA Corporate Membership

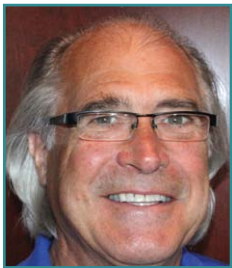
- Publicity and Recognition to the TLA Community
- TLA Membership Directory
- Annual feature article in the *Texas Library Journal*
- Recognition in *TLACast*, *Texas Library Journal*, which includes the *TLA Conference Program* (winter issue), the *Buyers Guide to TLA Exhibitors* (spring issue), and the *TLA Pocket Program*
- Year-round exposure on the TLA website, which includes a dedicated page featuring an article and ad from a corporate representative and a dedicated link from a primary TLA webpage throughout the year.

Trevor Taylor

VICE PRESIDENT, LIBRARY INTERIORS OF TEXAS, AUSTIN, TX

What services & products does your company provide?

Library Interiors of Texas presents the ultimate in library furniture design. Uniting domestic favorites with the best of European vendors, we bring you the most comprehensive portfolio of library furniture and shelving available today.



What trends do you see in the library market?

Electronic Media is going to have a very influential impact on libraries and how they are used. With

the introduction of handheld devices like the Kindle and the iPad, it's more important than ever to ensure libraries continue to be the hub of the community. It's crucial to strive for innovative, new and exciting ideas to ensure patrons continue to consider the library the center for life-long learning. Libraries are traditionally seen as comfortable places to go for casual reading, and to expand knowledge, but competition from the retail sector (Borders, Barnes and Noble, Starbucks, etc.) is threatening the status quo. Therefore, now more than ever, it is our duty as professionals and vendors to ensure we build libraries that exceed the demands of today and embrace the challenges of tomorrow.

What motivates you to be a TLA member?

We enjoy being a member of TLA, because it keeps us up-to-date with the most recent library news and events, and makes us feel a part of the Texas library community.

What is your favorite TLA Experience?

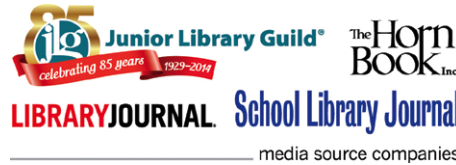
One of our favorite TLA experiences was at Annual Assembly in Austin where the *Tattooed Ladies of TLA Calendar* was launched to raise money for the Texas Library Disaster Relief Fund. It was a



very fun idea and at the same time raised money for a great cause. We have always enjoyed our dealings with the TLA, and are a proud to be a member of such a great organization.

Randall Asmo

PRESIDENT, MEDIA SOURCE, PLAIN CITY, OH



What services & products does your company provide?

Media Source Inc. brings together some of the most respected brands and best minds in the world of children's, young adult, and adult media to serve the library community.



What trends do you see in the library market?

All the data shows the value of a school librarian to the education process, and political rhetoric regularly expresses the importance of education; however, we continue to see a decline in professional school librarians. I believe this is the most

alarming trend in the library market. I also believe that ebooks will continue to grow but will eventually level off to become an alternative source of material.

What motivates you to be a TLA member?

Since my first involvement with school libraries over 20 years ago, I have found that Texas librarians are some of the most passionate people in the library field. I believe this passion has created the best library-related associations in the US.

Dominique Raccac

PUBLISHER & CEO, SOURCEBOOKS, NAPERVILLE, IL

What services & products does your company provide?

Sourcebooks is creating the



next evolution of a book publishing company. We are committed to innovative publishing, to exploring every platform and creating breakthrough models. We truly believe that books have the power to touch people and change lives. Sourcebooks is home to more than 90 enthusiastic book-loving employees who are dedicated to finding new ways to connect with authors, readers, and ideas. We publish over 300 new titles each year in the children, young adult, adult, nonfiction, gift, and education categories, and are honored to have 30 *New York Times* bestsellers.

Sourcebooks is proud to be one of the largest woman-owned book publishers in the country. Visit www.sourcebooks.com. Sourcebooks also offers Put Me In the Story, an innovative children's book platform that takes bestselling children's picture books and well-loved characters, and integrates customization – creating personalized books that make your child the star of the story alongside their favorite characters. Visit www.putmeinthestory.com.

What trends do you see in the library market?

- Librarians becoming paraprofessionals with fewer resources and more responsibility.
- Libraries being a wealth of information for schools and the people of the community, not just a place to check out books.
- People of the city or town taking advantage of the wonderful programming libraries offer.
- Librarians adapting with the fast-paced change in technology and providing content in multiple formats for their patrons.
- The need for new and fresh content in the children and YA market, both in the print book and digital formats.

What motivates you to be a TLA member?

We see TLA as a source of knowledge, expertise, and passion that is palpable when talking with Texas librarians. TLA is a great medium for Sourcebooks to connect our books with readers and advocates for learning. We believe that books change lives and feel strongly that Texas librarians share the same motto. 🌟



THE 84TH LEGISLATIVE SESSION

The 84th Regular Session of the Texas State Legislature convenes on January 13, 2015. Make sure library supporters in your community are prepared with the latest information on library issues. For additional resources and information, go to www.tsla.org/advocate.

With the state's budget deliberations already underway, legislators are already weighing what programs and services should be funded for the next two years. The Texas State Library and Archives Commission (TSLAC) submitted its Legislative Appropriations Request (LAR, which is basically an agency's proposed budget for the next biennium).

The TSLAC budget is submitted with two main parts: the request for the base budget (i.e., the funds needed to continue services and operations at current levels) and the request for exceptional items (i.e., additional funding for existing or new operations). The exceptional items list provides the means to secure additional support for programming.

State Library's Exceptional Items List - Priority Ranking and State Funding (General Revenue) Requested

Items in bold are statewide library programs.

- Priority 1 of 6: Archival preservation of state agency electronic records, Total of \$900,000/biennium
- **Priority 2 of 6: Shared Digital Content (TexShare, TexQuest), Total of \$6.4 million/biennium**
- Priority 3 of 6: Salary Adjustment for Agency Staff (brings key positions up to mid-point of salary range), \$900,000/biennium
- Priority 4 of 6: State and local records management FTEs: \$400,000/biennium
- Priority 5 of 6: Internal agency accounting system: \$500,000/biennium
- **Priority 6 of 6: Funding for Library**

Workforce Development Training and Support: \$550,00/biennium

The library community is committed to advocating for library programs as well as the overall needs of the agency. TLA has planned numerous opportunities for the library community to engage in organized advocacy activities.

Most importantly, though, all library supporters are urged to begin contacting their elected officials and candidates for office NOW. It is critical that decision makers hear from library supporters BEFORE THE SESSION and ON A REGULAR BASIS.

Planned Activities & Timeline

- **From now throughout the fall:** Introduce yourself to your state representative and senator by: 1) setting up an appointment at the district office; 2) setting up a time to meet their staff; and/or 3) writing a letter telling them about your library's services, how many people/students rely on your services, and giving some concrete examples and statistics on the value your library brings to the community/institution you serve.
- **September 1 – October 15:** Collaborate with your colleagues at TLA District Meetings to plan legislative visits and activities. Brief your friends groups, PTAs, student chapters, and supporters about the statewide agenda for library funding. Recruit friends to participate in your advocacy activities.
- **October 1 – October 31:** Use Library Snapshot Day (you can select any day in October) as a PR and advocacy forum. Invite your elected officials to the library. You can have them attend an activity, receive an award, offer story hour, pose for a "READ" poster, kick off an event, review the use of the state's databases, etc. The goal is to get decision-makers in your library so they can see the activity and importance of your library.
- **November 4:** General Election
- **November 10:** Prefiling of legislation for the 84th Legislature begins.
- **November 10 – December 1:** Send a note thanking your elected officials for their service to Texas. Remind them of who you serve and include information about how they can support libraries

(by supporting the library budget requests from TSLAC).

- **January 13, 2015:** First day of the 84th Legislature
- **January 14 – beginning of February:** House and Senate leaders appoint committees for the 84th Legislature. Note: while we may have an idea of who may serve on committees, the appointments are not official until this process is completed!
- **February:** State budget hearings on Appropriations Bill (HB 1/ SB 1) begin.
- **February 12:** Library Virtual Action Day. Plan activities that you and your library supporters can undertake to promote statewide funding for library programming. From social media campaigns to group letter-writing projects, target February 12 as a day to blitz your elected officials' offices with letters, emails, calls, tweets, etc. with news and requests from constituents for support of library funding.
- **February – May:** Keep up the pressure by recruiting others to help deliver the message to your legislative officials.
- **March 13:** (60th day) Deadline for filing bills and joint resolutions other than local bills.
- **Mid March – Early April:** House and Senate Budget Committees usually finalize their recommended budget amounts for agencies. The next phase of budget deliberations will have both full chambers (House and Senate) consider and vote on their respective versions of the budget.



- **April 14:** A special preconference will be held in conjunction with the TLA Conference. Librarians and library supporters can sign on for issue and advocacy training in the morning, and legislative office visits will be on the agenda for the afternoon.
- **April – May:** Continue contacting legislative offices, particularly as lawmakers zero in on the final budget, and the deadline nears for the passage of all bills.
- **May:** The House and Senate leaders appoint key lawmakers from each chamber to a special conference committee to negotiate any differences between the House and Senate versions of the state budget. Both chambers must then approve the conference committee recommendations.
- **June 1, 2015:** End of the Regular 84th Legislature.
- **June 21:** Last day the Governor can sign or veto bills.

TLA will post which lawmakers serve on key committees. Watch for this information and please contact your elected official if they serve on any of those key committees.

If you need assistance or information on TLA's Legislative Platform or advocating for library issues, please contact:

- TLA Legislative Committee Co-Chairs Jennifer LaBoon (Jennifer.Laboon@fwisd.org) and Rebecca Sullivan (rsullivan@cityofterrell.org)
- TLA Director of Communications Gloria Meraz (gloriam@txla.org) ✪

SYNC UP!

TLA Annual Conference April 14-17, 2015, Austin

It's never too early to start thinking about conference. Be sure you have a hotel room reserved and check out the slate of TLA Exhibitors already booked for Austin! Preconferences on the first day of conference include a return of the popular TECHCamp.

[www.txla.org/
annual-conference](http://www.txla.org/annual-conference)

Annual Assembly Wrap Up

Thanks to everyone who attended TLA's Annual Assembly in Austin. We had a great planning conference and offer special thanks to Rep. Byron Cook, who was the keynote speaker.

We offer our congratulations to Susan Mann, who received the S. Joe McCord Library Hero Award from the Texas Political Action Committee.

The three-day event in Austin allowed TLA officers and members to plan a full year of activities and to engage in some innovative CE opportunities.

We thank our Assembly exhibitors and congratulate the Passport winners.

Handouts and slides from the 2014 Annual Assembly are available online.

Jeanette and Jim Larson Mystery Grant Program for Public Libraries

Longtime TLA member Jeanette Larson and her architect husband, Jim, have established a fund to help a public library or public library branch annually acquire materials in the mystery genre to delight their customers. Jeanette is a well-known library consultant, children's services specialist, and author with work experience at the Mesquite Public Library, Austin Public Library, and the Texas State Library and Archives Commission. Both Jeanette and Jim are voracious mystery readers and viewers, borrowing many books, videos, and audiobooks from their public library. The fund is their way of giving back to all the libraries they have used.

The purpose of the grant award is to help a library foster and expand enthusiasm for the mystery genre in print, audio, film, and/or electronic form. The application deadline will be January 15 with notification of the successful application on April 1, 2015. The elements of the application will include the following:

- Name, address, and contact information of the applicant.
- A brief statement of the need or gaps evident in the library's current collection and how the funds will be used to meet the needs or fill the gaps.

- A brief statement of how the community will benefit from the award.
- Signature of library director and appropriate governing authority.

Details and application materials for the Larson Mystery Grant will be available on the Awards section of TLA website.

Fall Meetings

District meetings provide regional settings for presenting continuing education, carrying on legislative activities, and recruiting members. The annual fall meetings also present a wonderful opportunity for local librarians, para-professionals, and trustees from all types of libraries to meet, network, and set a foundation for collaborative efforts. *Details on district meetings are added as received; check individual district webpages for additional meeting information.*

DISTRICT 1

Sat., September 20, San Angelo

DISTRICT 6

Sat., October 18, El Paso CC, Mission Del Paso Campus

DISTRICT 2

Tue., September 23, *To Be Announced*

DISTRICT 7

Fri., October 17 - Social Event
Chadra Mezza & Grill, Fort Worth
Sat., October 18 - Joint Webinars
with District 5

DISTRICT 3

Fri., October 17, Texas State University
- Round Rock

DISTRICT 8

Sat., October 18, San Jacinto College
Central, Pasadena

DISTRICT 4

Thu/Fri, November 6-7, Victoria

DISTRICT 9

Sat., September 20, Centennial
Library, Midland

DISTRICT 5

Fri., October 17 - Virtual Business
Meeting
Sat., October 18 - Joint Webinars
with District 7

DISTRICT 10

Sat., October 18, Canyon Lake

SPOTLIGHT on Monica Garza Bustillo

Adult services librarian **Monica Garza Bustillo** has served on the frontline of the digital divide. This summer, she coordinated the Open Computer Lab, a program at the Johnston Branch of the San Antonio Public Library which ran Wednesday evenings from June 4 through August 13.

The goal of the program was to offer personal computer instruction or assistance. Clients received one-on-one training and support. Examples of the type of help given include: use of a mouse, introduction to computers, introduction to the Internet, establishment of an email account, use of Craigslist, research with legal terms, downloadable devices, access to the library's digital collection, résumé writing, and email basics. Program attendance started with two to 15 people and grew rapidly throughout the summer.

One client's experience highlights the program's impact. L. Porter came into the Johnston Branch Library the week before the Open Computer Lab program began. Staff was able to assist him with setting

up an email account, but he was still very unfamiliar with computers. On the first day of the program, Porter attended and began learning how to navigate the mouse and control the computer desktop. He participated in all subsequent labs, where he developed computer skills. He went from basic navigation to job searching and sending out résumés and contacting friends via email. During recent lab times, he was able to shop for motorcycle parts. As staff became more familiar with him, Porter revealed he was recently released from prison and had no computer experience before. He is making every attempt to find employment by applying for jobs online and sending out his résumé, which he made at the library, to start fresh in this world. Porter views the library as the entryway to the Internet and learning. This is a great compliment to the computer lab program.

The lab was also used at a local senior center to provide more personalized instruction to the growing population of senior citizens. Eight people learned computer skills and became more comfortable using the laptops. Participant comments include: "I've been to several



Photo courtesy of Monica Garza Bustillo, shown here with a patron in the Open Computer Lab.

classes and I never learned anything until now." "Thank you for taking the time to show us this." "Now that I know where to go I can try this at home." The center staff has asked that this opportunity be considered again soon.

SAPL staff designed the program to meet the specific needs of workforce development and to offer one-on-one computer assistance. The closure of several community centers created strong demand for computer assistance. Working with other SAPL colleagues, including Christina Martinez and Diane Backhus, Bustillo established a successful program.

Monica Garza Bustillo is currently a TLA member of District 10 where she has served as treasurer. She is also a member of the Lariat Reading List Task Force Committee and a 2012 TALL Texan participant.

AWARDS • GRANTS • SCHOLARSHIPS • STIPENDS

Awards season is here again. TLA depends on its members to nominate deserving colleagues and shine the spotlight on outstanding library programs.

TLA AWARDS

- **Librarian of the Year**
- **Distinguished Service**
- **Lifetime Achievement**
- **Outstanding Services to Libraries**
- **Wayne Williams Library Project of the Year**
- **Libraries Change Communities**
- **Benefactor(s) Award**

www.tsla.org/tla-awards

PR BRANDING IRON AWARDS

Be sure to apply for TLA's Public Relations Branding Iron Awards. With multiple categories, make sure you and your staff are being recognized for all the good work you are doing promoting your library and its services!

www.tsla.org/branding-iron

TLA SCHOLARSHIPS, GRANTS, AND STIPENDS

The TLA Scholarship and Research Committee invites members to submit online applications for scholarships, research grants, and conference stipends to be awarded in the spring of 2015.

- Ray C. Janeway Scholarship
- TLA Summer School Scholarship
- Van Dusen-Tobin-Kaiser Scholarship (*awarded in even-numbered years*)
- Vivian Greenfield Education Award
- Walter H. Escue Memorial Scholarship
- DEMCO/TLA Research Grant
- Escue Annual Conference Stipend

www.tsla.org/scholarships

www.tsla.org/grants

Check the TLA website for information about additional awards and grants as well as unit and vendor-sponsored grants, scholarships and conference stipends.

www.tsla.org/awards

SPOTLIGHT on the Van Dusen-Tobin-Kaiser Scholarship

The Van Dusen-Tobin-Kaiser Scholarship is presented in even-numbered years and supports a library school student pursuing studies leading to a career as an elementary school or children's librarian. The 2014 winner is Ashley Nichols. She writes,

It is truly an honor to be awarded the Van Dusen-Tobin-Kaiser Scholarship. Winning this scholarship helps make it possible for me to continue my graduate studies and my career as an elementary school librarian. Working with children is my passion, and I am very grateful for this scholarship allowing me to increase my knowledge and learn new practices in library science in order to help my students be more successful learners.

Congratulations, Ashley! TLA thanks our longtime corporate friends Milton Van Dusen, Bill Tobin, and Greg Kaiser for their continued commitment to the library community. 🌟

TLA offers a membership that fits your institution. With outstanding benefits, membership in TLA brings discounts, expertise, and learning opportunities at a great value.

Institutional Membership Benefits: Overview

- Reduced rates for NonProfit Liability Insurance from Frost Insurance Services, Inc. and Monitor Liability Managers. This program includes insures for library directors, officers, and trustees.
- Access to GrantStation's extensive searchable database of funding sources and technical resources for the discounted price of \$79 per year.
- Discounts for legal services (usually 10%) with copyright, privacy, and digital information attorney Gretchen McCord. See: www.copyrightofficeroncall.com.
- Ability to use purchase orders for all TLA financial transactions.
- 70% discount on exhibit booth rentals in the TLA Exhibit Hall to promote your library's products and services and to recruit prospective employees.
- For new subscriptions and renewals, a 20% discount on the journal *The Copyright and New Media Law Newsletter*.

Nonprofit Liability Insurance for Library Directors, Officers, and Trustees Library Foundations

Nonprofit Liability (NP) Insurance protects the assets of a library or library foundation and its individual directors, officers, and trustees from expenses arising from allegations of wrongful acts.

Why do libraries and library foundations need NP Liability Insurance?

NP Insurance offers protection for individual directors and officers when claims are made against them. It also safeguards the library or foundation against liability for claims brought by employees and/or patrons. This coverage helps to attract and retain qualified board members.

What does a library or library foundation and its directors, officers and trustees have to lose if they don't have coverage?

Costly litigation and settlement expenses, loss of donations, negative publicity and loss of your nonprofit status are just a few of the consequences your library or foundation could face if you don't have NP Insurance when a claim occurs.

Nonprofit Liability Insurance includes

- Directors and Officers Liability (D&O) Insurance
- Employment Practices Liability (EPL) Insurance
- Fiduciary Liability Insurance
- Fidelity and Crime Insurance (501c3 organizations only)

Coverage Enhancements for TLA Members

- Enhanced endorsements provide expanded coverage for TLA members
- Discounted pricing
- Complimentary risk management services

If your library is legally part of an ISD, municipality, county, university, etc., then why would you library need its own policy?

When the policy is held by the governing authority, the library's limits are shared with other departments which could reduce the coverage available for you and your library. Additionally, the coverage in the broad organizational policy may not be specific to libraries, and potential gaps in coverage might exist because of volunteer and third-party exposure.

Why is purchasing a policy specifically for your library excellent 'sleep' insurance?

- You have your own dedicated agent to explain the nuances of the coverages your policy provides.
- You have free risk management services to mitigate any issues that may arise.

Claim scenarios showing the damages that a lawsuit can cause!

Former President Sues for Breach of Contract

A former library board president filed a lawsuit against a library. She claimed she was ousted from her position and wrongly banned from serving on the board in the future. She also alleged the executive board embarked on a smear campaign

that affected her ability to perform her full-time job with the local school district and to secure future board positions. The matter ultimately settled for a nominal amount, plus an agreement by the claimant not to run for a position on the board for 10 years. Defense fees and costs exceeded \$40,000, and were paid by the insurance company after the library met its deductible.

National Origin Harassment and Retaliation Lawsuit

A large private university library agreed to pay \$210,000 to settle a race and national origin harassment and retaliation lawsuit. The lawsuit alleged the library violated federal laws by subjecting an African-born library assistant to a hostile work environment and by retaliating against him after he complained.

According to lawsuit, the library director regularly addressed the assistant, a native of Ghana, with slurs such as "monkey" and "gorilla" and insults such as "go back to your cage" and "do you want a banana?" The director also called the assistant's accent "gibberish," and was hostile toward immigrants, particularly Africans.

The lawsuit claimed the library's human resources personnel took months to investigate the employee's numerous complaints, and then failed to take appropriate action, even after discovering the director had retaliated against the employee. Without insurance coverage the library would have paid defense fees and legal costs exceeding \$100,000.

Third Party ADA Lawsuit

A paraplegic and wheelchair bound patron filed a lawsuit against a municipal library. He alleged that when he visited the library he encountered physical barriers that prevented him from entering and using the library. These barriers included ramps without railings, narrow handicapped parking spaces and inoperable handicapped accessible entrance doors. The case settled for \$25,000 with an agreement by the municipal library to remedy the issues. Defense costs totaled \$40,000. These costs were paid by the insurance provider after the library met its deductible.

Risk Management Services

From the day the policy premium is paid, policyholders receive access to:

- Unlimited calls to a toll-free helpline that provides expert advice about employment-related workplace matters
- A risk management website, MyHRHelp, with employment resources and templates
- Monthly online employment-related risk management webinars
- A subscription to the newsletter, *Employment Law Updates*

GrantStation for Fundraising!

GrantStation (GS) is a robust resource for building a strong grant-seeking strategy for now and into the future! Institutional Membership gives you access to GrantStation's extensive searchable database of funding sources and technical resources for the discounted price of \$79 per year.

The database is divided into four components.

1. SEARCH: Find the funding information that is relevant for your organization and programs.

Example: U.S. Grants (Charitable Giving Section)

U.S. Charitable Giving Database – The database lists thousands of funder profiles, including independent, family, community, and corporate foundations; corporate giving programs; faith-based grant makers; and, associations with grant making programs. These profiles are searchable by geographic focus, areas of interest, and types of support.

Quality Grantmaker Profiles:

- GS features profiles of thousands of grant makers in an easy-to-read, narrative format.
- GS researchers update these profiles throughout the year, providing you with the most current information available.
- GS researchers are professional writers, who distill the information about each grant maker, generating the specific information you need to quickly identify the most appropriate funder for your project or program.
- GS notes each grantmaker's specific geographic scope, be it national, state, county or city level.

One-Stop Shopping:

- GS offers searchable databases for private and government grant makers throughout the U.S., Canada, and internationally, all under one roof.
- GS has one level of membership which provides you access to ALL of the resources and tools on the GrantStation website.

Saving You Time:

- Your search will only return those grantmakers who are actively engaged, accepting unsolicited grant requests in the coming year, and making awards to a variety of organizations.
- You can search by funder name, by keyword, or by using our advanced search, which uses robust search terms based on the language of the grantmaker.

2. WRITE: Get the attention of the grant makers by writing especially effective proposals after reviewing online tutorials. This section will walk you through the entire process of both grants research and writing the grant proposal, including key proven steps to make your proposals successful.

3. LEARN: Develop a comprehensive grants program by using the GS guide on building a grants calendar. In addition, our growing set of Vision2020 tools are designed to help you analyze and strengthen your grant seeking program.

4. READ: Receive the latest and greatest funding opportunities in our newsletters, the *GrantStation Insider* (weekly) and the *GrantStation International Insider* (monthly), delivered to your inbox. As a member of GrantStation, you will have access to all back issues on the website as well. These newsletters are so popular that our partner organizations distribute them as a member benefit. Become a member of GrantStation and find out why over 300,000 people receive these newsletters.

A GrantStation Membership is an investment that will help you secure your share of the grants awarded every year, so that your top priority can be to fulfill your mission and change the world for the better.

Do You Need A Copyright Officer?

Today's educational institutions require a high level of copyright expertise and consultation. Does your institution have

a position dedicated to meeting that need? Or are you filling this growing need by calling on multiple staff members to contribute to the effort?

TLA has entered a partnership with Gretchen McCord, one of the nation's foremost authorities on copyright and digital law to ensure that the decisions reached by library staffs are the legal ones. TLA institutional members can benefit directly from this new relationship by receiving a discount (usually 10%) on most of the services McCord offers in her practice, from legal consultation to training.

Some questions to consider...

Does your copyright team have a licensed and experienced attorney to rely on for explanation and application of the law, confirmation of your understanding, and general consultation?

Do you wish you had a copyright expert to turn to in real-time, as needs arise, but realize you do not need (or do not have the resources to support) a full-time position to meet your growing copyright needs?

If your educational institution is one of the majority which recognizes the need for such a dedicated position but is currently unready or unable to provide a full-time attorney to meet these needs, you may need a Copyright Officer on Call.

Mastery of copyright issues is essential in the modern education world. An institution's approach to copyright both reflects and defines its institutional culture. Taking a holistic, inclusive approach to addressing copyright issues is significantly more effective and efficient than addressing situations individually as they arise, and independently of each other. However, we know that any given institution's needs will vary from the needs of others, and from time to time.

Recognizing that each institution brings its own unique needs, culture, and resources to a legal services relationship, we offer a wide range of clearly-defined packages of services from which each institution may choose. The following provides a summary of those services.

Diverse Services; Diverse Plans

- Legal Information
- Legal Advice
- Legal Consultation

TLJ ANNUAL INDEX

COMPILED BY MITZIE STEWART

Volume 90, 2014

ISSUE PAGES

Spring, 90:1..... 1-60

Summer, 90:2..... 61-85

Fall, 90:3..... 86-112

The winter issue, TLJ 90:4, will include the 2014 Annual Conference Program with its own index.

- Policy Analysis
- Holistic copyright officer on call program

Time-based Plans: These programs are designed for institutions needing to address discrete issues as they arise, whether purely informational in nature or requiring limited consultation and advice.

- Legal Information: Your institution will specify individuals who may ask questions about copyright matters at any time (via email, phone calls, or other agreed-upon media). Answers will be provided in the form of legal information only. Legal advice will not be given.
- Legal Advice: Under this option, the institution (or unit thereof) becomes a legal client, and the rights and responsibilities of an attorney-client relationship adhere.

Flat-rate Plans: Many institutions need copyright expertise either on major projects (such as policy analysis or preparation) or on a larger, more holistic scale than the above programs offer. In such cases, we will work with you to structure the attorney-client relationship that best meets your needs and resources.

- Legal Consultation: One benefit of establishing a flat-fee basis of payment is that your institution may call on your Copyright Officer on Call at any time, as needed, with the freedom of being able to spend as much time as necessary on an issue without worrying about the ticking of a pay-clock.
- Policy Analysis: Policy analysis or preparation involves reviewing, analyzing, and advising on the institution's written copyright-related policies, and drafting new or revised policies as required. The level of need for each institution is unique.
- Holistic copyright officer on call program: An institution may need a Copyright Officer on Call to provide a combination of several legal services and training programs. Indeed, this holistic approach is ideal when possible, in that it increases the likelihood that an institution's copyright environment will be robust, beneficial, consistent, and clear to all segments of the community.

Learn more about these diverse plans at <http://www.copyrightofficeroncall.com>. ☛

ABC-Clio 77

Advocacy 64

Aladdin 77

Alfonzo, Paige 77

Alpine Public Library 77

Amastae, Sharon 62, 86

American Civil Liberties Union of Texas 100-02

AMERICAN LIBRARY ASSOCIATION 101

Declaration for the Right to Libraries 16

Andrada-Tanega, Milagro 6-8

Art in Public Places Panel 85

Aston, Heather 77

Austin, Michael Allen 19

Austin Public Library 75, 78, 84-85

Austin Public Library - George Washington Carver Branch 77

Austin Public Library Friends Foundation 83

AWARDS 109

2014 Branding Iron Awards: Best of Show 75, 79

2014 Branding Iron Awards: Brands and Logos 82 (pic)

2014 Branding Iron Awards: Broadcast Advertising 75, 79

2014 Branding Iron Awards: Editorial Strategies 75, 80

2014 Branding Iron Awards: Non-traditional Media 75, 80

2014 Branding Iron

Awards: Print Media 75, 80

2014 Branding Iron Awards: Special Events 75, 80

Benefactor Award 75

Black Caucus Round Table Encourager Award 77

Children's Round Table, Siddle Joe Johnson Award 77

Distinguished Service Award 75

Government Documents Round Table/MARCIVE "Knowledge is Power" Award 77

James A Love Award 75, 78

Librarian of the Year 75

Libraries Change Communities Award 75

Library Instruction Round Table Advocates of the Year 77

Library Instruction Round Table Project of the Year Award 77

Lifetime Achievement Award 75

Outstanding Service to Libraries Award 75

Small Community Libraries Round Table, Small Community Librarian of the Year 77

Supervision, Management, and Administration Round Table/Innovative 2014 SMART Award 77

TALL Texans Round

Table Standing TALL Award 77

Texas Association of School Librarians, Distinguished Library Service Award for School Administrators 76

Texas Association of School Librarians, Laura Edwards Award 76

Texas Library Political Action Committee S. Joe McCord Library Hero Award 82

TLA Spectrum Scholar 76

Wayne Williams Project of the Year 75

Baeza, Elena 75

Baker & Taylor 77, 103

Bamford, Julianne 76

Banned books 100-02

Bates, Naomi 76 (pic), 77

Bertha Voyer Memorial Library (Honey Grove) 76 (pic)

Bewely, S. Zulema Silva 14-15

Biblionix 77

Books and reading 19

Brock, Rose 75 (pic), 77

Brodart 77

BTSB 77

Buna Public Library 77

Bustillo, Monica Garza 109

Capstone 77, 103

Carson County Library 77

Cassidy, Kyle 3-4

Cavazos, Arturo 74 (pic), 76

Censorship 100-02

Chandler, Yvonne 3-4, 74 (pic), 83 (pic)

Charbonnet, Lisa *Back cover Summer* (pic)

Chiavetta, Vicki 75, 80

Children's Librarians 66-69

City of Presidio Library 77

Clark, J. D. 77

Claud H. Gilmer Memorial Library (Rocksprings ISD) 77

Combs, Susan 75

Comfort Public Library 77

Conner, Tamsen L. 97

Continuing Library education 19, 81

Copyright 111-12

Cundieff, Jackie 76

CyFair Houston Chamber of Commerce 6-8

D. Brown Memorial Library 77

Dallas Public Library - Dallas West Branch 77

Darnell, Jean 76

Databases 82-83

Dawson County Library 77

DeFlorio, Gretchen McCord 82 (pic)

Demco 76, 77

Denton Public Library 75, 78

Denton Television (DTV) 78

Derouchie, Elizabeth Levkoff 76

Dublin Public Library 77

Early literacy programs 66-69

Ebsco 104

Elgin Public Library 77

Escue & Associates 77

Fannie Brown Booth Memorial Library 77

Follett Library Resources 77, 104

Fondren Library (Rice University) 70-71

Fort Bend County Libraries - Albert George Branch 12 (pic)

Fort Bend County Libraries - Fulshear-Simonton Branch 11 (pic)

Fort Worth Public Library 75, 80

Fox, Beth *Back cover Summer* (pic)

- Friends of the Bowie Public Library 77
- Frisco Public Library 75, 78, 80
- G**arcia, Angelica 75
- Gay, Kimberley M. 76
- Gempis, Vanessa 76
- George W. Bush Presidential Library and Museum 78
- George Washington Carver Branch Library (Austin Public Library) 77
- Grandits, John 19
- GrantStation 111
- Graves, Ann 90-94
- Gunnels, Claire 6-8
- H**-E-B Read 3 77, 105
- H. R. Gray 77, 105
- Hall-Voyer Foundation 77
- Harris County Public Library 6-8
- Hernandez, Lisa 76
- Hightower, Jack 75
- Holt, Rush 73
- I**ngram 77
- J**ackson, Jan 75 (pic), 76 (pic)
- Jackson, Jessica L. 76
- Johnson, Doug 95-97
- Johnson, Jim 6-8
- K**earley, Donna 74 (pic)
- Kimble, Valerie 66-69
- King, Pamela Perry 76
- Kipphut-Smith, Shannon 70-71
- Kirbyville Public Library 77
- L**aBoon, Jennifer 82 (pic)
- Lakehills Area Library 77
- Lane, Shelly 76
- Lankes, David 3-4
- Larson, Jeanette 108
- Larson, Jim 108
- Leadership 64
- Leander Public Library 77
- Learning Express, LLC 72-73, 77
- Legal reference sources 97
- Leloux, Kathy 76
- Leu, Erica 76
- Leuzinger, Julie 90-94
- Liability insurance 10-11
- Libra-Tech 77
- Libraries and small business 6-8
- Library funding 81, 86, 107-108
- Library future 5
- Library instruction 95-97
- Library Interiors of Texas 77, 106
- Library statistics 10-12, 86, 98-99
- Library systems 90-94
- Little, Brown 77
- Live Oak County Library (George West) 77
- Lone Star College - CyFair College Library 6-8
- Lone Star College - Tomball Community Library 6-8
- Love, Barbara 76
- Lozano, Monica G. 76-77
- Luscombe, Tracy 77
- M**ackin 77
- Mann, Susan 82 (pic)
- Marks, Howard *Back cover Summer* (pic)
- Martinez, Marco 76
- Mayfield, Patti 76 (pic), 77
- Meadows, Melissa 75
- Media Source 77, 108
- Menard Public Library 77
- Mendoza, Tracey *Back cover Summer* (pic)
- Meraz, Gloria 5, 64, 72-73, 82 (pic), 88, 91, 100-101
- Mesquite Public Library 77
- Midland Public Library 75
- Miles, Lana L. 76
- Mitchell, Barbara 6-8
- Moseley, Elaine 75 (pic)
- N**ational Association for the Education of Young Children (NAEYC) 88
- Nelson, Janet 76 (pic)
- Nelson, Thelma 76 (pic)
- Nichols, Ashley 76
- Nicholson Memorial Library (Garland) 75, 80
- O**hnishi, Nora 77
- Olton Area Library 77
- Open access publishing 70-71
- P**eery, Kathryn A. 76, 77
- Penguin 77
- Perma-Bound 77
- Pflugerville Elementary School Library 76
- Philipi, Liz 86 (pic)
- Pioneer Library System (Oklahoma) 66-69
- Pitts, Jim 82 (pic)
- Poetry 14-15
- Prichard, Ella Wall 75 (pic)
- Public library standards 81
- Public service 90-94
- R**abe, Keri 74 (pic)
- Real County Public Library (Leakey) 77
- Reed, Jack 73
- Reference questions 91
- Reference Round Table 90-94
- Rice Digital Scholarship Archive 70-71
- Robinson, Cherie 77
- Rodriguez, Maria Esther 76
- Rooks, Dana 74 (pic), 75
- Rowe, Jennifer 77
- Ruffin, Betsy 95-97
- S**agamore Hill Elementary School 76
- San Antonio Public Library - Johnston Branch 109
- Schleicher County Public Library 77
- S**CHOLARSHIPS, GRANTS, AND STIPENDS 75-76, 109
- Archives, Genealogy, and Local History Round Table Conference Stipend 76
- Automation and Technology Round Table Conference Stipend 76
- Automation and Technology Round Table Scholarships 76
- Black Caucus Round Table Conference Stipend 77
- Cataloging and Metadata Round Table Conference Stipend 77
- College and University Libraries Division Melody Kelly Support Staff TLA Conference Stipend 76
- District 3 Conference Stipends 76
- District 8 Conference Stipends 76
- Escue Memorial Scholarship 76
- Escue TLA Conference Scholarship 76
- Junior Literary Guild Outstanding New Member Stipend 76
- Library Instruction Round Table Bibliionix Conference Stipends 77
- Library Instruction Round Table Zimmerman Conference Stipend 77
- New Members Round Table Conference Stipends 77
- Public Libraries Division Conference Stipends 76
- Texas Book Festival Grants 77
- TLA Summer Scholarship 76
- Tocker Foundation Stipends 77
- University Libraries Division MLIS Scholarship 76
- Upstart Innovative Programming Award (school) 76
- Upstart Innovative Programming Award (other) 76
- Vivian Greenfield Scholarship 76
- Van Dusen Scholarship 76
- Woll Fund Grant 76
- Young Adult Round Table ABC-Clio Conference Stipends 77
- School libraries 14-15
- School library programs 11
- Sears, Suzanne 74 (pic), 75, 77, 90-94
- Service Corps of Retired Executives (SCORE) 6-8
- Sessions, Rube 77
- Sharyland ISD - Sharyland High School 77
- Sharyland ISD - Harry Shimotsu Elementary School 14-15
- Sheffy, Cyd 82 (pic)
- Simmons, Toni 75 (pic)
- Smith, Mark 81, 82 (pic)
- Sourcebooks Inc. 77, 106
- Staggers, David Lee 77
- Stennis, Jenny 66-69
- Sterling County Public Library 77
- Stonewall County Library 77
- Stripling, Barbara 16
- Sullivan, Rebecca 82 (pic)
- Suskind, Ron 20
- Switek, Elizabeth 76
- T**echnology 90-97
- Technology and young children 88
- Tejas Star Reading List 19
- Texas Bluebonnet Award 19
- Texas Book Festival 77, 83, 114
- Texas Libraries Snapshot Day 10-12, 86, 98-99
- TEXAS LIBRARY ASSOCIATION 18, 77
- 2014 Annual Assembly 83
- 2014 Annual Conference 22-60
- 2014 Annual Conference exhibitors 62
- 2014 Corporate sponsors 77, 103-106
- Corporate membership 20-21
- District meetings 108
- Institutional membership 72-73
- Personal membership 65
- Workforce Individual Needs (WIN) 81-83
- Texas State Law Library 97
- Texas State Legislature 81, 86, 107-108
- Texas Library statistics 10-12
- Texas State Library and Archives Commission 81-83, 107
- Texas Teen Book Festival 83
- TexQuest (K-12 Database Program) 82-83
- Tocker, Darryl 76 (pic)
- Tocker Foundation 76 (pic), 77
- Todaro, Julie 82 (pic)
- Tongfang Knowledge Network Technology Co. 77
- Trischitti, John 74 (pic), 75
- Truman, Jennifer 76
- TSLAC Minimum Criteria for Accreditation 81
- Tyler Public Library 77
- U**niversity of Houston Libraries 75
- University of North Texas Libraries 75
- Urbina, Joy 76
- V**anDeWater, Susan 76
- Vaudrecourt, Ashley 76
- Victoria Public Library 75, 80
- Virtual reference service 90-94
- W**alden Media 77
- Ward, Jennifer 77
- William T. Cozby Public Library (Coppell) 75, 80
- Williams, Raquel 76
- Winters Public Library 77
- Wolfforth Library 77
- Woodard, Mary 74 (pic)
- Workforce development 72-73
- Workforce Investment in Local Libraries 73
- Z**ula B. Wylie Library 75 ☘



TEXAS BOOK FESTIVAL

OCTOBER 25-26
AUSTIN, TX

TEXAS BOOK FESTIVAL

celebrates authors and their contributions to the culture of literacy, ideas, and imagination. Founded in 1995 by First Lady Laura Bush, Mary Margaret Farabee, and a group of library supporting volunteers, the Texas Book Festival promotes the joys of reading and writing through its annual Festival weekend, the one-day Texas Teen Book Festival, the Reading Rock Stars program, grants to Texas libraries, a youth fiction writing contest, and year-round literary programming.

This year's headlining authors:

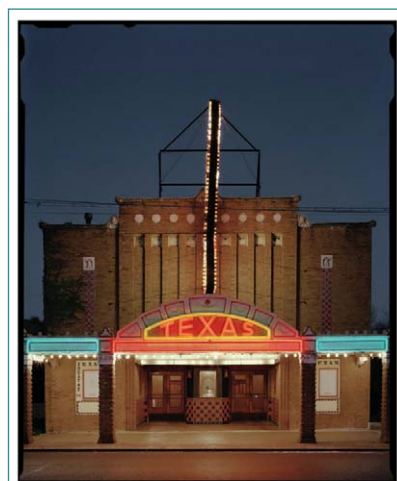
- Martin Amis, internationally best-selling author, whose most famous works include *Money*, *London Fields*, and *The Information*.
- Lidia Bastianich is an American celebrity chef focusing on Italian and Italian-American cuisine, and also a beloved public television cooking host, author, and restaurateur.
- Edan Lepucki is a new author whose debut book, *California*, has become a personal cause for Stephen Colbert and Colbert Nation, who have campaigned to get the book on the *New York Times* Best Sellers list.
- Ziggy Marley is a Jamaican musician, the oldest son of reggae legend Bob Marley, and a children's book author.

- Hector Tobar is a novelist, non-fiction writer, and reporter for the *Los Angeles Times*. In 1992, he won a Pulitzer Prize for his work as part of the team covering the L.A. riots. His latest work, *Deep Down Dark*, is the exclusive, official story of the 2010 mining accident in Chile trapping 33 miners for 69 days.
- Valerie Plame Wilson, whose new novel *Burned* comes out this fall, is a former United States CIA operations officer and is married to former Ambassador Joseph C. Wilson.

2014 First Edition Literary Gala OCTOBER 24TH

The TBF's First Edition Literary Gala is coming up! Held at the Four Seasons Hotel in Austin, this black-tie event kicks off the Festival Weekend with cocktails, an elegant meal, a first-class silent auction, and keynotes by headlining authors. Proceeds from the Gala provide critical financial support for the TBF to carry out its mission and programs.

- Lawrence Wright is a Pulitzer Prize-winning author, screenwriter, and staff writer for *The New Yorker* magazine. His latest book *Thirteen Days in September: Carter, Begin, and Sadat at Camp David* will be released in September.
- Tiphonie Yanique is a Caribbean fiction writer, poet, and essayist, born in the U.S. Virgin Islands. Her debut collection of short stories, *How to Escape From a Leper Colony*, won endless praise and awards, and her first novel, *Land of Love and Drowning*, is out this month.



TXBOOKFEST

2014 TBF POSTER FEATURES A COLOR PHOTOGRAPH OF THE VINTAGE (1935) TEXAS THEATRE MOVIE PALACE IN SEGUIN. THE PHOTOGRAPHER, DAN WINTERS, IS INTERNATIONALLY KNOWN FOR HIS CELEBRITY PORTRAITS, PHOTOJOURNALISM, AND ILLUSTRATIONS AS WELL AS THE RECIPIENT OF MORE THAN 100 AWARDS.