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Volume 89, No 1 ★ Spring 2013

President's Perspective: At the Center of Decisions and Progress 3
 Sherilyn Bird

Editorial: Promoting Our Value, Proving Our Mettle 5
 Gloria Meraz

Texas Public Libraries: Economic Benefits and Return on Investment..... 6

Executive Summary: Promoting Our Value, Proving Our Worth Toolkit 14
 Julie Todaro

Academic Libraries Are Moving to the Mobile Web – Or Are They? 16
 Catharine Bomhold and Callie Wiygul

Textbooks Too Expensive for Students? The Library Can Help – A Program for the Long-Term Lending of Textbooks in Your Academic Library 20
 Richard McKay

Newsnotes..... 22

TLA 2013 CONFERENCE CONTENT

Annual Conference Highlights 24

Corporate Sponsor Listing 25

BUYERS GUIDE to TLA 2013 Exhibitors

Exhibiting Companies 26

Guide to Products & Services 54

Exhibit Hall Map 55

Index of Advertisers.....Inside Back Cover



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At the Center of Decisions and Progress

This week I was invited to a content provider's sales demonstration.

The presentation was directed to high level academic administrators. The product being sold is like other products to which school, academic, special, and public libraries provide access through their library Web pages and online catalogs. For reasons he was happy to share with his audience, the vendor's representative was bypassing librarians. More about that later.

The vendor spent millions of dollars developing the product on display. In addition to its sophisticated use of color, background music, and refined design, the product has an attractive, easy-to-use Web interface. The simple-to-navigate screens, advanced searching and browsing options, and the treatment of descriptive metadata as a feature set the bar high for all database vendors. The company's representative could speak authoritatively to education experts about recent educational research and the need to create engaging content to attract and hold reduced attention spans. Very important to his presentation, the salesman is marketing the initial subscription for his product at a competitive price point.

I left the presentation thinking about the vendor's strategy of bypassing the library and what it could mean for librarians. In recent years, there has been some hand wringing about such bypass strategies in library literature. Sometimes, it's all about perspective. On the positive side, it was refreshing to hear an articulate spokesperson who is keenly attuned to the interests of our organization's decision makers discuss the value of information resources and see those administrators nod in agreement. The other benefit of the presentation was that, even with its weaknesses, the product had a few features that raise the bar for other content providers.

When vendors attempt to bypass librarians, librarians have another incentive to educate their communities about the value of collection development policies, subject

expertise, and the use of data to drive decisions about costly purchases. Any librarian in the room would have quickly recognized features the vendor did not address: relevancy, spell check, authority control, navigation trails, and online, offline, and contextual help. Experienced with collection development, librarians have comparative data that puts any new product in perspective. The vendor could not be expected to help the audience understand the pricing of subscriptions and how they impact budgets going forward or the price and use of similar products that are available. Library expertise and contextual information are critical to wise selection.

This vendor charged the administrators with marketing his product to faculty. He made the point that for his product to be used effectively, someone has to explain its worth and demonstrate how the information can be used by the organization's community. This vendor's job is to sell his product. He wanted the audience to make his product a successful purchase. In doing his job, the sales representative provided a valuable opening for librarians. The full dimension of the library worker's job is to be committed to the organizational mission, have strong relationships within the organization, and demonstrate professional expertise. In this instance, the expertise is informed by the organization's mission and is about collection development, selection, support for the use of information products, and communication on the long-term budget impact of selected products.

In recent years, there has been a spate of sales literature encouraging the bypass strategy as a tactic. It is one of the many changes to which librarians have to respond proactively. Just as we have adapted to other changes with improved services and better demonstrations of library value, we will respond to this change. Ours is an educational and service role borne out of commitment to our organizations, library users, and library values. When we respond to administrative concerns,



understand budget implications, and are approachable, thoughtful, and engaged in the conversation, we become the essential, esteemed workers on which our organizations rely. We will not be passed by or bypassed. The sales strategy is just another reminder to be attentive to how we are engaged with our organizations and library users.

As I considered the need for library workers to take the initiative to address this and larger changes in our work environments, I reflected on the remarkable energy TLA staff and volunteer members of our association dedicate to developing advocacy and leadership skills and providing continuing education opportunities. It is the work of our state association and our member volunteers that supports our efforts to become and remain esteemed, indispensable, respected members of our organizations.

Change will not stop and challenges are more easily met when you are working with colleagues across the state. I encourage you to be active in TLA. Our 100th conference is April 24-27 in the world class convention facilities of Fort Worth, the city of cowboys and culture. The conference theme is *Promoting our Values, Proving Our Worth*. The program is filled with valuable resources to support your efforts to live by library values, demonstrate library value to your community, and prove the worth of libraries and library workers. It is a great opportunity to visit with our library vendor partners, meet and interact with valued colleagues, and hear your favorite authors. Under the guidance of our colleagues who worked hard to create the most valuable conference ever, the 2013 conference was designed to inspire, educate, inform, entertain, and fortify. I look forward to seeing you there. ☘

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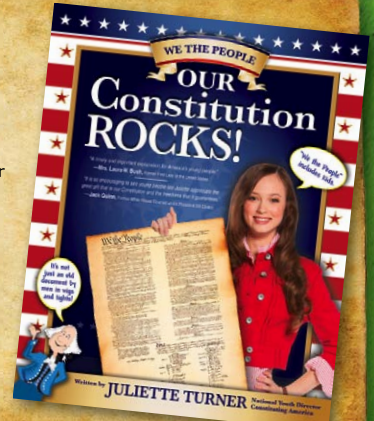


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Promoting Our Value, Proving Our Mettle

This State budget is still a couple of months from being finalized. At this stage of the legislative process, the Senate Finance and House Appropriations Committees have both recommended most of the funding requested by the State Library and Archives Commission for library digital content (e.g., TexShare and K-12 database access). The agency requested a total of \$9.25 million over the biennium. The recommendation for funding for this item is \$7.25 million in the House, and \$7.5 million in the Senate as of the time *TLJ* went to press. The agency's other requests for additional funds are still open for consideration but not funded at this time.

The good news is that lawmakers definitely understand that the state must reinvest in libraries. Legislators have responded well to information about the importance of statewide digital resources for libraries, the cost-effectiveness of the state run program, and the imperative to provide funds to help the State Library make the case for continuation of federal funds in 2015. Without a waiver from the federal government (since Texas failed to meet its maintenance of effort requirement for state spending in 2012 and will do so again in 2013), the state may lose up to \$9 million in federal support in 2015. These funds have sustained statewide library programming this last year and, without which, many existing programs may well end.

The hard news is that a lot of things can happen between now and the end of the session. Fates can change for the better and the worse.

So, now is the time I tell all library advocates the **WORK REALLY BEGINS**.

Many of you have already visited with your elected officials, made calls, sent email,

held events, and had others speak up for libraries. Thank you for all your terrific work. I now ask that you keep it up!

The reality is that the State Capitol has about 10 to 15 groups marching the halls on any given day. Legislators' offices usually schedule constituent or lobby meetings about three times an hour every day. Legislators and their staffs can receive hundreds (and on occasion thousands) of letters, emails, faxes, and calls in one day. In short, offices are bombarded with constituent requests continuously. I remember sitting in on one hearing where one legislator stated he had already received close to 3,000 messages in a few hours about an issue.

The bottom line is that we cannot feel that our job is complete until our goal is achieved. It is natural for folks to feel "we've done our part," but the truth is advocacy is a continued, unceasing activity. There are many ways to keep the momentum going – draft new letters, recruit new supporters, send a friendly update about your library to legislative offices, thank legislators for their support so far, post a message on a legislator's Facebook page, and on and on.

Political action is a result most often of perceived pressure and monitoring. If legislators know that constituents are following the process, monitoring an elected official's response, and taking the time to stay "in the loop," the more commitment the legislative office is likely to demonstrate for the cause. It's simple relationship building in the end. Relationships must be nurtured.

The work remaining to us is to promote library funding initiatives (including those not yet funded) in the State Library's budget through the House and Senate floor votes on HB 1 and SB 1,

respectively. There may be some floor amendments to support library funding. All librarians and library supporters should be ready to call or email their legislators to ask for supportive votes in these matters. TLA will post this information on our division email lists. Make sure you watch for these announcements and act on them in a timely manner!

Then, the House and Senate will have to reconcile the differences in their respective versions of the budget. This process happens through a specially-appointed conference committee. This stage is the fourth quarter of the game, and all library supporters must remain vigilant and active.

If you are a library supporter who has not yet had the opportunity to speak out in support for library funding this session, there are plenty of opportunities to run with the ball! (I've been practicing my sports metaphors.) You just need the will to work on behalf of libraries – the very same thing each of us expects of our legislative officials. We should be willing to do the same.

This session, we've had wonderful advocacy from TLA members, partnering groups, State Library commissioners, and lay supporters. And we've had terrific bipartisan support from legislative offices. Several wonderful resources – such as the State Library's ROI study and TLA's PR Toolkit (both of which are highlighted in this issue of the *Journal*) – are available for your use. I encourage you to review these publications, as well as the materials available on TLA's advocacy site: www.txla.org/advocacy-tools. There is much we have to help us promote our value. Let's prove our mettle and speak out for libraries. ✪

... we cannot feel that our job is complete until our goal is achieved

TEXAS PUBLIC LIBRARIES: Economic Benefits and Return on Investment

Prepared for the Texas State Library and Archives Commission by the Bureau of Business Research IC² Institute, The University of Texas at Austin (December 2012)

EDITOR'S NOTE: The full report is available online at website of the Texas State Library and Archives Commission. The excerpts included here were formatted for length. To access the full report, go to: <https://www.tsl.state.tx.us/roi>.

Executive Summary

Public libraries in the State of Texas provide significant economic benefits for their communities. This report examines these economic benefits, and documents those activities which contribute to economic activities throughout all regions of Texas. In 2011 Texas public libraries collectively were found to provide \$2.407 billion in benefits while costing less than \$0.545 billion, **a return on investment of \$4.42 for each dollar invested.**

A data-intensive research design was developed to quantify economic benefits. Extensive data from the Texas State Library and Archives Commission (TSLAC) were used in conjunction with the input-output economic modeling software, IMPLAN. Additional data and information from a survey of all Texas public library directors were used as inputs to the economic model.

Based on the IMPLAN model, which analyzed public libraries purely as business and organizational entities, libraries produced \$1.043 billion in local economic activity. Further, in 2011 more than 12,000 jobs in Texas were dependent on public library expenditures.

Another major component of the quantitative analysis examined services offered by most public libraries in Texas:

- circulation of books and other media;
- access to public computers and Internet;
- educational programs; and
- reference services.

Economic estimates were derived for these four services as well as for volunteers at public libraries and wireless usage.

A conservative approach was utilized that yields much greater certainty in the estimated services values. The total value of these six public library services was

conservatively estimated at \$1.364 billion. These values combined with the benefits of local economic activity (\$1.043 billion) produce a total return on investment of \$2.407 billion.

While the identifiable economic benefits are significant, public libraries' economic impacts are far greater than we can estimate as many economic benefits are difficult to quantify. Case profiles were developed about specific libraries' activities with business organizations and assistance to self-employed individuals, entrepreneurs, small businesses, employees, and employers. Many of the 40 case profiles illustrate a public library's significant role for job seekers, job training, and workforce development. Others highlight unique and innovative service approaches or ongoing collaborations with Chambers of Commerce. These examples describe the widespread, unmeasured economic impacts of public libraries of all sizes and in all types of locations (rural, suburban, and major metropolitan areas) in Texas.

A second set of profiles focuses on economic impact estimates for 14 individual libraries. Four of these libraries serve fewer than 10,000 residents, seven serve between 10,000 and 500,000 residents, and three serve more than 500,000 residents. Several of these libraries have significant capital programs underway, and there are substantial differences among the libraries regarding the proportion of purchasing that occurs locally. Nonetheless, all of the libraries generate substantial positive returns-on-investment for their communities and cities.

Total economic benefits from Texas' public libraries in 2011 were approximately \$2.407 billion. With expenditures of \$544.9 million, there was an ROI of \$4.42 – for every dollar invested, there was \$4.42 in

verifiable local economic activity. The Texas ratio compares favorably to results in prior studies of other states and cities, given the conservative approaches used in this analysis.

Yet the impacts of Texas' public libraries continue to be underestimated. No benefits have been included in this analysis for the numerous, specific examples in which libraries have enabled business organizations, businesses, and self-employed individuals to improve their economic activities or the value of libraries' activities that have assisted individuals to obtain employment. Nor were we able to include monetary values for the contributions of Texas libraries to a more educated workforce and higher quality of life, both of which are vital for sustained economic development.

Chapter I. Introduction: Scope, Methodology, Limitations

Project Goals

Libraries are collections of books and periodicals, sources of access to digital repositories, entry points to municipal, state, and federal government programs, and destination points for children and adults. They can assist in rejuvenating neighborhoods and preventing population loss in rural communities. Public libraries also have economic impacts, both short- and long-term. This study examined the economic benefits, economic impacts, and contributions to economic growth by public libraries in the State of Texas. Both quantitative and qualitative benefits were included. Special attention was devoted to public libraries' roles in assisting entrepreneurs, small businesses, and employers in Texas.

Methodology

To determine the economic impacts of public libraries in Texas, a data-intensive research design was developed. Extensive data files from the Texas State Library and Archives Commission served as the primary basis for the quantitative estimates of economic benefits. TSLAC

data were used in conjunction with the input-output economic modeling software, IMPLAN. IMPLAN is commonly used by economists and is widely accepted as one of three software modeling programs for impact analyses (the others are REMI and RIMS II). The IMPLAN software, as well as the accompanying multipliers, social accounting matrices, and trade flows, allow for economic analysis of public libraries as well as other related service industries. The software used in this report is unique to the economic activity in the State of Texas, and is the latest version available.¹ Identified expenditures and jobs from public libraries, obtained from the TSLAC data files, served as the primary inputs to IMPLAN.

Additional data and information were collected from a survey of all Texas public library directors as well as extensive in-person and telephone interviews and email interaction with library directors. The survey of all public library directors in the State of Texas was conducted in cooperation with the Texas State Library and Archives Commission, utilizing publicly available information to contact directors.

The survey: (1) collected data about the geographical location of library expenditures (where money was spent) – information necessary for the IMPLAN calculations; (2) compiled information about library directors' views of particular activities and services for their business patrons; (3) sought data about wireless users and usage – data not currently available statewide; and (4) solicited information about potentially unique and innovative library activities that might be worthy of describing further in case profiles.

Another major component of the quantitative analysis examined major services offered by most public libraries in Texas: circulation of books and other media; public computers and Internet; educational programs; and reference services. This analysis required combining statewide totals for each of the services from the TSLAC data files, with values for each service, e.g., each educational program, a reference inquiry, or a book checked out. Prior studies of libraries in other jurisdictions were reviewed as part of the valuation process. Economic estimates also were generated for the

benefits from volunteers at public libraries and wireless usage.

While the economic benefits of public libraries as economic entities/organizations per se are important to capture, public libraries' economic impacts are far greater, even if they are sometimes extremely difficult to quantify. Case profiles were developed about specific libraries' activities involving business organizations, self-employed individuals, small businesses, and medium-sized businesses. Some case profiles illustrate a public library's significant role for job seekers, job training, and workforce development. Others highlight unique and innovative approaches and ongoing collaborations with chambers of commerce. These examples describe the widespread economic impact of public libraries in all sizes and types of locations (rural, suburban, and major metropolitan areas) in Texas. All of the libraries profiled were identified from the survey of library directors.

A second set of profiles focuses on economic impact estimates for a sample of individual libraries. Based on the statewide

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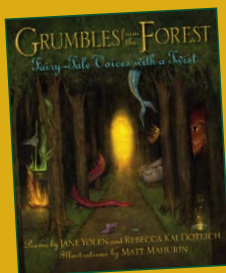
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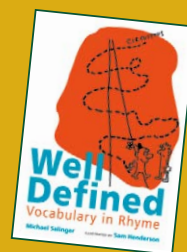
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survey of library directors, the responding libraries were sorted into categories by the population size of their service areas. Candidate libraries were selected from each of the five population categories (fewer than 10,000 residents, between 10,000 and 50,000, between 50,000 and 100,000, between 100,000 and 500,000, and more than 500,000 residents) and asked if they wished to participate in a process that would lead to an economic impact estimate for their library. To participate, each library was informed they would need to provide detailed operating and capital expenditure data by geography (city/county/MSA/Texas as appropriate) that would be used as inputs to the IMPLAN software. Economic estimates were generated for each of 14 libraries, representing a diverse group in all parts of Texas.

As part of the overall methodology, the research team conducted a review of prior return-on-investment studies of public libraries during the past decade. This review documented the range of methodologies used previously, showed variation in library services' values, and provided a context for the quantitative results from the IMPLAN modeling and the overall ROI figure in Texas. Based on population size, comparability to Texas, scope of analysis, and methodological sophistication, six state studies and four cities were reviewed: Colorado, Florida, Indiana, Pennsylvania, South Carolina, Wisconsin, Charlotte, Philadelphia, Seattle, and a consortium of municipalities in Southwestern Ohio. Summaries of each study appear in the appendices.

A number of approaches used in prior studies were considered but not incorporated in this report. In one city, researchers included a property value component, arguing that residences near libraries were more valuable than equivalent residences elsewhere. In one state study, several billion dollars in "benefits" were included with researchers arguing that these were costs that would have been incurred in the absence of libraries. Neither practice has been used in other studies, is methodologically sound, or appropriate for Texas. In addition, throughout this report, a conservative approach has been utilized in valuing library services. For most services, we have adapted approaches previously used in

other studies, although not necessarily the valuations of the services. Often there is room for judgment about valuation, and when that has occurred, we have chosen the lower figures because of the uncertainty of the estimation process. By using the lower, more conservative values, this analysis is able to report with certainty that public libraries in Texas provide at least this much value to their communities.

Data Notes, Limitations, and Safeguards

This economic impact assessment should not be construed as an audit insofar as it was not prepared under generally accepted auditing principles and practices. The research team did not examine financial or administrative records and does not believe there was a need to do so. To a large extent, data used in this study were self-reported by library directors. As noted above, the primary sources of information were (1) data files from the Texas State Library and Archives Commission that are compiled each year from an annual survey of all public libraries in the State of Texas; (2) a survey of all public library directors conducted by the research team in spring 2012; and (3) field trip interviews, phone interviews, and email correspondence with library directors and select library patrons.²

While the research team relied substantially on self-reported information from public libraries, there is minimal likelihood that data are systematically biased. First, the annual TSLAC surveys are conducted and checked by experienced staff. Second, library directors are not incentivized to inflate their library's activities and results. Third, outlier data on the directors' survey were re-confirmed as needed, and any unreliable data will not affect the aggregated totals by an appreciable amount. Fourth, whenever interpretive decisions were necessary, the research team has consistently made conservative judgments. For all these reasons and others as noted in the subsequent chapters, the economic impact estimates should be viewed as minimums. If there are any errors in the estimates, they are much more likely to be understatements rather than overstatements.

Report Overview and Organization

This report has been prepared for different audiences in a "triage format;" that is to say, key findings and recommendations appear in the executive summary, detailed

materials are presented in individual chapters, and specialized materials may be found in the appendices. To the extent possible, technical language has been avoided to promote readability.

Chapter II provides key financial characteristics of Texas' public libraries and then documents the direct and indirect economic and employment impacts statewide of public library expenditures.

Chapter III describes the statewide survey of library directors and key findings.

Chapter IV details major library services, offers alternative approaches to valuation of these services, and estimates statewide values for each.

Chapter V presents case profiles that portray the full breadth of activities that support businesses, business organizations, and job seekers as well as exemplify innovative and collaborative approaches in services. Profiles are presented for 40 libraries.

Chapter VI characterizes the economic impacts and benefits for 14 libraries of different sizes.

Chapter VII summarizes the economic impacts from library expenditures and services and then compares the return-on-investment to those in prior studies in states and cities.

Six different sets of appendices appear after the main report:

- Survey of Public Library Directors
- Measuring Internet Usage
- Summaries of Prior State and City Impact Studies
- Letter and Forms for Individual Library Economic Impact Estimates
- Changes in Library Metrics from 2010 to 2011
- Bibliography and References

Chapter II. Key Financial Statistics of Texas

Public Libraries

This chapter describes key characteristics of Texas' 563 public libraries.³ In a later section of this chapter, data and information are presented that assess the economic contributions of library spending on the State of Texas and on local economies within Texas, based on library services, expenditures, and employment in fiscal years 2010 and 2011.

Methodology

This study was conducted in cooperation with the Texas State Library and Archives Commission, which provided operating and capital expenditure data for public libraries across Texas in their Annual Reports for Local Fiscal Years 2010 and 2011.⁴ Economic impacts on Texas and local areas were estimated by examining operating expenditures, capital expenditures, employee salaries and benefits, and construction expenditures. Supplemental information for the economic impact analysis was obtained from a short survey of libraries.⁵

This study estimates the multiplicative impacts of library spending on other industries in the economy using the input-output economic model, IMPLAN, which accounts for industry relationships and economic trade flows. Other social and economic benefits, such as the education, experience, or entertainment that occurs related to the books, Internet, or meeting space within the libraries, were not directly quantified with IMPLAN when determining the overall economic contribution.⁶

Survey respondents provided estimates of libraries' local versus nonlocal employment, as well as purchases made outside their service areas. With these data, commuting patterns were adjusted to allow for the allocation of employee spending within the counties of residence. Spending was allocated to goods and services including housing, food, healthcare, entertainment, energy, clothes, and other items. Salary and benefits were entered as a labor income change in the model.

Purchases made outside a library's service area, referred to as "leakage," were assessed separately for non-labor operating expenditures. Given the complexity of spending on a variety of goods and services, operating expenditures for leakage estimates were calculated by the IMPLAN model. Operating expenditures were categorized as Other Information Services in the model. Summaries for the economic estimates of 14 individual libraries calculated leakage based on libraries' estimates for local and nonlocal expenditures. (Please see Chapter VI.) Capital outlays were identified by library by fiscal year. Estimated construction

expenditures were assigned as Nonresidential Building in the IMPLAN model.

Local areas were analyzed with multi-regional input-output models for each county or metropolitan area of aggregated counties. The state was analyzed using the Texas model of IMPLAN.

The TSLAC data files for FY2010 and FY2011 included more than 100 variables. These data and information are collected through an annual survey.⁷ The variables used to evaluate economic impacts include:

- County
- Library employee benefits
- Wages and benefits
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 - * Federal Library Services & Technology Act funds (LSTA)
 - * Other federal funds
 - * Subtotal of federal operating income
 - * Foundation & corporate grants
 - * Other local sources
 - * Subtotal of other operating income
 - * Total income
- Capital revenue from:
 - * City, cities, or library district
 - * County or counties
 - * School districts
 - * Loan Star Libraries grant award
 - * State funds
 - * Federal Library Services & Technology Act funds (LSTA)
 - * Other federal funds
 - * Foundation & corporate grants
 - * Other local sources
 - * Total income
 - Total full-time equivalents of paid library staff
 - Local fiscal year beginning date

Library Data

Data were provided for each library's fiscal year, which began October 1 for 67.5% of Texas public libraries, January 1 for 23.8% of libraries, with the other 8.7% having different start dates. The differences in local fiscal years were inconsequential for the economic impact study.

County

Based on the data, in 2011 ten counties accounted for 22.6% of the libraries, and 184 counties (40.7%) each had 1-2 libraries. (Please see Table 2.1 at right.)

Capital Outlay

Of the 563 libraries, 150 (26.6%) reported capital outlays totaling \$94.1 million in FY2011 – a 16% increase from FY2010. These outlays are classified as major capital expenditures, which may include building sites, new buildings, additions, or renovations. These outlays may also include purchases of furniture, equipment, books, vehicles, computer systems, and other one-time extraordinary purchases noted in the reporting form.⁸ The list of counties with

the largest capital projects change each year as funding and projects are approved. Table 2.2 shows the counties with the largest capital projects in FY2011.

Operating Expenditures

Compared to the prior fiscal year, operating expenditures grew 1.7% in FY2011, totaling \$450.8 million. These expenditures are comprised of labor costs, library collections (e.g., books, periodicals, etc.), and other supplies and services purchased for library operations. Wages and benefits comprised 67.6% of operating expenditures, demonstrating the largely labor-intensive nature of library operations. Print, electronic, and other collection materials comprised 12.5% of the operating budgets. Other operating expenditures and indirect costs totaled 18.9%. Operating

TABLE 2.1. NUMBER OF LIBRARIES BY COUNTY

County	Number	Percentage	Cumulative Total
Tarrant	25	4.4%	4.4%
Dallas	23	4.1%	8.5%
Hidalgo	14	2.5%	11.0%
Denton	13	2.3%	13.3%
Collin	10	1.8%	15.1%
Travis	9	1.6%	16.7%
Grayson	9	1.6%	18.3%
Williamson	8	1.4%	19.8%
Galveston	8	1.4%	21.2%
Cameron	8	1.4%	22.6%
Wise	7	1.2%	23.8%
San Patricio	7	1.2%	25.1%
Bell	7	1.2%	26.3%
Smith	6	1.1%	27.4%
McLennan	6	1.1%	28.5%
Harris	6	1.1%	29.5%
Wood	5	0.9%	30.4%
Johnson	5	0.9%	31.3%
Lubbock	5	0.9%	32.2%
Jefferson	5	0.9%	33.1%
Hunt	5	0.9%	34.0%
Hays	5	0.9%	34.9%
Ellis	5	0.9%	35.8%
Colorado	5	0.9%	36.7%
Atascosa	5	0.9%	37.5%
Kaufman	4	0.7%	38.3%
Hardin	4	0.7%	39.0%
Wichita	4	0.7%	39.7%
Karnes	4	0.7%	40.4%
Henderson	4	0.7%	41.1%
Gregg	4	0.7%	41.8%
Cherokee	4	0.7%	42.5%
Bowie	4	0.7%	43.2%
Bexar	4	0.7%	44.0%
Fayette	4	0.7%	44.7%
3 or Fewer	312	55.3%	100.0%
Total	563	100%	—

TABLE 2.2. FY2011 CAPITAL OUTLAYS BY COUNTY

County	Number	Percentage	Cumulative Total
Hidalgo	\$28,400,077	30.2%	30.2%
Bexar	\$19,325,169	20.5%	50.7%
Fort Bend	\$9,489,563	10.1%	60.8%
Kendall	\$7,138,800	7.6%	68.4%
Tarrant	\$6,550,281	7.0%	75.4%
Tom Green	\$4,235,744	4.5%	79.9%
Travis	\$3,176,164	3.4%	83.3%
Walker	\$2,506,081	2.7%	85.9%
Galveston	\$2,126,944	2.3%	88.2%
Lubbock	\$1,926,002	2.0%	90.2%
Rest of State	\$9,194,932	9.8%	100.0%
Total	\$94,069,757	100%	—

expenditures are less volatile than capital expenditures. The counties with the largest operating expenditures in FY2011 are shown in Table 2.3 (facing page).

Employment, Wages, and Benefits

Library full-time equivalent (FTE) employment totaled 6,843 in FY2011, a 3.9% decline from the 7,122 in FY2010. (County totals are shown in Table 2.4 on facing page.) This number was converted to a headcount based on micro-data from 14 libraries for the input-output model, yielding 7,556 employees. These workers earned \$304.7 million in FY2011, an increase of 0.7% in aggregate, of which 24.9% was paid for employee benefits. Wages totaled \$228.8 million. Head librarians' salaries collectively represented 10.5% of total wages.

Collection

Library collections are reported in three formats: print, electronic, and other (e.g., microforms and audiovisuals). Libraries make ongoing purchases of collection items, and these ongoing purchases amounted to \$56.6 million in operating expenditures in FY2011, down 1.5% from FY2010. Most purchasing was directed towards print materials (68.5%), while 13.9% was for electronic materials, and 17.5% for other collection items. Collection expenditures by county are shown in Table 2.5.

Other Operating Expenditures

Other operating expenditures reference the non-labor, non-collection library operations. These include supplies, software licenses, networks, Internet, and contracted personnel (i.e., facilities maintenance, consultants, auditors, etc.). Other operating expenditures totaled \$85.1 million in FY2011, an increase of 6.1% over FY2010.

Indirect Costs

Indirect costs refer to operating expenditures paid by a local government entity for the library. Examples include janitorial services, grounds maintenance, and utilities. Only 47 libraries (8.3%) reported indirect costs. About half (46.8%) of the \$4.4 million in indirect expenditures occurred in El Paso.

Library Revenue

Revenue for a private enterprise derives from the sale of goods and services, in which value was added to raw materials or intermediate inputs and resold with a margin. Public enterprises, like libraries, receive “income”

through taxes, fees, and grants. Given the nonprofit status of libraries, revenues largely match expenses. For the Texas library system, operating revenues totaled nearly \$455.9 million, and capital revenues totaled \$74.5 million, for a total of \$530.4 million in FY2011 (up 0.2% from FY2010). Libraries have various revenue conduits, ranging from federal, state, and local sources, foundation and corporate grants, and fines and donations. While funding sources are varied, approximately \$0.93 of every \$1.00 in library revenue (operating and capital) is from a local source, (i.e., from cities, counties, school districts, local donations, etc.).

interest, and individual gifts and donations. The remaining \$4 million was from foundation and corporate grants.

Capital Revenue

Local – Local funding comprised 83.5% of total capital revenue in FY2011. Of that \$62.2 million in local funding, 94.3% (\$58.7 million), was from cities or library districts. County governments funded 5.7%.

State – State funding for capital projects totaled \$333,037 in FY2011, representing 0.4% of total capital revenue.

Federal – Federal funding for capital projects totaled \$2.2 million in FY2011, representing 3% of total capital revenue.

Other – Other revenue sources funding totaled 13% of total capital revenue. Of the \$9.7 million in other revenue funding, \$6.0 million came from fines, fees, interest, and individual gifts and donations. The remaining \$3.7 million was from foundation and corporate grants.

Statewide Economic Impacts from Library Expenditures

Library expenditures represent the employment of individuals in local communities and purchases of goods and services, primarily from private industry vendors. The locale of these purchases varies by library, with the composition of the local economy often dictating what may or may not be sourced locally. Companies supplying products to libraries, in turn, employ and purchase from other companies, thus creating a multiplier effect. To calculate the multiplier effects and overall economic impacts, the research team used the input-output economic modeling tool IMPLAN. The IMPLAN software incorporates data (expenditures, jobs, etc.) and publicly available secondary data on labor, wages, and output. The main input data were (1)

The \$544.9 million in direct library operating and capital expenditures in FY2011 (\$450.8 million in operating expenditures and \$94.1 million in capital expenditures as described earlier in this chapter); and (2) A total of 7,556 employees (6,843 full-time equivalent (FTE)). This direct spending in

TABLE 2.3. FY2011 OPERATING EXPENDITURES BY COUNTY

County	Number	Percentage	Cumulative Total
Harris	\$73,908,428	16.4%	16.4%
Dallas	\$51,451,097	11.4%	27.8%
Tarrant	\$44,185,723	9.8%	37.6%
Bexar	\$32,157,179	7.1%	44.7%
Travis	\$29,454,248	6.5%	51.3%
Collin	\$20,899,967	4.6%	55.9%
Fort Bend	\$12,355,644	2.7%	58.7%
Denton	\$10,568,077	2.3%	61.0%
El Paso	\$10,436,615	2.3%	63.3%
Hidalgo	\$9,836,566	2.2%	65.5%
Rest of State	\$155,559,039	34.5%	100.0%
Total	\$450,812,583	100%	—

TABLE 2.4. FY2011 EMPLOYMENT (TOTAL STAFF) BY COUNTY

County	Number	Percentage	Cumulative Total
Harris	820	12.0%	12.0%
Dallas	791	11.6%	23.5%
Tarrant	632	9.2%	32.8%
Bexar	439	6.4%	39.2%
Travis	401	5.9%	45.1%
Collin	297	4.3%	49.4%
Hidalgo	227	3.3%	52.7%
Fort Bend	223	3.3%	56.0%
Montgomery	197	2.9%	58.9%
El Paso	175	2.5%	61.4%
Denton	136	2.0%	63.4%
Rest of State	2,505	36.6%	100.0%
Total	6,843	100%	—

TABLE 2.5. FY2011 COLLECTION EXPENDITURES BY COUNTY

County	Number	Percentage	Cumulative Total
Harris	\$9,950,460	17.6%	17.6%
Dallas	\$6,284,633	11.1%	28.7%
Tarrant	\$5,643,772	10.0%	38.7%
Bexar	\$3,561,761	6.3%	45.0%
Travis	\$3,281,740	5.8%	50.8%
Collin	\$2,661,359	4.7%	55.5%
Fort Bend	\$1,956,125	3.5%	59.0%
Denton	\$1,341,710	2.4%	61.3%
Galveston	\$1,107,513	2.0%	63.3%
Cameron	\$1,103,416	2.0%	65.2%
Rest of State	\$19,660,863	34.8%	100.0%
Total	\$56,553,352	100%	—

Operating Revenue

Local – Operating revenue is almost all from local sources, comprising nearly 95% of library operating budgets in FY2011. Of the \$432 million in local funding, 79.5% came from cities or library districts, and 20% from counties, with the remaining 0.5% from school districts.

State – State funds represented 1.2% of library operating revenue in FY2011, accounting for not quite \$5.7 million in funding, mostly through Loan Star Libraries grant awards. (The 82nd Texas Legislature eliminated this grant program.)

Federal – Federal revenue was reported by only 23 libraries totaling slightly more than \$2 million.

Other – Other revenue sources funded 3.6% of total operating revenue. Of the \$16.1 million in other revenue funding, \$12.1 million came from fines, fees,

TABLE 2.6. FY2011 OTHER OPERATING EXPENDITURES BY COUNTY

County	Number	Percentage	Cumulative Total
Harris	\$16,520,497	19.4%	19.4%
Bexar	\$9,140,044	10.7%	30.1%
Tarrant	\$8,818,302	10.4%	40.5%
Dallas	\$8,721,537	10.2%	50.8%
Travis	\$3,761,326	4.4%	55.2%
Denton	\$2,172,677	2.6%	57.7%
Collin	\$2,039,816	2.4%	60.1%
Galveston	\$1,947,464	2.3%	62.4%
Hidalgo	\$1,651,279	1.9%	64.4%
Nueces	\$1,502,884	1.8%	66.1%
Rest of State	\$28,834,885	33.9%	100.0%
Total	\$85,110,711	100%	—

DEFINITIONS

Gross Domestic Product (GDP): A measure of economic activity, GDP is the total value added by resident producers of final goods and services.

Gross Output (Output): The total value of production is gross output. Unlike GDP, gross output includes intermediate goods and services.

Value Added: The contribution of an industry or region to total GDP, value added equals gross output, net of intermediate input costs.

Metropolitan Statistical Area (MSA): Integrated social and economic areas of one or more counties and with population of 50,000 or more.

Leakage: Refers to spending that occurs outside the region of study.

Direct Impact: The measured economic activity (expenditures, employment, wages) recorded by the library.

Indirect Impact: Captures the additional activity related to the library's supply chain based on the local composition of the economy.

Induced Impact: Captures the impact of household spending driven off salaries earned by library employees, as well as indirect employees.

Multiplier Effect: Includes the direct, indirect, and induced impacts related to the library to demonstrate the rippling effect of economic activity related to expenditures, employment, and wages.

the State of Texas multiplies through other industries in the supply chain, ranging from real estate and wholesale trade, to food services and health care. IMPLAN captures this economic activity by using economic multipliers, social accounting matrices, and trade flow data unique to the State of Texas. The model then produced results expressed in terms of direct, indirect, and induced impacts on output, employment, and wages.

As shown in Table 2.7 the operating expenditures in FY2011 led to approximately \$850 million in total economic activity in the State of Texas. And libraries' operating expenditures led to the employment of an additional

2,983 employees. Table 2.8 shows that libraries' capital expenditures in FY2011 led to approximately \$194 million in total economic activity and 1,511 additional employees hired. Table 2.9 shows the combined effects: total economic activity that surpasses \$1.04 billion and total employment of 12,049.

These additional economic benefits were derived from the upstream economic linkages for library operations and construction, as well as from household spending on goods and services in the community. In other words, based on libraries' operating and capital expenditures, spending by vendors

supported employment of an additional 4,493 workers in Texas.

Overall, based on the \$544.9 million in expenditures, economic benefits as calculated by IMPLAN were \$1.043 billion, for an ROI of 1.91 – for every dollar expended, there is \$1.91 in local economic activity.

Chapter VII. Summary of Quantifiable Economic Impacts

Public libraries in the State of Texas generate significant economic impacts. In 2011 more than 12,000 jobs in Texas were dependent on public library expenditures. When analyzed as business and organizational entities, public libraries produced \$1.043 billion in local economic activity. In addition, the total value of six primary public library services was conservatively estimated at \$1.364 billion.⁴⁷ Total economic benefits from Texas public libraries in 2011 were approximately \$2.407 billion.

Spending by public libraries in 2011 totaled \$544.9 million: \$450.8 million in operating expenditures and \$94.1 million in capital expenditures.

Overall, with economic benefits of \$2.407 billion and expenditures of \$544.9 million, there was an ROI of \$4.42 – for every dollar, there was \$4.42 in local economic activity.

Table 7.1 shows the financial benefit ratio (return on investment) for prior studies of select states and cities. Comparisons of these ratios across different jurisdictions must be conducted with caution and, in some instances, may be inappropriate due to different types of services and other localized conditions. Nonetheless, it often proves useful to determine more generally if the results are in line with other analyses. The two Texas ratios, one for all libraries and a second for the sample of 14 of individual libraries, are in line with the ratios evident in other cities and states. Given the conservative approaches used in this analysis and the fact that some library services could not be included due to intractable problems with data availability or measurement, the Texas ratios are rather impressive.

In addition to measuring the economic benefits of public libraries, this research:

- Documented numerous, specific examples in which libraries have

TABLE 2.7. FY2011 ECONOMIC IMPACT OF OPERATIONS

Impact	Employment	Labor Income (in Millions)	Value Added (in Millions)	Output (in Millions)
Direct Effect	7,556	\$304.7	\$367.4	\$476.1
Indirect Effect	327	\$12.0	\$20.7	\$33.0
Induced Effect	2,656	\$112.9	\$208.4	\$340.2
Total Effect	10,539	\$429.6	\$596.5	\$849.4

TABLE 2.8. FY2011 ECONOMIC IMPACT OF CAPITAL PROJECTS

Impact	Employment	Labor Income (in Millions)	Value Added (in Millions)	Output (in Millions)
Total Effect	1,511	\$72.8	\$106.5	\$193.7

TABLE 2.9. FY2011 ECONOMIC IMPACTS OF LIBRARY EXPENDITURES

Employment	Labor Income (in Millions)	Value Added (in Millions)	Output (in Millions)
12,049	\$502.4	\$702.9	\$1,043.1

TABLE 7.1.
RETURN ON INVESTMENT
IN SELECTED REPORTS

Jurisdiction	Return on the Dollar
STATES	
Colorado	\$4.99
Florida	\$8.32
Indiana	\$4.76
South Carolina	\$4.48
Texas – Statewide	\$4.42
Wisconsin	\$4.06
CITIES	
Charlotte	\$4.61
Southwestern Ohio	\$3.81
Texas – 14 cases	\$4.19

Note: Summary statistics were unavailable for Philadelphia and Seattle.

enabled business organizations, businesses, and self-employed individuals to improve their economic activities;


- Described libraries’ activities that assist individuals to obtain employment; and
- Identified educational and occupational programs libraries have provided to enhance their patrons’ quality of life and meet the information, data, and social needs of their communities and regions.

The impact Texas public libraries have is still underestimated. Public libraries serve their communities by making information and learning readily accessible to any individuals who choose to enter a library’s doors or, in recent years, use a library’s online portal. The individuals who use the libraries directly benefit by gaining knowledge and ideas and those who choose not to use their local public library benefit by being part of a more educated community. Substantial research has concluded that economic growth and leadership is highly correlated with highly educated communities. Public libraries offer every person an opportunity to improve their education and every business an opportunity to improve their productivity. Public libraries are an overlooked factor in economic leadership among states.

ENDNOTES

(numbering follows footnotes cited in the full report)

- 1 IMPLAN utilizes a 440 industry matrix, allowing for detailed industry analysis. For this report, such detail was unnecessary and results were described in terms of direct, indirect, and induced impacts on output, employment, and wages. More details, including a table of definitions, are provided in Chapter II of this report.
- 2 Interviews with library directors and select library patrons were conducted with the promise that their anonymity would be honored and their comments reported only en masse, unless permission was specifically requested and granted. All responses and comments by library directors in response to survey questions were treated as confidential.
- 3 Four of the 563 reporting libraries that provided data for the TSLAC 2011 Annual Report are technically not considered public libraries. In the following tables the totals are for all reporting libraries.
- 4 Two main data files were used. The first file is pls10download.xlsx and is available at: <https://www.tsl.state.tx.us/ld/pubs/pls/2010/download.html>. The second file is pls11download.xlsx and is available at: <https://www.tsl.state.tx.us/ld/pubs/pls/2011/download.html>.
- 5 The survey of all library directors is described further in chapter III, and the survey instrument is contained in Appendix A.
- 6 Please note that library services were incorporated into the overall economic contribution, however. See chapter IV for the main discussion, description of the methodologies used, and the economic estimates that were derived.
- 7 The report form and variable descriptions may be found at <https://www.tsl.state.tx.us/sites/default/files/public/tslac/ld/pubs/arsma/2011ARWorksheet.pdf>.
- 8 The report form and variable descriptions may be found at: <https://www.tsl.state.tx.us/sites/default/files/public/tslac/ld/pubs/arsma/2011ARWorksheet.pdf>.
- 47 Circulation: \$934,502,271; Computer terminals/Internet: \$317,285,503; Reference Services: \$34,511,683; Programs: \$28,908,942; Volunteers: \$26,027,930; Wireless: \$22,551,992. Sum: \$1,363,788,321. 🐝



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Promoting Our Value, Proving Our Worth Toolkit

EDITOR'S NOTE: TLA Public Relations and Marketing Committee Chair Julie Todaro has completed *Promoting Our Value, Proving Our Worth Toolkit: A Realistic, Concrete Approach*. This toolkit offers a realistic perspective for examining and forming successful advocacy strategies and proven, doable methods for achieving positive results.

From reviewing, shaping, and selecting the information you need to discovering the secrets for persuading others, the toolkit provides library supporters with a workable framework that can be created step-by-step.

The publication also provides an extensive list of resources. To download the full toolkit, go to: <http://www.tla.org/sites/tla/files/PR/PR%20Toolkit%202013.pdf>.

LET'S MOVE BEYOND THE PAST BY ASKING THE HARD QUESTIONS AND FINDING ANSWERS THAT WORK TODAY.

"Why should libraries be funded?"

YESTERDAY'S ANSWERS

Because we are the heart of the institution...

Because we are the fabric of the community...

Because "for the people" is the cornerstone of our democracy...

Because you've already paid for it...

Because pooling resources to support everyone is good business...

Because we said so...

Because everyone just knows we are important

None of these reasons work on the majority of decision makers anymore. Why not? Whether you're addressing leaders in your community, educational institution, or company, there always seems to be some priority outranking you. With fewer dollars to go around, every expenditure must be justified. The days of the "fund us because we are noble" rationale are long gone.

It's not that the public or even decision makers don't appreciate us; today's tight fiscal environment is a simple byproduct of many critical areas and issues that require funding and increased scrutiny in how and

why funds are spent. All special interest groups – and the library community is no exception – must struggle to select that perfect piece of data, that perfect statistic, or that perfect argument that reaches the most important decision maker who will provide the needed support.

Once we set aside the "because" statements (because the majority of them don't work anymore), we have to select new terms, processes, data, and formulae that illustrate - to that specific person – who we are, what we do, and why they should fund us.

We start by asking **Today's Questions ...**

Why aren't they funding the library?

Why don't they understand us?

Why don't they value what we do?

How do we prove our worth?

Should we have to identify our strengths every year? Or every budget cycle? Or every legislative session?

TODAY'S ANSWERS ...

Terms...processes...formula...data...

What are the terms we need now?

Evidence of impact • Cost-benefit • Cost-effectiveness • Measure • Perception of value • Evaluate • Added value • Outcome • Customer perception of value • Information assets • Economic analysis • Worth • Effectiveness • Economic impact • Value added • Return on investment • Productivity • Price/Cost/Economic value

Why can't we get the right answers to today's questions? A checklist for self-evaluation.

Are we STILL more passive and reactive than proactive and assertive?

Are our efforts not enough?

Are our strategies not business strategies? Do we match what we have to offer based on what our public and leaders need? Do we support our governing structures' goals, products, and decision making functions?

Do we "produce"? Do we have results?

Do we work under the radar? Or are we visible and "at the table"?

Do we measure what we do? Systematically?

Do we evaluate enough? Or at all? Do we have evidence of impact?

Do we articulate our evaluative results so that others understand? Do we disseminate them appropriately?

If you aren't 100%, do you know your (partial *and* complete) "fail points"?

Are you using public relations *and* marketing processes and techniques? Branding? Do you know your audience? Your "customer"? *Their* customer? Their needs and preferences?

How do we begin demonstrating our value? Start by creating a culture of measurement and assessment into the organization. Little can be achieved without this foundation.

- Articulate the importance, role, and value of measurement, evaluation, and assessment in your organizational/institutional documents.
- Build an assessment model to mirror the governing organization's measurement, evaluation, and assessment framework. Make sure it is consistent throughout your institution and all your activities. Ensure that it meets all of your reporting and decision-making needs.
- Identify all employees' roles and responsibilities in assessment of your library's functions, programs, and services.
- Design opportunities for assessment throughout the organization. Be sure to identify short-term, long-term, and pilot opportunities.
- Encourage program assessment as well as one-time event/activity outcomes measurement.
- Build in assessment learning throughout training and professional development.
- Identify and nurture assessment as an expertise/employee focus. Create assessment teams and team leaders. Create incentives for assessment in general as well as rewards for assessing and correcting identified problems/data.

FIGURE OUT WHAT YOU HAVE AND WHAT YOU NEED

Draft a list of what you already measure or count and assess.

For many years libraries have gathered numbers. For the last 30 years, libraries have struggled with a wide variety of types of measurement and assessment. Libraries HAVE been measuring and they HAVE been assessing.

Typical Measurements

- How many items are in the library/ available through the library?
- How many people check out books?
- How many people walk through an actual and now virtual door?
- How much is spent on resources?
- How many programs they offer?
- How many people come to programs?
- How many people use a service reference – in person and virtual?
- What is your square footage?
- What are your locations – number of, variety, etc.?

Measurements and Assessments “Often Taken”

- What is the cost of programs and services?
- What is the cost of programs and services per constituent or use
- How many items are used in-house?
- What are you outputs?
- What is the number and type of database uses?
- What is the attendance (in person/ virtually) at programs?
- What are your cataloged resources (media, Web, print, etc.); timelines, etc.?
- What are your spacing needs (i.e., space per constituent, space use per constituent, space per department, resource area)?
- What are your counts (E-entry/access/door counts, page counts)?

What are you trying to convince decision makers of?

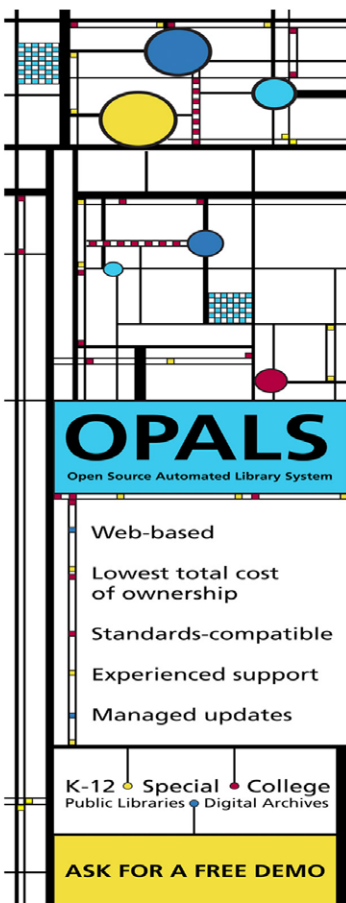
If the very existence of the library is an open question, you’ll need to have ready and compelling answers to these questions.

- Why should you exist?
- How does what you provide matter to the people you serve?

- Why is your information valuable to the organization?
- Why does what you do or what you provide save money?
- Why does what you do save clients money? Improve their (interactions with the organization, products received from the company, quality of life)?
- Why do you need the same level of funding?
- Why do you need more funding?
- Why do you need new money (in areas not designated before)?
- Why do you want to move money?
- Why do we need to buy online resources? Isn’t there just as good information on the web for free?
- How did you arrive at the budget figures in your request?
- Why did you choose *x* over *y*?

To learn how to address these questions, visit the TLA website and open the online toolkit. ✪

Julie Todaro is dean of library services at Austin Community College and chair of TLA’s PR and Marketing Committee.



OPALS
Open Source Automated Library System

- Web-based
- Lowest total cost of ownership
- Standards-compatible
- Experienced support
- Managed updates

K-12 Public Libraries | Special Digital Archives | College

ASK FOR A FREE DEMO

OPALS Services

- Integrated Library System
- eBook Management
- Database Authentication & Management
- Digital Archive Management
- Streaming Video Management
- Hosting Services
- Data Processing Services

“This migration was extremely smooth.”

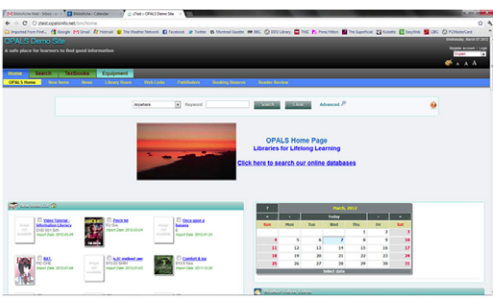
“We migrated almost 1 million records to a hosted solution and our bill was cut in half.”

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ACADEMIC LIBRARIES Are Moving to the Mobile Web – Or Are They?

BY CATHARINE BOMHOLD
AND CALLIE WIYGUL

With the dramatic increase in smart phone usage by the millennial generation, the academic library literature is full of calls to produce smart phone applications, or apps, in order to increase accessibility to services by their patrons. The most recognizable mobile interface, apps are site-specific software applications that allow users to access information in discrete portions on smart phones. While the term has its origins in personal computing, in recent years it has become commonly used to refer to small-scope software developed explicitly for mobile devices. Since 2006 the Horizon Report, an annual survey of emerging technologies in higher education, has included mobile computing through smart phones as an upcoming tool for post-secondary education.¹ Furthermore, the professional literature is rife with discussion on the importance and easy production of apps for attracting and keeping mobile library patrons.² In order to determine the current state of academic library mobile services, a survey of app offerings was carried out in January of 2013. The apps were surveyed to see what types of services were offered, if they were functional in a mobile setting, and to determine if there was any commonality or predictability among the libraries that had apps.

Does mobile matter?

With the whole Internet available at the tap of the finger on a smart phone, does it matter if a university or its library has a specific app? While a mobile device may be able to connect to any website, many functions may not work, be difficult to access, or impossible to view if they have not been edited for mobile use. Apps themselves are not necessary equipment as long as the producer invests the time to create a mobile website. Denoted by the leading “m.” in the URL, mobile websites are edited for content and in design in order to load quickly and be visually

accessible on small devices. Accessible from personal computers as well as mobile devices, mobile websites may or may not have an available app. Apps, on the other hand, provide an interface through which users access content-specific information that has been edited for mobile use. They can also provide visual and spatial unity to interrelated information and provide a sense of union for institutions with multiple divisions.

In order to evaluate the state of library services available on the mobile Web, we surveyed the library functions in the mobile apps of 14 universities in the mid-plains and southwestern region of the United States. All of the schools are classified by the Carnegie Foundation as RU/VH (universities with very heavy research activity).³ Of these universities, three did not have mobile apps at all, and one did not have access to the library on the university app. To determine the extent to which academic libraries at heavy research universities are delivering apps to their increasingly mobile clientele, library services on the apps of the 10 remaining universities were examined on a variety of points to identify what was available and its overall usefulness in a mobile environment. A total of 10 points of library service were examined in each app: library hours; library contact information; directions to the library or floor maps; computer availability; ask-a-librarian; OPAC access; access to personal accounts; subject guides; subscription database access; and the availability of links to the library’s social media. All the apps had some of these elements, but only a handful offered them all. Furthermore, all apps had varying degrees of success, in this case meaning usefulness, in the services offered. Below is a summary of the findings.

A caveat on mobile computing

This survey was originally completed in the fall of 2012 as part of a nation-wide survey of university apps. However, the mobile industry is still developing rapidly, and the number and content of available university apps changed considerably by

the beginning of this year. Additionally, the dynamic nature of the media means that content, as well as its availability can change on a daily, and sometimes hourly, basis. One university had a completely dysfunctional app full of missing or broken links one week but was fully functional the next. What is presented here is based on what was available to the authors the last week of January and the first week of February, 2013. It is expected that the findings presented here may change similarly by the time this publication becomes available.

Summary of findings

Library hours

Most libraries found some place to post their current hours with holiday exceptions as either a grid or text format in a prominent place. A few were difficult to access but were provided. Surprisingly, not all did; two libraries did not make their hours available at all. Notably, the University of Utah Marriot Library also had the hours for the current day prominently displayed on a horizontal banner making the information readily available to the user.

Library contact information or directory

All but two libraries provided staff contact information. Directories were most often listed alphabetically by last name or subject specialty. A few were searchable. The University of Arizona library staff directory includes photos and multiple points of access (office number/phone/email) for each person.

Directions to the library &/or floor maps

The availability of maps on the mobile apps varied between libraries. While some linked to external websites such as GoogleMaps, others provided campus maps only. The University of Utah Marriot Library had a campus map with a few building names and no road names, limiting its usefulness for off-campus patrons. The presence of library floor maps was similarly varied. Five apps had floor maps with differing levels of detail, and extensive information (including virtual tours) was available at Arizona State University (ASU) Libraries.

Computer availability

Two apps, ASU Libraries and the University of Nebraska Libraries, provided

real-time information on open computers for student use.

Ask-a-Librarian

All of the libraries had some sort of mobile access to library staff, although the degree to which this was useful or successful varied widely. Email forms were the most popular function, offered by seven of the libraries. The others offered various combinations of chat, email, text, or instant messaging. Two only provided a phone number to call.

OPAC access

With one exception, access to the library catalog was universal. What varied was the usability of the results. Catalog results were frequently not optimized for mobile use and were either too dense to read easily or did not fit the screen, forcing the user to scroll from side to side or up and down to see them. One library catalog was optimized for mobile use but did not provide call numbers with the search results.

Library account access

Access to library user accounts was not universal but divided between the libraries that provided mobile catalog access. Five libraries allowed users to access their library accounts with the app, four did not, and the one library that did not provide mobile access to the OPAC did not have access to their user accounts either.

Subject guides

Four libraries had access to subject guides on the app, but like OPACs, the actual usability was limited. Some were incomplete and lacked information; others were not mobile ready once the user got past the first page, limiting the utility of the information.

Subscription database access

Seven of the libraries provided access to subscription databases through the app. These were either links to proprietary apps from JSTOR, EBSCO, and the like, or simply access to the non-optimized Web link.

Library social media link

The most perplexing find was that while every university library included in this survey hosts a Facebook page, only three of the 10 had a link to that page on their mobile app. This finding illustrated the apparent disconnect either between

university units or the library staff and their users. This idea is discussed further in the concluding comments.

Conclusion

We initially believed that we would find patterns between the libraries and the functions or services that were offered. Hours, maps, and contact information are generally stable information that can be formatted and placed online with relative ease and little upkeep. Other functions, such as catalog and article searching are high maintenance items that only a few advanced institutions would offer. What we found instead was an eclectic mix of functions and services that were offered with varying success. There was no apparent predictability among libraries and in what was offered. Three libraries were found to be very good in both the number of services offered and in the execution of mobile functions while the others varied in their success with each function.

These results indicate that in most instances these academic libraries are not assuming, or perhaps given, responsibility for their own mobile Web. The impression is that technical units create university apps without input from library staff or testing the product with users, creating a hodge-podge of services with mixed effectiveness. The reason for this result is likely two-fold. The first is the expediency with which university administrations want to have a mobile presence. University computing units are tasked with creating apps without having the time or expertise to consider content. Second, there is likely a fiscal element to these results. While apps are relatively simple and inexpensive to create, budget constraints on libraries may limit their ability to provide personnel to consult with designers on functional issues. One library staff member whom we contacted through mobile chat admitted that staff had not been trained on the mobile services, and she was unclear on how the app was organized. Another, when asked if library accounts were accessible through the mobile Web, referred us to the full unedited website through Safari, indicating that they were unclear of the difference between optimized mobile apps and the full Web. Ultimately, the result is that university libraries have many improvements to make before their apps will be ubiquitous among their students.

Findings by library

UNIVERSITY OF UTAH (J. WILLARD MARRIOT LIBRARY)

Hours: Yes, with calendars noting holiday hours. Also, a horizontal banner throughout the site lists the hours for the current day.

Contact and/or Directory: Yes

Directions/Maps: Detailed floor maps, plus a campus map with some building names but no road names. Does not have directions to the library.

Computer Availability: No

Ask a Librarian: Email form

Catalog Access: Yes

Library Account Access: Yes

Subject Guides: Yes, including links to outside sources.

Database Access: Extensive. Databases are listed alphabetically, with descriptions and maximum number of users.

Social Media Links: No

Remarks: The library section of the university app has links to the full site at the bottom of every page. Navigation is not uniform. From any catalog page, clicking on the library name does not take the user back to the library home, but back to the catalog start page. The back button returns to the university links page and you have to start over from the beginning. Touching the library name on the top banner will return you to the library start page, but this is not made clear to the user, and does not work in the library catalog. The app was created with U360mobile, a customizable app platform designed specifically for universities.

ARIZONA STATE UNIVERSITY (ASU LIBRARIES)

Hours: Yes, for each of seven libraries, including holidays.

Contact and/or Directory: Yes, alphabetical list. Not searchable.

Directions/Maps: Yes. A list of libraries includes floor maps, virtual tours, phone, and mailing and physical addresses for each. Links to Google maps for directions are available.

Computer Availability: Yes. A spreadsheet of libraries includes real-time updates of open terminals, plus maps that show users where the open terminals are. Links to PDF building maps are also available on this page.

Ask a Librarian: Chat or email, plus phone links.

Catalog Access: Yes

Library Account Access: No

Subject Guides: Yes; Libguides

Database Access: Yes, by journal title only.

Social Media Links: Library Channel has announcements, news, and information from ASU libraries.

Remarks: An impressive array of detailed information is combined with extensive combined catalog and database searching options. A horizontal banner titled “Library” with a back arrow does not go back to the library main page, but the university page. An ASU Libraries banner does return to the library main page, but it is not present everywhere in the library site.

UNIVERSITY OF ARIZONA

Hours: Yes

Contact and/or Directory: Yes

Alphabetical, not searchable, but each listing contains staff photo and multiple points of contact.

Directions/Maps: Yes

Computer Availability: Not accessible off campus

Ask a Librarian: Chat/email/phone options

Catalog Access: Yes

Library Account Access: No

Subject Guides: No

Database Access: Yes, includes instructions on how to get access to subscription databases from off campus.

Social Media Links: No

Remarks: The app is very nicely optimized for mobile access. There is a “Return to Home Page” option on each page that helps to avoid confusion with the university start page. It also allows users to reserve a study room remotely, but users must sign in with their university ID to access it.

UNIVERSITY OF NEBRASKA LIBRARIES

Hours: Yes. It allows you to scroll to specific days, but it is not available in a grid calendar format.

Contact and/or Directory: No

Directions/Maps: Yes. The map also denotes the nearest accessible parking to each library.

Computer Availability: Yes

Ask a Librarian: Text, chat, and email.

Catalog Access: Yes, but results are not formatted for mobile.

Library Account Access: Yes

Subject Guides: LibGuides

Database Access: Yes

Social Media Links: No

Remarks: The library’s mobile website is clearly a work in progress. At first try the link to the libraries provided only a “Page Not Found” warning, although library services were accessible through a small drop down menu. This changed after some time. The main page has a bold menu of services, and access through those is adequate. The dropdown menu is still available and provides access to some services (like the computer availability map) that are either not optimized for mobile or that cannot be accessed from the library start page. Navigation through these secondary pages can be jumpy and lack a smooth transition.

UNIVERSITY OF TEXAS (AUSTIN) LIBRARIES

Hours: Yes, for each library, and includes date specific holiday hours.

Contact and/or Directory: Yes, by subject specialty.

Directions/Maps: Campus address only, with links to Google Maps for directions, and includes recommended parking lots or garages.

Computer Availability: No

Ask a Librarian: Yes. Email, chat, or IM.

Catalog Access: Yes, but search results are not formatted for mobile.

Library Account Access: No

Subject Guides: No

Database Access: Yes

Social Media Links: No

Remarks: Overall, the presentation is very clean and optimized for mobile use very well. This is countered by the lack of access to many functions (subject guides, account access) and mobile formatted search functions that return results which are not formatted for mobile use.

TEXAS A & M UNIVERSITY (EVANS LIBRARY AND ANNEX)

Hours: Yes

Contact and/or Directory: Yes

Directions/Maps: Yes. Interactive campus maps are available.

Computer Availability: No

Ask a Librarian: Email or text. See comment on chat function below.

Catalog Access: No

Library Account Access: No

Subject Guides: Yes, but links to external URL

Database Access: Yes, but individually, through vendor software products.

Social Media Links: Facebook

Remarks: Mobile access includes access to group study room reservations with maps of available rooms. Chat function was available, but it was not fitted for a mobile screen so that the text could not be read on the screen.

COLORADO STATE UNIVERSITY

Hours: No

Contact and/or Directory: No

Directions/Maps: No

Computer Availability: No

Ask a Librarian: Email only

Catalog Access: Yes

Library Account Access: Yes

Subject Guides: No

Database Access: No

Social Media Links: No

Remarks: Few services are available, but those that are available are well formatted for mobile access. Many print searches were met with a “network timeout” response in the library catalog.

UNIVERSITY OF OKLAHOMA LIBRARIES

Hours: Yes

Contact and/or Directory: No

Directions/Maps: No

Computer Availability: No

Ask a Librarian: No

Catalog Access: Yes, see remarks below

Library Account Access: No

Subject Guides: No

Database Access: No

Social Media Links: No

Remarks: The university app front page is graphically impressive, but most library functions link to the full website. The library catalog is searchable, but the results do not provide a call number for locating items.

UNIVERSITY OF NEW MEXICO

Hours: Yes

Contact and/or Directory: No

Directions/Maps: Yes. See remarks.

Computer Availability: No

Ask a Librarian: Phone only. See remarks.

Catalog Access: Yes. See remarks.

Library Account Access: Yes

Subject Guides: No

Database Access: No

Social Media Links: Facebook

Remarks: The UNM mobile app is named LoboMobile and provides a library link on the front page. This link contains little information from or about the UNM libraries. Catalog searching is through LIBROS, the state-wide consortium catalog, with the option to search only UNM libraries. A mobile back-door to more UNM library information was found by searching LIBROS for an item in a specific library, then clicking on “library information” on the results page. This provided physical address information and a link to the library website. The UNM University Libraries page there had a variety of mobile-optimized links to subject guides, library hours, and subscription database access. Chat hours are listed, but a chat function is not available.

UNIVERSITY OF KANSAS

Hours: Yes

Contact and/or Directory: No

Directions/Maps: No

Computer Availability: No

Ask a Librarian: Text, email, IM

Catalog Access: Yes

Library Account Access: Yes

Subject Guides: No

Database Access: Yes, but not optimized

Social Media Links: Facebook, Twitter, Flickr, YouTube

Remarks: The content is nicely presented, but many basic functions are missing. The app was created with U360mobile, a customizable app platform designed specifically for universities.

Endnotes

- 1 The Horizon report is published annually by the New Media Consortium. Digital copies can be found at www.educause.edu/library.
- 2 See References for a list of sources.
- 3 “Classification Description,” Carnegie Foundation for the Advancement of Teaching, accessed February 8, 2013, <http://classifications.carnegiefoundation.org/descriptions/basic.php>.

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University and Library	University App	Library Access in App
Arizona State University (ASU Libraries)	Yes	Yes
Colorado State University	Yes	Yes
North Dakota State University (Fargo)	No	n/a
Montana State University	No	n/a
Texas A & M University (Evans Library and Annex)	Yes	Yes
University of Arizona	Yes	Yes
University of Colorado at Boulder	No	n/a
University of Houston	Yes	No
University of Kansas	Yes	Yes
University of Nebraska Libraries	Yes	Yes
University of New Mexico	Yes	Yes
University of Oklahoma Libraries	Yes	Yes
University of Texas (Austin) Libraries	Yes	Yes
University of Utah (J. Willard Marriot Library)	Yes	Yes

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FIGURE 1. Carnegie RU/VH universities used in the study and mobile app status.

FIGURE 2. Available app functions by university

STATE	University	Ask a Librarian	Catalog Access	Hours	Contacts or Directory	Directions/Maps	Database Access	Library Account Access	Subject Guides	Social Media Links	Computer Availability
AZ	Arizona State University	X	X	X	X	X		X		X	
AZ	University of Arizona	X	X	X	X		X				
CO	Colorado State University	X	X		X		X				
KS	University of Kansas	X	X	X		X	X		X		
NE	University of Nebraska	X	X	X	X	X	X	X			
NM	University of New Mexico	X	X		X	X		X			
OK	University of Oklahoma	X	X	X	X						
TX	Texas A&M University	X		X	X	X		X	X		
TX	University of Texas (Austin)	X	X	X	X	X					
UT	University of Utah	X	X	X	X	X	X	X	X	X	

Textbooks Too Expensive For Students? The Library Can Help

A PROGRAM FOR THE LONG-TERM LENDING OF TEXTBOOKS IN YOUR ACADEMIC LIBRARY

BY RICHARD MCKAY

It's no secret to any academic librarian that textbook prices have been rising steadily for years. A widely-cited statistic from a 2005 Government Accountability Office report shows college textbook prices increasing at an average of 6% per year in the 20-year period preceding the report.¹ Another study shows textbook prices rising dramatically since as long ago as 1915, even after accounting for an accompanying rise in the cost of living, so that the average cost of textbooks at the online bookseller Amazon in 2012 is \$133.² Not only are textbooks expensive to begin with; their rising cost relative to other things tends, over time, to push textbook ownership into the category of an unreachable necessity for a large pool of students. This cost-prohibitive aspect of textbook usage may lead to academic difficulties.

Assuming that easy access to the text is a requirement for success, not having the book threatens a student's academic standing. Simply borrowing a copy of the text from a classmate isn't always a good response to the problem, either. It complicates the situation further that many of these students also face personal obligations and scheduling demands that make for a "hit-or-miss" chance of successfully using a friend's copy. Students also face the same condition at the campus library's reserve desk. Simply put, students need guaranteed access to their textbooks and may be confronted with an incentive to drop the course if they don't get it. If the student still decides to stay in class without the needed texts, he or she must overcome a considerable obstacle to success that, in a worst case, can slow, and even contribute to ending, their progress towards transfer or towards a degree or certificate.

School administrators understand that these circumstances exist. In fact, most schools probably have an unpublicized and informal program in place for the relief of these students: A student who cannot afford his or her books, complaining about this earnestly enough to school employees of increasing responsibility, will sooner or later find themselves in the campus president's office. At times, this visit results in the president's administrative assistant

taking the student to the campus bookstore and buying the textbooks for the student.

The problem with this response is that it solves the problem only for the student willing and able to push forward to top administrators, who then respond positively. Everyone else lacking a textbook must find some other way to get their books, take their chances without them, or drop the course. The idea behind the textbook loan program under review in this article is to take the president's office out of the picture, and let the library help more students. The library's takeover of the program also means that the library buys the textbooks when it doesn't already own them and keeps them to lend again, instead of the student keeping them. Also, when the library runs the program, campus administration can be certain that a service center with a long history of buying and accessioning books, and tracking their loan status, will handle the job as part of normal business.

One of the more consistent objections that librarians raise to a long-term textbook loan program is what they see as its burdensome cost. To be sure, the books will still be expensive no matter who buys them. Remember, though, that as part of its service mandate each year, the library will always spend a certain amount of money out of hand on books. Whatever portion of this money that is spent on textbooks will guarantee a high value for the money spent. If you doubt this, pay a visit to your own reserve area and look at the spines and pages of the textbooks that are already there. You won't have to look long for at least one that has been thumbed and photocopied until parts of it seem good for little more than garden mulch. Then go to the circulating book stacks in the same subject area as the well-used reserve textbooks and try to find a book that's less than five years old and appears to have been used with anything approaching the hard wear that is obvious on the reserve textbooks. If this exercise convinces you, your only decision now is how much money to budget for the textbook loan program each year. You can still make a difference for needy students, and, indeed, for the school's retention rate, with just a few thousand dollars. A smaller budget will necessarily mean a smaller program,

with fewer people helped, but as long as the library's program is an improvement over an existing "case-by-case" approach, the campus will experience the program as a success.

Although the program can be run by one person, it is complex and, in some instances, a challenge. Meeting this worthy challenge will make the person running it a stronger librarian, as its mastery implies several important library competencies – circulation, customer service, and marketing. The person running the program will also get good at using a P-card, the school-issued credit card that allows its users to buy books quickly in the campus bookstore, and to skip paying sales tax. The program administrator will also become fluent in Microsoft Outlook or whatever communication system is in place to work with students, track interest, and meet demand.

If the program is run with any enthusiasm at all it will offer significant rewards to the staff responsible. It also helps students and generates valuable word-of-mouth publicity for the library. Because the program is administered by a library staffer, it removes an important obstacle from the path of a vulnerable student. After a few years of successful operation, the program stands to become one of the most beneficial services that the library can offer its patrons. It will certainly be so in the estimation of the program's users and the school's upper administration.

Richard McKay is library director at San Jacinto College South Campus.

NOTES

- 1) U.S. Government Accountability Office. *College Textbooks: Enhanced Offerings Appear to Drive Recent Price Increases*. GAO-05-806. Washington, D.C.: GPO, 2005.
- 2) "A Case Study: Amazon.com College Textbook Prices – 1915, 2010 to 2012." Textbook Equity. Accessed November 1, 2012. <http://www.textbookequity.com/a-case-study-amazon-com-college-textbook-prices-1915-2010-to-2012/> ☺

Connect Poetry and the TEKS & STAAR with *The Poetry Friday Anthology*

Take 5!

1. Arrange a quick visit to the library or bring a pile, bin, or cart of library books on a variety of topics. **Show students your public library card and have applications available.** Then read this poem aloud; slow down to enunciate each item in lines 5-16.
2. Read the poem aloud again and **invite students to read the last three lines in unison.**
3. For discussion: **What is your favorite book you've read (so far)?**
4. Help students find the rhyming pairs of "words that sound alike." **Ask students: What are the words that rhyme?** (These include: *door/more; quakes/snakes; beans/machines; bats/cats; book/look/cook; poem/home; about/out.*) Read the poem aloud again, but pause before the second word in each rhyming pair and wait for the students to chime in with the correct response (*more, snakes, machines, cats, look, home, out*).
5. Look for "**Poems are Out of this World!**" by **Charles Ghigna** (Kindergarten, Week 29) or a poem from *Please Bury Me in the Library* by J. Patrick Lewis.

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- * Take 5 connections to TEKS skills for every poem
- * Poems by Naomi Shihab Nye, Jack Prelutsky, Joyce Sidman, J. Patrick Lewis, Marilyn Nelson, Nikki Grimes, Linda Sue Park, Kathi Appelt, Guadalupe Garcia McCall and 70 more

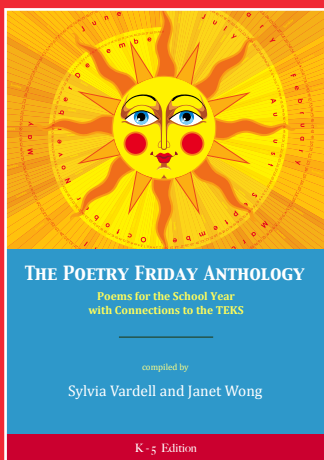
THE LIBRARY

by Sara Holbrook

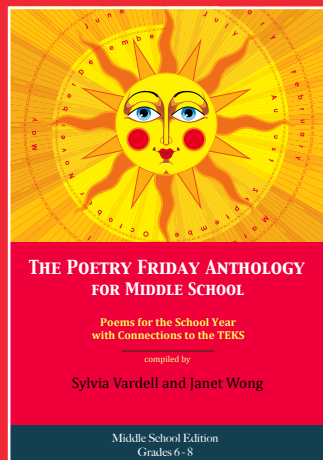
Take the walk
to the open door,
this is where you
find out more
about the stars,
oceans, quakes,
dragons, cars,
cheetahs, snakes,
unicorns, and
jumping beans,
horses, bugs,
and time machines.
From killer whales,
and free tail bats,
to hammer heads
and kitty cats,
the library has got a book.
Come on in,
take a look.
Learn how to cook
or write a poem.
Read it here
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K-5 Edition



Grades 6-8 Edition



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Continuing Education

TLA is planning several webinars over the coming months. Webinars in May will focus on financial matters in libraries, including planning, grant writing, research, and legal issues. These webinars will be free as they are associated with TLA's Strategic Plan. Visit www.txla.org/CE for details and registration information. CPE credit will be available for these webinars.

Class of 2013 TALL Texans Selected

- Melissa Baker, Montgomery County Memorial Library System, Conroe
- Jill Bellomy, Highland Park Middle School, Dallas
- Marie Bloechle, University of North Texas, Denton
- Donell Callender, Texas Tech University Libraries, Lubbock
- Carole Chandler, Lewisville Public Library
- Michelle Cooper, Henderson High School
- Renee Dyer, Weslaco East High School
- Thomas Finley, Dallas Public Library
- Kim Fletcher, Bayshore Elementary School, La Porte
- Morgan Gieringer, University of North Texas, Denton
- Geeta Halley, Round Rock Public Library
- Karen Harker, University of North Texas, Denton
- Julie Leuzinger, University of North Texas, Denton
- Tonja Mackey, Texarkana College
- Michael Mendez, Carter Riverside High School, Fort Worth
- Sarah Merrill, Texas Woman's University, Denton
- Kayla Middleton, Lake Ridge High School, Mansfield
- Natalie Morgan, Patrick Heath Public Library, Boerne
- Alexandra Simons, University of Houston
- Sheri Smith, Gunter Library and Museum
- Jose Tamez, Dustin Michael Sekula Memorial Library, Edinburg
- Wendy Turner, McKinney Public Library System

The instructors for the 2013 TALL Texans Institute will be ALA President Maureen Sullivan and her husband Jack Siggins, recently retired as university librarian from George Washington University. Mentors for the class include incoming TLA President Yvonne Chandler from the Library and Information Sciences Department at the University of North Texas, the incoming president elect (TBA), consultant Oralia Garza de Cortes from Austin, Dean of Libraries Don Dyal from Texas Texas University, Director of Library Services Carlyn Gray from Round Rock Independent School District, and Senior Associate Director of Operations Deborah Halsted from Texas Medical Center Library.

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Give yourself a chance to take home a masterpiece while also contributing to the future well-being of Texas Libraries. TLA's Disaster Relief Fund comes to the aid of Texas libraries that have been damaged by floods, tornados, hurricanes, and other such events. An annual art raffle, held at annual conference each spring, helps ensure that funds are available when disaster strikes.

The 2013 raffle – to be held at annual conference in Fort Worth this April – features a Tom Shefelman original: "First Lesson." The illustration was created for *I Vivaldi* (Eerdman's Books for Young Readers), authored by Janice Shefelman. The illustration was generously donated by the Shefelmans and personally delivered to the TLA office already matted and framed.

Tickets – \$5 EACH OR 5 FOR \$20 – may be purchased online or onsite (*need not be present to win*). Visit the Itsy Bitsy Gallery (www.txla.org/gallery) for more details.

ATTENTION CONFERENCE-GOERS: Copies of *I, VIVALDI*, as well as posters of the book, will be available in booth #1247, Eerdman's Books for Young Readers. Tom and Janice Shefelman will be signing together at the booth on Friday, April 26, from 3:30 to 5:00 PM.





TALL Institute Reaches 20

The TALL Texans Institute will celebrate 20 years of leadership

development with a special reunion event on June 12-13. Longtime instructors Maureen Sullivan and Jack Siggins will highlight the changes to the TALL curriculum of the last two decades, and also discuss the latest in leadership studies with a special section on community engagement. Attendees will also be asked to share how the TALL Texans experience has contributed to their lives and careers. The reunion is tentatively set at the Montserrat Jesuit Retreat House in Lake Dallas. More details may be found at www.txla.org/tall_reunion. The registration fee covers meals, classroom materials, and instruction:

- \$175 for a single room
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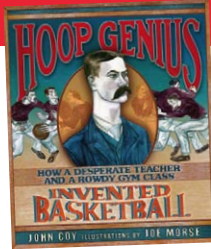
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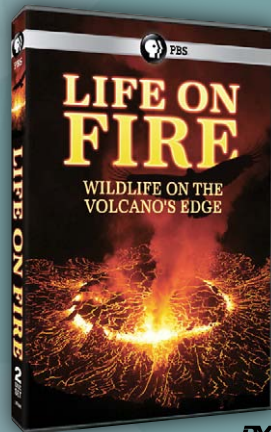
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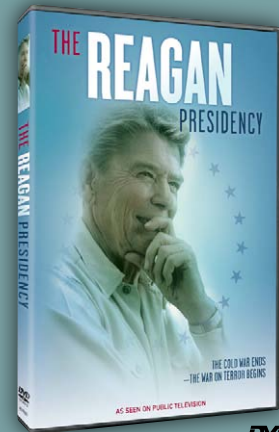
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TLA 2013

100th Texas Library Conference

Fort Worth, here we come!

This year, the TLA conference allows our community to return to Fort Worth for the first time in almost 16 years. From the Kimball and Amon Carter museums to the Stockyards and Botanical Gardens, Fort Worth offers an amazing range of activities, attractions, and experiences.

The 2013 TLA Annual Conference in Fort Worth, April 24-27, features great authors, library experts, and programs. Advocacy and promotional activities will take center stage as the library community comes together “Promoting Our Values, Proving Our Worth.” With three general session speakers – J.R. Martinez, Dan Ariely, and Neil Gaiman – this year’s gathering (the association’s 100th conference!) offers an expanded schedule of programs and activities.

Of course, you’ll want to take time to visit TLA’s famous Exhibit Hall, where hundreds of corporate partners and industry representatives will be available to show you the latest in technology, trends, tools, resources, and (of course) books and informational content! The *Buyers Guide to TLA 2013 Exhibitors* included in the following pages provides you with a detailed listing of our vendors and corporate partners.

The mainstay of the TLA conference is the extraordinary talent of speakers. TLA’s teaching conference offers hundreds of

sessions and learning opportunities from experts. Featured presenters this year include David Lankes, Buffy Hamilton, Joyce Valenza, José Aponte, Jamie LaRue, Mike Eisenberg, Gary Strong, Jim Self, Tony Diaz, Andrew McCarthy, Nia Vardalos, and Chris Haley.

The full schedule of programs and events was mailed to TLA members as a special winter edition of the *Texas Library Journal*. For additional conference information including live registration, go to the TLA 2013 conference site: www.txla.org/annual-conference.

- **MOBILE APP** – Download the mobile app for TLA’s Fort Worth conference. To access the app, go to your mobile device’s App Store feature and search for TLA2013. This free app is available for both Apple and Android devices. With it, you will be able to schedule your conference activities, receive updates and alerts, view the Exhibit Hall map and vendor information, locate other maps, create a profile, schedule events, and so much more! *Please maximize your conference experience by signing up today!*
- **Conference Blog:** <http://www.txla.org/categories/blog-categories/annual-conference>
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Conference Previews!

Wondering whether to attend a particular program at the 2013 Conference? Check out teaser trailers of assorted speakers and authors at: www.txla.org/conference-previews. Be sure to keep checking the site, as videos will be added through the start of conference.

- **FACEBOOK** – www.facebook.com/TexasLibraryAssociation
- **General Conference FAQ and Information A-Z** – <http://www.txla.org/conference-overview#AtoZ>

Conference Updates

The Opening Author Session Luncheon sponsored by LiFTA on Thursday, April 25 at noon features author and actor **Andrew McCarthy** and the newly-scheduled **Susan Elizabeth Phillips**, author of *The Great Escape*, *Call Me Irresistible*, and *Glitter Baby*. Andrew McCarthy is formerly known for films like *Saint Elmo’s Fire* and *Less Than Zero* but is now a travel writer for *National Geographic* and author of his own recent book on relationships, *The Longest Way Home: One Man’s Quest for the Courage to Settle Down*. Phillips is the only four-time recipient of the Romance Writers of America’s prestigious Favorite Book of the Year Award, and she was honored with its Lifetime Achievement Award in 2006.

Due to an unavoidable scheduling conflict, **Nia Vardalos** has graciously agreed to speak on Saturday, April 27 at 1:15 p.m. instead of the Opening Author Session Luncheon. No ticket is required to hear this popular author, screenwriter, producer, director, and star of *My Big Fat Greek Wedding*. She will speak about her amazing parenting journey detailed in *Instant Mom: I Thought I Knew Love, and Then I Met My Daughter*.

Were You There?

TLA last met in Fort Worth in 1997. S. Joe McCord was president, and the conference theme was *People, Libraries, Information: Resources Worth Sharing*. Timeless! A video corner in the “Connect to Know” booth in the Exhibit Hall will be waiting to capture anecdotes and comments about TLA conferences through the years. Share a memory, and you’ll be entered in a drawing for some pretty spectacular prizes. 🌟



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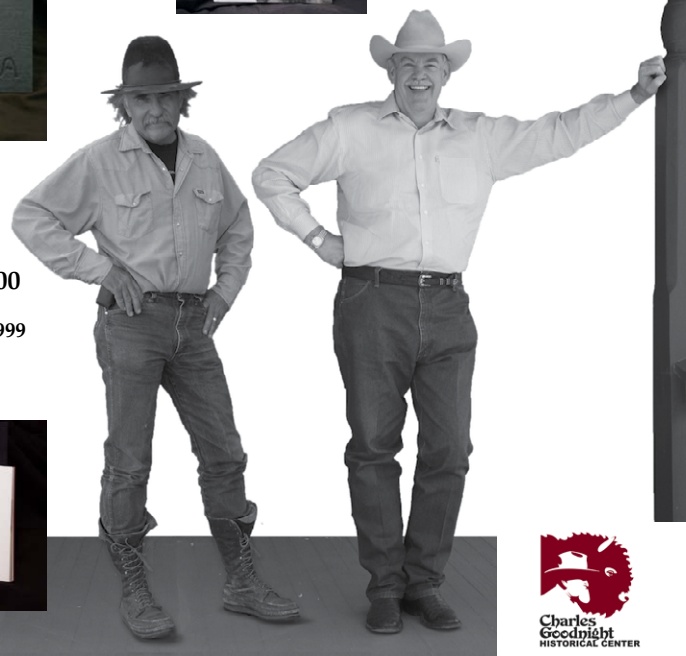
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TLA partners very closely with our vendor community to deliver a tradeshow that is first rate. We make a commitment to our vendors to provide strong programming so that attendees will take the time to come; and vendors play a vital role in helping support the activities and costs that make conference happen.

Hundreds of companies in hundreds of booths showcase the latest technologies, tools, and materials needed to run Texas libraries. From small things to big, the TLA tradeshow offers the chance to get great savings and to take care of library business while attending conference. TLA thanks our library vendors for their support of TLA and the library community.

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Audiovisual Equipment & Materials

Audio Books

AudioGO.....	1442
Bayou Publishing.....	2633
Brilliance Audio.....	1745
Capstone.....	2023
Crabtree Publishing Company.....	2325
Findaway World.....	2006
Flocabulary.....	1819
Indie Press Showcase.....	1349
Ingram Content Group.....	1406
LibrosBooks.....	2433
Maverick Books, Inc.....	1907
Midwest Tape.....	1945
OverDrive Inc.....	2533
Reading & Radio Resource.....	1213
Sebco Books / eSebco.com.....	1615
Showcases.....	1043
Spoken Arts.....	1142
Storyteller, Author, Singer Tom McDermott.....	1740
Storyteller, Author Toni Simmons.....	1740
Storyteller, Educator Jiaan Powers.....	1740
TEI Landmark Audio.....	1646
Weston Woods/Scholastic Audio.....	1636

Audiovisual Equipment

Camcor, Inc.....	2018
Lumens Integration, Inc.....	1118
Showcases.....	1043
University Products Inc.....	2012
Whirlidurb.....	2044

Books & Audio Kits

Amazon Children's Publishing.....	1743
AudioGO.....	1442
Flocabulary.....	1819
NorthSouth Books.....	1342
Norwood House Press.....	2340
Reading & Radio Resource.....	1213
Spoken Arts.....	1142
Weston Woods/Scholastic Audio.....	1636

CD/DVD Duplicators

Camcor, Inc.....	2018
------------------	------

DVD, Film, & Video

AudioGO.....	1442
Baker & Taylor/ YBP Library Services.....	1523
Ingram Content Group.....	1406
PBS Educational Media.....	2109
SJB Productions.....	1941
Storyteller, Author Toni Simmons.....	1740
U.S. Citizenship and Immigration Services.....	1016
VIP Learning.....	1519

DVD, Film, & Video -- Children's

AudioGO.....	1442
Ellamon.....	2113
Lucas Miller, Singing Zoologist.....	2825
Midwest Tape.....	1945
Rock 'N Learn.....	1841
SJB Productions.....	1941

Spoken Arts.....	1142
Weston Woods/Scholastic Audio.....	1636

DVD, Film, & Video -- Entertainment

Ellamon.....	2113
Midwest Tape.....	1945

DVD, Film, & Video -- Instructional & Educational

Flocabulary.....	1819
Infobase Learning.....	2333
Midwest Tape.....	1945
Rock 'N Learn.....	1841
Texserve (DCS).....	2518
VIP Learning.....	1519
VIS Enterprises.....	2007

Magnification Devices

Lumens Integration, Inc.....	1118
------------------------------	------

Musical Recordings

Ellamon.....	2113
Lucas Miller, Singing Zoologist.....	2825

Stereo Equipment

Camcor, Inc.....	2018
------------------	------

Automation

Barcodes

ColorMarq Shelf Management ID Systems.....	1518
The Library Store, Inc.....	1932

Cataloging

Amigos Library Services.....	2408
Baker & Taylor/ YBP Library Services.....	1523
Biblionix.....	1313
Book Systems, Inc.....	1533
Follett.....	1933
L4U Library Software.....	2420
MARCIVE, Inc.....	1449
Media Flex - OPALS - CERF.....	2625
OCLC.....	1541
Polaris Library Systems.....	1719
TLC - The Library Corporation.....	1606

CD-ROM

NewsBank, Inc.....	1021
ProQuest.....	1715
Storyteller, Educator Jiaan Powers.....	1740

Circulation Systems & Procedures

Better World Books.....	1248
Book Systems, Inc.....	1533
ColorMarq Shelf Management ID Systems.....	1518
Cover One.....	2115
Media Flex - OPALS - CERF.....	2625
TLC - The Library Corporation.....	1606

Computer Hardware

3M Library Systems.....	1419
AWE.....	2017
Lumens Integration, Inc.....	1118

Computer Software

3M Library Systems.....	1419
Alexandria by Companion Corporation.....	1706
AWE.....	2017
BiblioCommons, Inc.....	1307
Britannica Digital Learning.....	1621
EnvisionWare.....	1816
Gumdrop Books.....	1612
Knovation.....	1641
L4U Library Software.....	2420
LEGO Education.....	1215
Newbart Products.....	2736
Polaris Library Systems.....	1719
Renaissance Learning.....	1432
SAFARI Montage.....	1507
TRACSYSTEMS, inc.....	1114
WT Cox Information Services, Inc.....	1015

Databases -- Bibliographic

Baker & Taylor/ YBP Library Services.....	1523
EBSCO.....	1025
LexisNexis.....	1513
MARCIVE, Inc.....	1449
National Library of Medicine.....	2534
Texas SUCCESS SSI Program / Digital Knowledge Central.....	1515

Databases -- Electronic

ABC-CLIO.....	2132/2133
Alexander Street Press.....	1315
Biblionix.....	1313
Britannica Digital Learning.....	1621
CRC Press / Taylor & Francis Group LLC.....	1407



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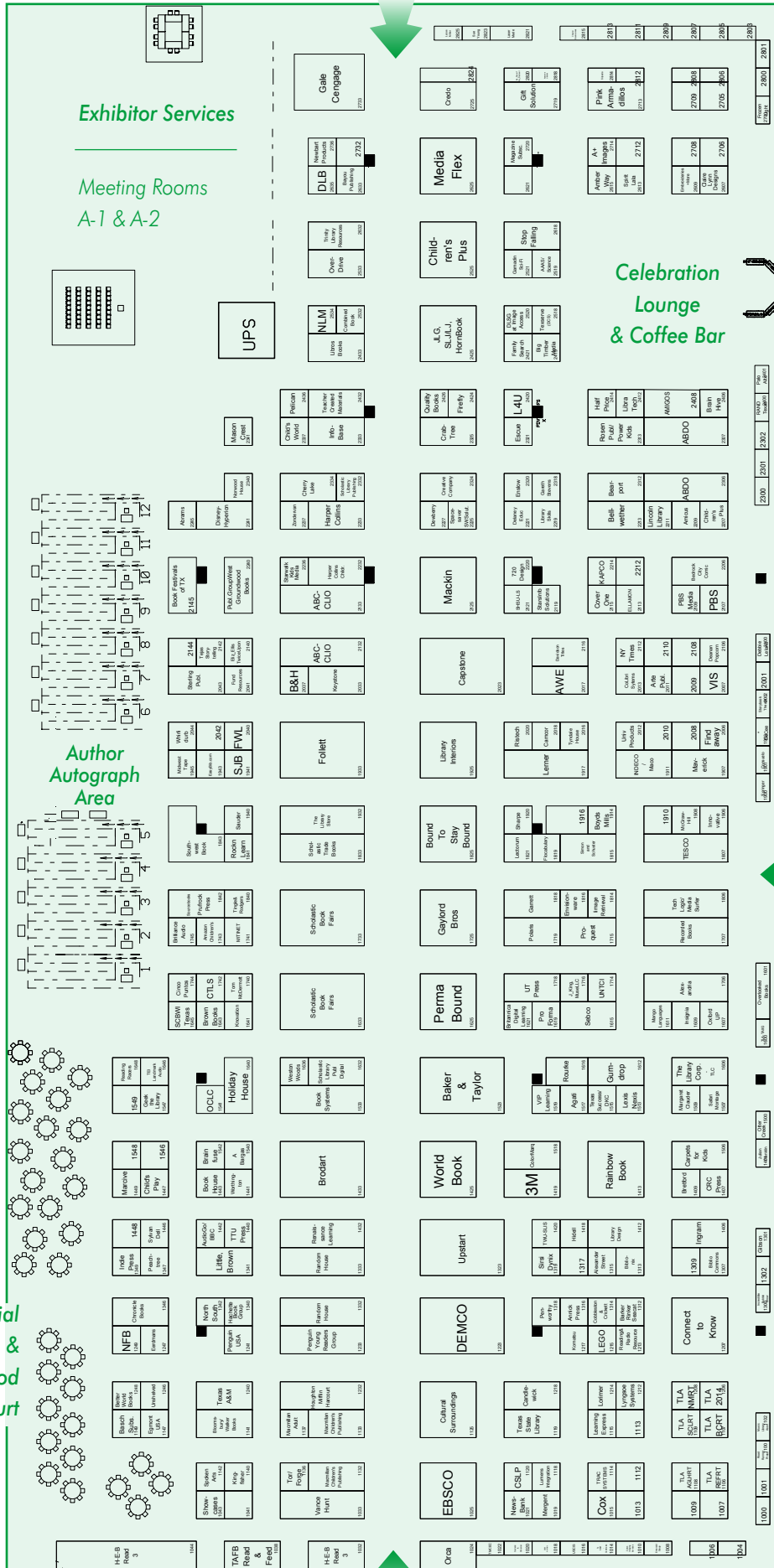
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Hall C

ENTRANCE Hall E

EBSCO.....	1025
<i>Emerald Group Publishing, Inc.</i>	1008
<i>Gale Cengage Learning</i>	2733
<i>Infobase Learning</i>	2333
<i>Mango Languages</i>	1611
<i>Media Flex - OPALS - CERF</i>	2625
<i>Mitinet Library Services</i>	1741
<i>Polaris Library Systems</i>	1719
<i>RAND Texas</i>	2400
<i>Scholastic Library Publishing Digital</i>	1632
<i>Sharpe Reference</i>	1920
<i>Springer</i>	1900
<i>Texas SUCCESS SSI Program /</i> <i>Digital Knowledge Central</i>	1515
<i>Texserve (DCS)</i>	2518
<i>World Book, Inc.</i>	1425

Databases – Full Text

<i>Amigos Library Services</i>	2408
<i>Credo</i>	2725
EBSCO.....	1025
<i>Emerald Group Publishing, Inc.</i>	1008
<i>National Library of Medicine</i>	2534
<i>NewsBank, Inc.</i>	1021
<i>ProQuest</i>	1715
<i>Sharpe Reference</i>	1920
<i>Texas State Library & Archives Commission</i>	1119
<i>Texas SUCCESS SSI Program /</i> <i>Digital Knowledge Central</i>	1515

Debit Vend Card Terminals

TRACSYSTEMS, inc.	1114
------------------------	------

Digital Book Scanners

<i>DLSG at Image Access</i>	2520
<i>IImage Retrieval, Inc.</i>	1814
<i>Ristech Company Inc.</i>	2020

Document Delivery Systems

<i>Cover One</i>	2115
<i>DLSG at Image Access</i>	2520

Electronic Imaging Systems

<i>IImage Retrieval, Inc.</i>	1814
<i>Newbart Products</i>	2736
<i>ProQuest</i>	1715
<i>Stars Information Solutions</i>	2119
<i>Zytron Imaging Services</i>	1010

Internet Services

<i>AWE</i>	2017
<i>Brainfuse</i>	1542
<i>EnvisionWare</i>	1816
<i>FamilySearch</i>	2421
<i>Knovation</i>	1641
<i>Mango Languages</i>	1611
<i>National Library of Medicine</i>	2534
<i>PBS Learning Media</i>	2107
<i>SirsiDynix</i>	1319
<i>Texas SUCCESS SSI Program /</i> <i>Digital Knowledge Central</i>	1515

Library Automated Systems

<i>3M Library Systems</i>	1419
<i>Alexandria by Companion Corporation</i>	1706
<i>Biblionix</i>	1313
<i>Book Systems, Inc.</i>	1533
<i>CoLibri System North America Inc.</i>	2013
<i>Cultural Surroundings</i>	1125
<i>EnvisionWare</i>	1816
<i>Gale Cengage Learning</i>	2733
<i>Innovative Interfaces, Inc.</i>	1906

<i>Insignia Software</i>	1609
<i>L4U Library Software</i>	2420
<i>Lyngsoe Systems</i>	1910
<i>Media Flex - OPALS - CERF</i>	2625
<i>Polaris Library Systems</i>	1719
<i>Ristech Company Inc.</i>	2020
<i>SirsiDynix</i>	1319
<i>Tech Logic</i>	1806
<i>TLC - The Library Corporation</i>	1606

Multimedia

<i>Britannica Digital Learning</i>	1621
<i>OverDrive Inc.</i>	2533
<i>PBS Learning Media</i>	2107
<i>ProQuest</i>	1715
<i>Tech Logic</i>	1806
<i>Texserve (DCS)</i>	2518

Online Search Services

<i>Amigos Library Services</i>	2408
<i>Britannica Digital Learning</i>	1621
<i>Knovation</i>	1641
<i>Mitinet Library Services</i>	1741
<i>PBS Learning Media</i>	2107
<i>ProQuest</i>	1715
<i>Sharpe Reference</i>	1920
<i>SirsiDynix</i>	1319
<i>Texas SUCCESS SSI Program /</i> <i>Digital Knowledge Central</i>	1515

OPAC

<i>Alexandria by Companion Corporation</i>	1706
<i>BiblioCommons, Inc.</i>	1307
<i>Biblionix</i>	1313
<i>Book Systems, Inc.</i>	1533
<i>Insignia Software</i>	1609
<i>Media Flex - OPALS - CERF</i>	2625
<i>Polaris Library Systems</i>	1719
<i>SirsiDynix</i>	1319
<i>TLC - The Library Corporation</i>	1606

Print-Cost Recovery

TRACSYSTEMS, inc.	1114
------------------------	------

Retrospective Conversion

<i>Alexandria by Companion Corporation</i>	1706
<i>Biblionix</i>	1313
<i>Book Systems, Inc.</i>	1533
<i>ColorMarq Shelf Management ID Systems</i>	1518
<i>L4U Library Software</i>	2420
<i>MARCIVE, Inc.</i>	1449
<i>Mitinet Library Services</i>	1741

Web Products

<i>Amigos Library Services</i>	2408
<i>BiblioCommons, Inc.</i>	1307
<i>Brainfuse</i>	1542
<i>Innovative Interfaces, Inc.</i>	1906
<i>Knovation</i>	1641
<i>Lincoln Library Press, Inc.</i>	2211
<i>NewsBank, Inc.</i>	1021
<i>OCLC</i>	1541
<i>OverDrive Inc.</i>	2533
<i>Renaissance Learning</i>	1432
<i>SirsiDynix</i>	1319
<i>TLC - The Library Corporation</i>	1606

Books, Periodicals, Documents

ADA

<i>National Federation of the Blind</i> <i>of Texas, Newslines</i>	1249
---	------

Art Books

<i>Abrams Books for Young Readers/ Amulet Books/Abrams Appleseed</i>	2245
<i>Sterling Publishing</i>	2043

Book Jobbers

<i>Bound To Stay Bound Books</i>	1825
<i>Children's Plus, Inc.</i>	2207 & 2525
<i>Davidson Titles, Inc.</i>	2116
<i>Garrett Book Company</i>	1818
<i>Gumdrop Books</i>	1612
<i>Keystone Books & Media</i>	2033
<i>Mackin Educational Resources</i>	2125
<i>Perma-Bound Books</i>	1625
<i>Rainbow Book Company</i>	1413
<i>Scholastic Book Fairs, Inc.</i>	1633/1733
<i>Sebco Books / eSebco.com</i>	1615

Business Books

<i>Brown Books Publishing Group</i>	1643
<i>Emerald Group Publishing, Inc.</i>	1008
<i>HarperCollins Publishers</i>	2233
<i>McGraw-Hill</i>	1908

CD-ROM

<i>ABDO Publishing Group</i>	2306/2307
<i>the Book House, Inc.</i>	1443
<i>Combined Book Exhibit</i>	2532
<i>LibrarySkills, Inc.</i>	2219

Children's Books

<i>ABDO Publishing Group</i>	2306/2307
<i>Abrams Books for Young Readers/ Amulet Books/Abrams Appleseed</i>	2245
<i>Amazon Children's Publishing</i>	1743
<i>Amicus</i>	2209
<i>Annick Press</i>	1316
<i>Arte Público Press</i>	2011
<i>Author, Debbie Leland</i>	2100
<i>Authors Sherry Garland & Melanie Chrismer</i>	1020
<i>Authors Tim Tingle & Greg Rodgers</i>	1840
<i>B&H Publishing Group</i>	2037
<i>Bearport Publishing</i>	2312
<i>Bellwether Learning</i>	2213
<i>Bellwether Media</i>	2213
<i>Big Timber Book Club</i>	2419
<i>Bloomsbury Children's Books</i>	1141
<i>Bound To Stay Bound Books</i>	1825
<i>Boyd's Mills Press</i>	1914
<i>Brain Hive</i>	2406
<i>Brainstorm</i>	2213
<i>Brilliance Audio</i>	1745
<i>Brown Books Publishing Group</i>	1643
<i>Candlewick Press</i>	1218
<i>Capstone</i>	2023
<i>Cherry Lake Publishing/ Sleeping Bear Press</i>	2334
<i>Children's Plus, Inc.</i>	2207 & 2525
<i>Child's Play</i>	1447
<i>The Child's World Books</i>	2337
<i>Chronicle Books</i>	1346
<i>Cinco Puntos Press</i>	1744
<i>Cobblestone & Cricket</i>	1314
<i>Combined Book Exhibit</i>	2532
<i>Crabtree Publishing Company</i>	2325
<i>The Creative Company</i>	2324
<i>Davidson Titles, Inc.</i>	2116
<i>Delaney Educational Enterprises, Inc.</i>	2221

Disney-Hyperion.....	2241	VIS Enterprises.....	2007	Sourcebooks, Inc.	1842
DLB Educational Corporation	2437	World Book, Inc.....	1425	Texas Tech University Press	1440
Eerdmans Books for Young Readers.....	1247	Children’s Books – Asian/Indian		Tor/Forge Books.....	1136
Egmont USA.....	1147	Authors Sherry Garland &		U.S. Citizenship and Immigration Services	1016
Ellamon.....	2113	Melanie Chrismer.....	1020	University of Texas Press	1718
Enslow Publishers, Inc.....	2320	Comic Books		World Book, Inc.....	1425
Escue & Associates.....	2321	Bedrock City Comic Co.....	2206	General Magazines	
Firefly Books, Ltd.....	2424	Indie Press Showcase.....	1349	Boyd’s Mills Press.....	1914
Gareth Stevens Publishing, Inc.....	2318	Cookbooks		Cobblestone & Cricket	1314
Garrett Book Company.....	1818	Chronicle Books.....	1346	Combined Book Exhibit.....	2532
Groundwood Books.....	2240	HarperCollins Publishers.....	2233	Ingram Content Group	1406
Gumdrop Books.....	1612	Pelican Publishing Company.....	2436	WT Cox Information Services, Inc.....	1015
Half Price Books.....	2414	Sterling Publishing.....	2043	Government Documents	
HarperCollins Children’s Books.....	2232	Foreign Language Books – Spanish		NewsBank, Inc.	1021
Holiday House.....	1640	Arte Público Press	2011	RAND Texas	2400
Houghton Mifflin Harcourt.....	1232	Child’s Play.....	1447	Texas State Library and Archives Commission.....	1119
Indie Press Showcase.....	1349	Cinco Puntos Press.....	1744	Graphic Novels	
Junior Library Guild	2425	Cobblestone & Cricket	1314	ABDO Publishing Group.....	2306/2307
Keystone Books & Media.....	2033	DLB Educational Corporation	2437	Abrams Books for Young Readers/ Amulet Books/Abrams Appleseed	2245
Kingfisher.....	1140	Escue & Associates.....	2321	Bedrock City Comic Co.....	2206
Lectorum Publications, Inc.....	1821	Groundwood Books.....	2240	Bloomsbury Children’s Books	1141
LEGO Education	1215	Keystone Books & Media.....	2033	Candlewick Press	1218
Lerner Publishing Group.....	1917	Lectorum Publications, Inc.....	1821	Capstone	2023
LibrosBooks.....	2433	Lerner Publishing Group.....	1917	Chronicle Books.....	1346
Lincoln Library Press, Inc.....	2211	LibrosBooks.....	2433	Crabtree Publishing Company.....	2325
Little, Brown Books for Young Readers	1341	McGraw-Hill.....	1908	Disney-Hyperion.....	2241
Lorimer.....	1214	NorthSouth Books.....	1342	Houghton Mifflin Harcourt.....	1232
Lucas Miller, Singing Zoologist.....	2825	Overlooked Books.....	1601	Indie Press Showcase.....	1349
Mackin Educational Resources.....	2125	Peachtree Publishers, Ltd.....	1347	Lerner Publishing Group.....	1917
Macmillan Children’s Publishing Group.....	1132/1133	Perma-Bound Books.....	1625	Macmillan Children’s Publishing Group.....	1132/1133
Maverick Books, Inc.....	1907	Publishers Group West.....	2240	Orca Book Publishers.....	1024
NorthSouth Books.....	1342	Rainbow Book Company.....	1413	Perma-Bound Books.....	1625
Norwood House Press.....	2340	Rosen Publishing/Power Kids.....	2313	Publishers Group West.....	2240
Orca Book Publishers.....	1024	Sylvan Dell Publishing.....	1446	Rourke Publishing Group.....	1616
Otter Creek Press.....	1500	VIP Learning.....	1519	Simon & Schuster Children’s Publishing.....	1815
Peachtree Publishers, Ltd.....	1347	Foreign Language Books – Other		Texas Municipal Courts Education Center	1022
Pelican Publishing Company.....	2436	Child’s Play.....	1447	Unshelved	1246
Penguin Young Readers Group.....	1233	Mackin Educational Resources.....	2125	Instructional Books	
The Penworthy Company	1318	Overlooked Books.....	1601	Crabtree Publishing Company.....	2325
Perma-Bound Books.....	1625	General Books		Escue & Associates.....	2321
Publishers Group West.....	2240	Bayou Publishing.....	2633	Upstart	1323
Quality Books, Inc.	2426	Better World Books.....	1248	VIP Learning.....	1519
Rainbow Book Company.....	1413	Brodart Company.....	1433	VIS Enterprises.....	2007
Random House, Inc.	1332/1333	Brown Books Publishing Group	1643	Journals	
The RoadRunner Press.....	1100	Cherry Lake Publishing/Sleeping Bear Press.....	2334	AAAS/Science.....	2519
Rosen Publishing/Power Kids.....	2313	Chronicle Books.....	1346	Cover One.....	2115
Rourke Publishing Group.....	1616	Combined Book Exhibit.....	2532	EBSCO.....	1025
Scholastic Book Fairs, Inc.	1633/1733	Firefly Books, Ltd.....	2424	Emerald Group Publishing, Inc.	1008
Scholastic Library Publishing Digital.....	1632	Hachette Book Group.....	1340	The New York Times	2112
Scholastic Trade Books.....	1833	Half Price Books.....	2414	Oxford University Press	1607
Sebco Books / eSebco.com.....	1615	HarperCollins Publishers.....	2233	Springer	1900
Simon & Schuster Children’s Publishing.....	1815	Ingram Content Group	1406	University of Texas Press	1718
Sourcebooks, Inc.	1842	Jeanhee Kang, Author of “Run Away”	1716	Large Print Books	
Southwest Book Company	1843	Keystone Books & Media.....	2033	Ellamon.....	2113
Spoken Arts	1142	Macmillan - Adult.....	1137	Gareth Stevens Publishing, Inc.....	2318
StarWalk Kids Media.....	2236	Mason Crest: National Highlights.....	2341	Random House, Inc.	1332/1333
Sterling Publishing.....	2043	Otter Creek Press	1500	Library Science Texts	
Storyteller, Author, Singer Tom McDermott.....	1740	Penguin Group (USA)	1241	ABC-CLIO.....	2132/2133
Storyteller, Author Toni Simmons.....	1740	Penguin Young Readers Group.....	1233	Enslow Publishers, Inc.	2320
Sylvan Dell Publishing.....	1446	The Penworthy Company	1318	OCLC	1541
Teacher Created Materials Library.....	2432	Publishers Group West.....	2240	Unshelved	1246
Texas Municipal Courts Education Center	1022	Quality Books, Inc.	2426	Literature and Criticism	
Tor/Forge Books	1136	Random House, Inc.	1332/1333	Arte Público Press	2011
Tyndale House Publishers.....	2016	The RoadRunner Press.....	1100		
Upstart	1323	Simon & Schuster Children’s Publishing.....	1815		

Cinco Puntos Press.....	1744	Out-Of-Print Books		Tor/Forge Books.....	1136
Enslow Publishers, Inc.....	2320	Half Price Books.....	2414	Tyndale House Publishers.....	2016
Gale Cengage Learning.....	2733	Political Science Books		Poetry Books	
Literacy Kits		Texas A&M University Press.....	1240	Boyd's Mills Press.....	1914
Flocabulary.....	1819	Reference		Brainstorm.....	2213
World Book, Inc.....	1425	ABC-CLIO.....	2132/2133	Candlewick Press.....	1218
Manga		B&H Publishing Group.....	2037	HarperCollins Children's Books.....	2232
Bedrock City Comic Co.....	2206	Bayou Publishing.....	2633	Norwood House Press.....	2340
Little, Brown Books for Young Readers.....	1341	Britannica Digital Learning.....	1621	Simon & Schuster Children's Publishing.....	1815
Medical Books		The Child's World Books.....	2337	Sourcebooks, Inc.....	1842
CRC Press / Taylor & Francis Group LLC.....	1407	CRC Press / Taylor & Francis Group LLC.....	1407	Scholarly Books	
McGraw-Hill.....	1908	Credo.....	2725	ABC-CLIO.....	2132/2133
Microfilm/fiche		Delaney Educational Enterprises, Inc.....	2221	Oxford University Press.....	1607
Zytron Imaging Services.....	1010	DLB Educational Corporation.....	2437	Texas Tech University Press.....	1440
Music/Music Reference		Firefly Books, Ltd.....	2424	University of Texas Press.....	1718
Brainstorm.....	2213	Gale Cengage Learning.....	2733	Scientific & Technical Books	
Texas A&M University Press.....	1240	Gareth Stevens Publishing, Inc.....	2318	the Book House, Inc.....	1443
Mystery Books		Gumdrop Books.....	1612	Cherry Lake Publishing/Sleeping Bear Press.....	2334
HarperCollins Publishers.....	2233	Infobase Learning.....	2333	CRC Press / Taylor & Francis Group LLC.....	1407
Orca Book Publishers.....	1024	Junior Library Guild.....	2425	McGraw-Hill.....	1908
Otter Creek Press.....	1500	Kingfisher.....	1140	Springer.....	1900
The RoadRunner Press.....	1100	Lincoln Library Press, Inc.....	2211	Self Help Books	
Tor/Forge Books.....	1136	Mason Crest: National Highlights.....	2341	Brilliance Audio.....	1745
Nonfiction		McGraw-Hill.....	1908	Jeanhee Kang, Author of "Run Away".....	1716
ABC-CLIO.....	2132/2133	National Federation of the Blind of Texas, Newslines.....	1249	Lectorum Publications, Inc.....	1821
ABDO Publishing Group.....	2306/2307	NewsBank, Inc.....	1021	Peachtree Publishers, Ltd.....	1347
Amicus.....	2209	OCLC.....	1541	Quality Books, Inc.....	2426
Annick Press.....	1316	Oxford University Press.....	1607	Small Press	
Arte Público Press.....	2011	Rainbow Book Company.....	1413	Bayou Publishing.....	2633
Bayou Publishing.....	2633	Scholastic Library Publishing Digital.....	1632	the Book House, Inc.....	1443
Bearport Publishing.....	2312	Sharpe Reference.....	1920	Brown Books Publishing Group.....	1643
Bellwether Learning.....	2213	Sourcebooks, Inc.....	1842	Children's Plus, Inc.....	2207 & 2525
Bellwether Media.....	2213	World Book, Inc.....	1425	Combined Book Exhibit.....	2532
Boyd's Mills Press.....	1914	Religion		Gamadin Sci-Fi Adventure Book Series.....	2521
Brainstorm.....	2213	B&H Publishing Group.....	2037	Lincoln Library Press, Inc.....	2211
Brown Books Publishing Group.....	1643	Eerdmans Books for Young Readers.....	1247	Overlooked Books.....	1601
Candlewick Press.....	1218	Tyndale House Publishers.....	2016	The Penworthy Company.....	1318
Capstone.....	2023	Paperbacks		Quality Books, Inc.....	2426
Cherry Lake Publishing/Sleeping Bear Press.....	2334	Bellwether Learning.....	2213	The RoadRunner Press.....	1100
Cobblestone & Cricket.....	1314	Big Timber Book Club.....	2419	Sports & Fitness Books	
The Creative Company.....	2324	Bloomsbury Children's Books.....	1141	Bellwether Media.....	2213
Enslow Publishers, Inc.....	2320	Boyd's Mills Press.....	1914	Brainstorm.....	2213
Escue & Associates.....	2321	The Creative Company.....	2324	Norwood House Press.....	2340
Gareth Stevens Publishing, Inc.....	2318	Disney-Hyperion.....	2241	Rourke Publishing Group.....	1616
Garrett Book Company.....	1818	Firefly Books, Ltd.....	2424	Tyndale House Publishers.....	2016
HarperCollins Children's Books.....	2232	HarperCollins Children's Books.....	2232	Subscription Agencies	
HarperCollins Publishers.....	2233	Holiday House.....	1640	Basch Subscriptions Inc., A Prenax Company/The Reference Shelf.....	1149
Houghton Mifflin Harcourt.....	1232	Houghton Mifflin Harcourt.....	1232	EBSCO.....	1025
Infobase Learning.....	2333	Jeanhee Kang, Author of "Run Away".....	1716	Magazine Subscription Service Agency.....	2720
Jeanhee Kang, Author of "Run Away".....	1716	Kingfisher.....	1140	WT Cox Information Services, Inc.....	1015
Kingfisher.....	1140	Lectorum Publications, Inc.....	1821	Texana	
Lerner Publishing Group.....	1917	Little, Brown Books for Young Readers.....	1341	Author, Debbie Leland.....	2100
Macmillan Children's Publishing Group.....	1132/1133	Mackin Educational Resources.....	2125	Authors Sherry Garland & Melanie Chrismer.....	1020
Mason Crest: National Highlights.....	2341	Macmillan Children's Publishing Group.....	1132/1133	Authors Tim Tingle and Greg Rodgers.....	1840
Pelican Publishing Company.....	2436	Maverick Books, Inc.....	1907	Overlooked Books.....	1601
Rosen Publishing/Power Kids.....	2313	NorthSouth Books.....	1342	Pelican Publishing Company.....	2436
Rourke Publishing Group.....	1616	Norwood House Press.....	2340	Recorded Books, LLC.....	1707
Scholastic Library Publishing Digital.....	1632	Orca Book Publishers.....	1024	Rosen Publishing/Power Kids.....	2313
Sebco Books / eSebco.com.....	1615	Otter Creek Press.....	1500	Texas A&M University Press.....	1240
Sharpe Reference.....	1920	Peachtree Publishers, Ltd.....	1347	Texas Tech University Press.....	1440
Sterling Publishing.....	2043	Penguin Young Readers Group.....	1233	University of Texas Press.....	1718
Teacher Created Materials Library.....	2432	Sylvan Dell Publishing.....	1446	VIS Enterprises.....	2007
Tyndale House Publishers.....	2016	Teacher Created Materials Library.....	2432		

University Presses	
<i>the Book House, Inc.</i>	1443
<i>Oxford University Press</i>	1607
<i>Texas A&M University Press</i>	1240
<i>Texas Tech University Press</i>	1440
<i>University of Texas Press</i>	1718
Young Adult Books	
<i>Abrams Books for Young Readers/ Amulet Books/Abrams Appleseed</i>	2245
<i>Amazon Children's Publishing</i>	1743
<i>Amicus</i>	2209
<i>Annick Press</i>	1316
<i>Arte Público Press</i>	2011
<i>Authors Sherry Garland & Melanie Chrismer</i>	1020
<i>Authors Tim Tingle & Greg Rodgers</i>	1840
<i>Big Timber Book Club</i>	2419
<i>Bloomsbury Children's Books</i>	1141
<i>Bound To Stay Bound Books</i>	1825
<i>Brilliance Audio</i>	1745
<i>Candlewick Press</i>	1218
<i>Capstone</i>	2023
<i>Cherry Lake Publishing/ Sleeping Bear Press</i>	2334
<i>Children's Plus, Inc.</i>	2207 & 2525
<i>The Child's World Books</i>	2337
<i>Chronicle Books</i>	1346
<i>Cinco Puntos Press</i>	1744
<i>Cobblestone & Cricket</i>	1314
<i>The Creative Company</i>	2324
<i>Davidson Titles, Inc.</i>	2116
<i>Delaney Educational Enterprises, Inc.</i>	2221
<i>Disney-Hyperion</i>	2241
<i>DLB Educational Corporation</i>	2437
<i>Eerdmans Books for Young Readers</i>	1247
<i>Egmont USA</i>	1147
<i>Enslow Publishers, Inc.</i>	2320
<i>Escue & Associates</i>	2321
<i>Firefly Books, Ltd.</i>	2424
<i>Gamadin Sci-Fi Adventure Book Series</i>	2521
<i>Gareth Stevens Publishing, Inc.</i>	2318
<i>Garrett Book Company</i>	1818
<i>Groundwood Books</i>	2240
<i>Gumdrop Books</i>	1612
<i>Half Price Books</i>	2414
<i>HarperCollins Children's Books</i>	2232
<i>Holiday House</i>	1640
<i>Houghton Mifflin Harcourt</i>	1232
<i>Indie Press Showcase</i>	1349
<i>Infobase Learning</i>	2333
<i>Jeanhee Kang, Author of "Run Away"</i>	1716
<i>Junior Library Guild</i>	2425
<i>Keystone Books & Media</i>	2033
<i>Kingfisher</i>	1140
<i>Lectorum Publications, Inc.</i>	1821
<i>LibrosBooks</i>	2433
<i>Lincoln Library Press, Inc.</i>	2211
<i>Little, Brown Books for Young Readers</i>	1341
<i>Lorimer</i>	1214
<i>Macmillan Children's Publishing Group</i>	1132/1133
<i>Mason Crest: National Highlights</i>	2341
<i>NorthSouth Books</i>	1342
<i>Orca Book Publishers</i>	1024
<i>Otter Creek Press</i>	1500
<i>Peachtree Publishers, Ltd.</i>	1347

<i>Pelican Publishing Company</i>	2436
<i>Penguin Young Readers Group</i>	1233
<i>Perma-Bound Books</i>	1625
<i>Publishers Group West</i>	2240
<i>Rainbow Book Company</i>	1413
<i>Random House, Inc.</i>	1332/1333
<i>The RoadRunner Press</i>	1100
<i>Rosen Publishing/Power Kids</i>	2313
<i>Rourke Publishing Group</i>	1616
<i>Scholastic Book Fairs, Inc.</i>	1633/1733
<i>Scholastic Trade Books</i>	1833
<i>Sebco Books / eSebco.com</i>	1615
<i>Simon & Schuster Children's Publishing</i>	1815
<i>Sourcebooks, Inc.</i>	1842
<i>Southwest Book Company</i>	1843
<i>Sterling Publishing</i>	2043
<i>Texas A&M University Press</i>	1240
<i>Texas Tech University Press</i>	1440
<i>Tor/Forge Books</i>	1136

Equipment, Furniture, & Supplies

ADA Equipment	
<i>Cultural Surroundings</i>	1125
<i>Indeco Sales / Maco Manufacturing</i>	1911
<i>Spacesaver/Southwest Solutions Group</i>	2225
<i>Vance Hunt Libraries</i>	1033
Archival Products	
<i>CoLibri System North America Inc.</i>	2013
<i>DLSG at Image Access</i>	2520
<i>Gaylord Bros., Inc.</i>	1725
<i>Image Retrieval, Inc.</i>	1814
<i>KAPCO Book Protection</i>	2214
<i>University Products Inc.</i>	2012
Bookmarks/Reading Promotional Gifts	
<i>Awesome Librarian, The</i>	2818
<i>Laser Made Frames</i>	2821
<i>LibrarySkills, Inc.</i>	2219
<i>ReadingRacers.com</i>	1648
<i>SJB Productions</i>	1941
<i>Upstart</i>	1323
Bookmobiles	
<i>Indeco Sales / Maco Manufacturing</i>	1911
<i>Worthington Contract Furniture</i>	1441
Book Repair	
<i>CoLibri System North America Inc.</i>	2013
<i>Cover One</i>	2115
<i>Demco</i>	1223
<i>Gaylord Bros., Inc.</i>	1725
<i>KAPCO Book Protection</i>	2214
<i>Showcases</i>	1043
<i>University Products Inc.</i>	2012
Carpet and Floor Coverings	
<i>Carpets for Kids</i>	1506
<i>DEMCO Interiors</i>	1223
Clothing	
<i>A+ Images, Inc.</i>	2714
<i>Awesome Librarian, The</i>	2818
<i>Embroideries + More</i>	2609
<i>Frozen Light</i>	2700
<i>The Gift Solution</i>	2719
<i>Maverick Books, Inc.</i>	1907
<i>Pink Armadillos</i>	2713
<i>Spirit Lala</i>	2613
<i>Stop Falling Productions</i>	2618

Decorative Items – Artwork, Posters, Misc.	
<i>Awesome Librarian, The</i>	2818
<i>Frozen Light</i>	2700
<i>Laser Made Frames</i>	2821
<i>LibrarySkills, Inc.</i>	2219
Furniture	
<i>720 Design</i>	2220
<i>A. Bargas & Associates, LLC</i>	1540
<i>Agati Furniture</i>	1517
<i>Bretford Manufacturing</i>	1409
<i>Brodart Company</i>	1433
<i>Camcor, Inc.</i>	2018
<i>Cultural Surroundings</i>	1125
<i>Demco</i>	1223
<i>DEMCO Interiors</i>	1223
<i>Gaylord Bros., Inc.</i>	1725
<i>Hidell Associates Architects</i>	1418
<i>Indeco Sales / Maco Manufacturing</i>	1911
<i>Library Design Systems</i>	1412
<i>Library Interiors Of Texas</i>	1925
<i>The Library Store, Inc</i>	1932
<i>Libra-Tech Corporation</i>	2412
<i>Sauder</i>	1940
<i>Showcases</i>	1043
<i>Spacesaver/Southwest Solutions Group</i>	2225
<i>TESCO Industries, Inc.</i>	1807
<i>Trinity Library Resources</i>	2632
<i>University Products Inc.</i>	2012
<i>Vance Hunt Libraries</i>	1033
<i>Worthington Contract Furniture</i>	1441
Library Promotional Products	
<i>Awesome Librarian, The</i>	2818
<i>Demco</i>	1223
<i>Gale Cengage Learning</i>	2733
<i>Lerner Publishing Group</i>	1917
<i>LibrarySkills, Inc.</i>	2219
<i>ReadingRacers.com</i>	1648
<i>Upstart</i>	1323
Microfilm Equipment	
<i>Ristech Company Inc.</i>	2020
<i>Stars Information Solutions</i>	2119
Micrographic Equipment	
<i>Ristech Company Inc.</i>	2020
<i>Stars Information Solutions</i>	2119
<i>Zytron Imaging Services</i>	1010
Mobile Storage	
<i>A. Bargas & Associates, LLC</i>	1540
<i>Camcor, Inc.</i>	2018
<i>DEMCO Interiors</i>	1223
<i>Indeco Sales / Maco Manufacturing</i>	1911
<i>Library Design Systems</i>	1412
<i>Library Interiors Of Texas</i>	1925
<i>Libra-Tech Corporation</i>	2412
<i>Spacesaver/Southwest Solutions Group</i>	2225
<i>Worthington Contract Furniture</i>	1441
Office – Copiers, Telephones, Fax	
<i>No Power? No Problem!</i>	2820
<i>Ristech Company Inc.</i>	2020
<i>TRACSYSTEMS, inc.</i>	1114
Photo ID Systems	
<i>Newbart Products</i>	2736
Puppets	
<i>Overlooked Books</i>	1601
<i>The Penworthy Company</i>	1318
<i>Stop Falling Productions</i>	2618

Security Systems	
3M Library Systems.....	1419
Demco.....	1223
DEMCO Interiors.....	1223
EnvisionWare.....	1816
Library Interiors Of Texas.....	1925
TRACSYSTEMS, inc.....	1114

Shelving	
A. Bargas & Associates, LLC.....	1540
Bretford Manufacturing.....	1409
ColorMarq Shelf Management ID Systems.....	1518
Cultural Surroundings.....	1125
DEMCO Interiors.....	1223
Gaylord Bros., Inc.....	1725
Indeco Sales / Maco Manufacturing.....	1911
Library Design Systems.....	1412
Library Interiors Of Texas.....	1925
The Library Store, Inc.....	1932
Libra-Tech Corporation.....	2412
Spacesaver/Southwest Solutions Group.....	2225
TESCO Industries, Inc.....	1807
Trinity Library Resources.....	2632
Vance Hunt Libraries.....	1033
Worthington Contract Furniture.....	1441

Signs	
Cultural Surroundings.....	1125
LibrarySkills, Inc.....	2219
Libra-Tech Corporation.....	2412
Trinity Library Resources.....	2632
Vance Hunt Libraries.....	1033

Specialty & Personal – Jewelry, Accessories, Misc	
A+ Images, Inc.....	2714
Amber Way Jewelry Company.....	2615
Awesome Librarian, The.....	2818
Chapter Bookmarkers.....	2815
Claire Lynn Designs.....	2706
Embroideries + More.....	2609
No Power? No Problem!.....	2820
Silpada Designs Jewelry.....	2814
Stop Falling Productions.....	2618

Storage Systems	
A. Bargas & Associates, LLC.....	1540
Library Design Systems.....	1412
Spacesaver/Southwest Solutions Group.....	2225
Trinity Library Resources.....	2632
Worthington Contract Furniture.....	1441

Supplies	
Brodart Company.....	1433
CoLibri System North America Inc.....	2013
ColorMarq Shelf Management ID Systems.....	1518
Demco.....	1223
Gaylord Bros., Inc.....	1725
KAPCO Book Protection.....	2214
The Library Store, Inc.....	1932
Showcases.....	1043
University Products Inc.....	2012

Toys, Games, and Puzzles	
Maverick Books, Inc.....	1907
ReadingRacers.com.....	1648
Upstart.....	1323

SERVICES

Architects	
720 Design.....	2220

Barker Rinker Seacat Architecture.....	1312
Dewberry Architects Inc. (formerly PSA-Dewberry).....	2227
GSBS Architects.....	1018
Hidell Associates Architects.....	1418
Komatsu Architecture.....	1217
Pro Forma Architecture, Inc.....	1619

Associations	
Collaborative Summer Library Program.....	1120
Music Library Association - Texas Chapter.....	1102

Author Visits	
Authors Sherry Garland & Melanie Chrismer.....	1020
Authors Tim Tingle and Greg Rodgers.....	1840
Book Festivals of Texas.....	2145
Gamadin Sci-Fi Adventure Book Series.....	2521
Julian Franklin-Library Rat.....	1401
Lucas Miller, Singing Zoologist.....	2825
SJB Productions.....	1941
Society of Children's Book Writers & Illustrators - Texas Chapters.....	1645
Storyteller, Author, Singer Tom McDermott.....	1740
Storyteller, Author Toni Simmons.....	1740
Storyteller, Decee Cornish, Urban Griot.....	1903
Sue Young, Bilingual Storyteller.....	2823

Book Binderies	
Cover One.....	2115

Book Wholesalers	
Baker & Taylor/ YBP Library Services.....	1523
Big Timber Book Club.....	2419
the Book House, Inc.....	1443
Brodart Company.....	1433
Children's Plus, Inc.....	2207 & 2525
Davidson Titles, Inc.....	2116
Follett.....	1933
Garrett Book Company.....	1818
Ingram Content Group.....	1406
Junior Library Guild.....	2425
OverDrive Inc.....	2533
The Penworthy Company.....	1318

Book/Audio Leasing	
TEI Landmark Audio.....	1646

Bookfair Services	
Fund Resources, Inc. (Adventure Land Book Fairs/Holiday Wonderland Shop).....	2041
Scholastic Book Fairs, Inc.....	1633/1733
Southwest Book Company.....	1843

Collection Development	
Baker & Taylor/ YBP Library Services.....	1523
Brodart Company.....	1433
Davidson Titles, Inc.....	2116
Follett.....	1933
Junior Library Guild.....	2425
OverDrive Inc.....	2533
TEI Landmark Audio.....	1646
Zytron Imaging Services.....	1010

Consultants	
720 Design.....	2220
AWE.....	2017
Barker Rinker Seacat Architecture.....	1312
Collaborative Summer Library Program.....	1120
CTLS, Inc.....	1742
Dewberry Architects Inc. (formerly PSA-Dewberry).....	2227
Elizabeth Ellis, Storyteller.....	2140

GSBS Architects.....	1018
Hidell Associates Architects.....	1418
Library Interiors Of Texas.....	1925
Libra-Tech Corporation.....	2412
Pro Forma Architecture, Inc.....	1619
Storyteller, Dan Gibson.....	1312
Texas State Library & Archives Commission.....	1114
Vance Hunt Libraries.....	1033
Whirlidurb.....	2012

Database Conversion	
L4U Library Software.....	2412
MARCIVE, Inc.....	1412
Mitinet Library Services.....	1742
Stars Information Solutions.....	2112

Database Preparation	
MARCIVE, Inc.....	1412
Mitinet Library Services.....	1742

Disaster Recovery	
Texserve (DCS).....	2512

Facilities Management	
720 Design.....	2220
EnvisionWare.....	1816
Pro Forma Architecture, Inc.....	1619

Financial Services	
Mergent, Inc.....	1018
Trinity Library Resources.....	2632

Foreign Language Programming	
Mango Languages.....	1618
Sue Young, Bilingual Storyteller.....	2823

Fundraising	
Better World Books.....	1218
Big Timber Book Club.....	2419
Deanan Gourmet Popcorn.....	2118
Fund Resources, Inc. (Adventure Land Book Fairs/Holiday Wonderland Shop).....	2041
Gamadin Sci-Fi Adventure Book Series.....	2521
Geek the Library.....	1518
Hidell Associates Architects.....	1418
Laser Made Frames.....	2818
Pink Armadillos.....	2718
ReadingRacers.com.....	1648
Rock 'N Learn.....	1818
Silpada Designs Jewelry.....	2814
Southwest Book Company.....	1843

Libraries & Library Organizations	
CTLS, Inc.....	1742
EasyBib.com.....	1912
Fort Worth Library.....	2012
Geek the Library.....	1518
LearningExpress, LLC.....	1112
Music Library Association - Texas Chapter.....	1102
Storybook Theatre.....	2012

Library Schools	
Palo Alto College.....	2412
Sam Houston State University - Department of Library Science.....	2112
Texas A&M University - Commerce.....	1018
Texas Woman's University - School of Library & Information Studies.....	1418
University of North Texas College of Information.....	1742

Library Promotion	
Collaborative Summer Library Program.....	1120
Credo.....	2712
EasyBib.com.....	1912

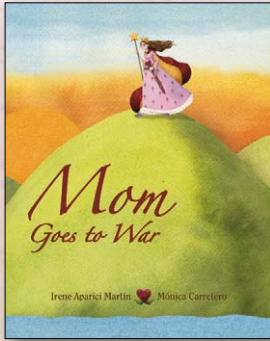
018	Geek the Library.....	1547
418	Half Price Books.....	2414
025	H-E-B Read 3: Grow Young Minds, Read 3 Times a Week.....	1032 & 1044
412	LearningExpress, LLC.....	1115
519	ReadingRacers.com.....	1648
001	Society of Children's Book Writers & Illustrators - Texas Chapters.....	1645
044	Literacy & Teaching Aids	
	ABDO Publishing Group.....	2306/2307
420	AWE.....	2017
449	Bilingual Storyteller, Consuelo Samarripa.....	1901
741	EasyBib.com.....	1943
119	Flocabulary.....	1819
	H-E-B Read 3: Grow Young Minds, Read 3 Times a Week.....	1032 & 1044
449	Knovation.....	1641
741	LearningExpress, LLC.....	1115
	LEGO Education.....	1215
518	Lumens Integration, Inc.....	1118
	Mango Languages.....	1611
220	National Federation of the Blind of Texas, Newsline 1249.....	1707
316	Recorded Books, LLC.....	1432
519	Renaissance Learning.....	1841
019	Rock 'N Learn.....	2044
532	Whirlidurb.....	
	Moving Companies	
511	Library Design Systems.....	1412
323	Vance Hunt Libraries.....	1033
	Nonprofit Organizations	
248	Book Festivals of Texas.....	2145
419	Collaborative Summer Library Program.....	1120
106	CTLS, Inc.....	1742
	FamilySearch.....	2421
041	Geek the Library.....	1547
521	National Federation of the Blind of Texas, Newsline.....	1249
47	National Library of Medicine.....	2534
418	Society of Children's Book Writers & Illustrators - Texas Chapters.....	1645
321	Tejas Storytelling Association.....	2142
713	Texas Municipal Courts Education Center.....	1022
548	Seminars, Conferences & Speakers	
341	Amigos Library Services.....	2408
314	Book Festivals of Texas.....	2145
343	Elizabeth Ellis, Storyteller.....	2140
742	Geek the Library.....	1547
043	Incredible Bubble Show.....	1300
040	Lumens Integration, Inc.....	1118
547	National Library of Medicine.....	2534
115	Renaissance Learning.....	1432
02	SJB Productions.....	1941
002	Society of Children's Book Writers & Illustrators - Texas Chapters.....	1645
001	Storybook Theatre.....	2002
21	Storyteller, Decee Cornish, Urban Griot.....	1903
014	Storyteller, Kim Lehman.....	2140
	Sue Young, Bilingual Storyteller.....	2823
420	Tejas Storytelling Association.....	2142
	Texas Municipal Courts Education Center.....	1022
714	Unshelved.....	1246
	Special Collections	
20	The Creative Company.....	2324
725	FamilySearch.....	2421
043	Mango Languages.....	1611

Texas State Library and Archives Commission.....	1119
State/Government Agencies	
Texas State Library & Archives Commission.....	1119
TLA 2014 San Antonio.....	1206
U.S. Citizenship and Immigration Services.....	1016
Storytelling and Entertainment	
Authors Tim Tingle and Greg Rodgers.....	1840
Bilingual Storyteller, Consuelo Samarripa.....	1901
Book Festivals of Texas.....	2145
Collaborative Summer Library Program.....	1120
Elizabeth Ellis, Storyteller.....	2140
Gamadin Sci-Fi Adventure Book Series.....	2521
Incredible Bubble Show.....	1300
Julian Franklin-Library Rat.....	1401
LEGO Education.....	1215
Lucas Miller, Singing Zoologist.....	2825
Margaret Clauder Presents Mother Goose & THE Bookworm.....	1509
Society of Children's Book Writers & Illustrators - Texas Chapters.....	1645
Storybook Theatre.....	2002
Storyteller, Author, Singer Tom McDermott.....	1740
Storyteller, Author Toni Simmons.....	1740
Storyteller, Dan Gibson.....	1301
Storyteller, Decee Cornish, Urban Griot.....	1903
Storyteller, Educator Jiaan Powers.....	1740
Storyteller, Kim Lehman.....	2140
Sue Young, Bilingual Storyteller.....	2823
Tejas Storytelling Association.....	2142
Unshelved.....	1246
T.A.K.S. Presentations	
Bilingual Storyteller, Consuelo Samarripa.....	1901
Storybook Theatre.....	2002
Storyteller, Author, Singer Tom McDermott.....	1740

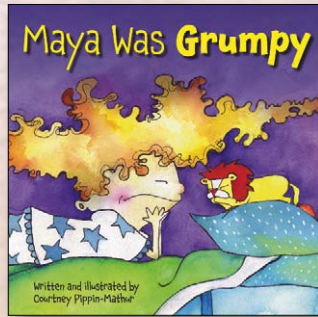
Storyteller, Decee Cornish, Urban Griot.....	1903
Storyteller, Educator Jiaan Powers.....	1740
Telecommunications	
Whirlidurb.....	2044
TLA Units and Events	
2014 Conference (San Antonio).....	1206
Archives, Genealogy, & Local History Round Table.....	1009
Black Caucus Round Table.....	1107
Membership "Connect to Know".....	1207
New Members Round Table.....	1208
Reference Round Table.....	1007
Small Community Libraries Round Table.....	1109
Texas Authors & Illustrators Interest Group.....	1600
Texas Professional Association for Library Sales Round Table (TPALS).....	1925
Young Adult Round Table.....	1106
Training & Teacher Inservices	
Bilingual Storyteller, Consuelo Samarripa.....	1901
Elizabeth Ellis, Storyteller.....	2140
Julian Franklin-Library Rat.....	1401
LEGO Education.....	1215
Music Library Association - Texas Chapter.....	1102
Renaissance Learning.....	1432
Rock 'N Learn.....	1841
Storybook Theatre.....	2002
Storyteller, Decee Cornish, Urban Griot.....	1903
Storyteller, Educator Jiaan Powers.....	1740
Storyteller, Kim Lehman.....	2140
Sue Young, Bilingual Storyteller.....	2823
Tejas Storytelling Association.....	2142
Texas Municipal Courts Education Center.....	1022
U.S. Citizenship and Immigration Services.....	1016
Whirlidurb.....	2044

index of **advertisers**

A. Bargas & Associates (BOOTH 1540).....	27
<i>Furnishing the Future</i>	
American Association of School Librarians	Inside Front Cover
<i>Beyond Words Library Relief Grants</i>	
Armstrong County Museum	25
<i>Charles Goodnight: A Man for All Ages</i>	
Boyd's Mills Press (BOOTH 1914).....	7
<i>Meet Our Stars</i>	
Brain Hive (BOOTH 2406).....	13
<i>eBooks on Demand for K-12 Libraries</i>	
Egmont USA (BOOTH 1147).....	9
<i>Meet your favorite authors.</i>	
Independant Publishers Group (IPG)	Outside Back Cover
<i>New for Spring</i>	
Lerner Publishing Group (BOOTH 1917).....	23
<i>New books from Lerner are a SLAM DUNK!</i>	
OPALS Services (BOOTH 2625).....	15
<i>Open Source Automated Library System</i>	
PBS Educational Media (BOOTH 2109).....	23
<i>Ignite New Ideas</i>	
Pomelo Books	21
<i>Connect Poetry & the TEKS & STAAR</i>	
TWU SLIS (BOOTH 1420).....	2
<i>Choices in Library Education</i>	
University of Tennessee SIS	25
<i>Ask about our dynamic PhD program.</i>	
VIP Learning (BOOTH 1519).....	27
<i>AV Materials: English • Spanish • Portuguese</i>	
WT Cox Information Services (BOOTH 1015).....	54
<i>Personal. Reliable. Service.</i>	
Zonderkids (BOOTH 2237).....	4
<i>Great Library Resources</i>	



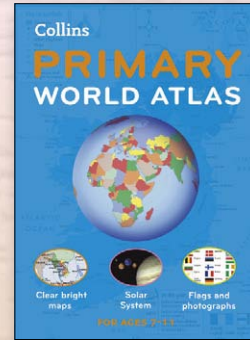
Mom Goes to War
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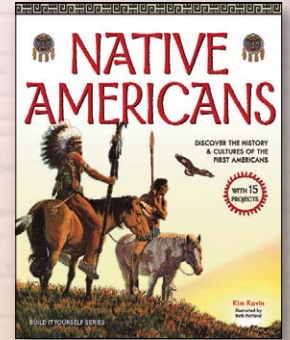
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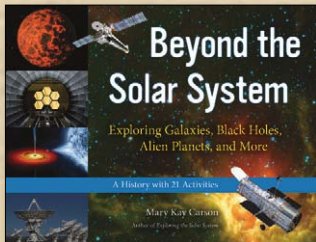


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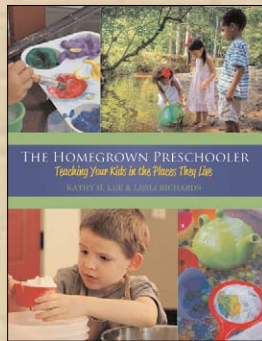


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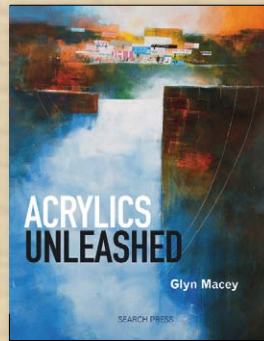
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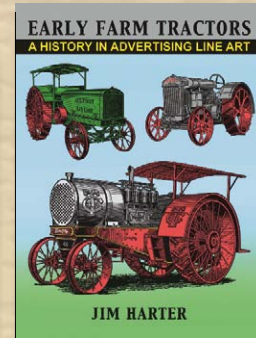
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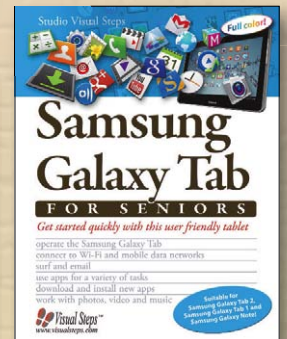
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