

- 48 **President's Column**  
Melody Kelly
- 50 **Editorial**  
Gloria Meraz
- 52 **Simple Ways to Add Active Learning to Your Library Instruction**  
Annie Downey, Lilly Ramin, and Gayla Byerly
- 56 **Committed to the Community: A Community Services Website**  
Ann Barker, Mercedes Franks, Janice Hensarling, Philip Reynolds,  
Carol Shaw, and Tiffany Sparks
- 60 **Go Local When Planning Adult and Family Programs**  
Chantal Walvoord
- 62 **Top Texas Technology Trends for Libraries (T4)**  
Richard Wayne
- 66 **Transforming Texas Libraries Statement of Emerging Themes**
- 70 **Field Comments and Thoughts about Transforming Texas Libraries**  
Michael Baldwin
- 72 **Anatomy of an Advocacy Project: How Austin ISD Librarians Made Budget Headway**  
Jill Stimson
- 74 **A Conference with Byte**
- 78 **PR Branding Iron Awards**  
Gloria Meraz
- 82 **Newsnotes**  
*Texas Reading Club Jubilee*  
*National Library Legislative Day*  
*CE Corner*  
*Professional Liability Insurance*  
*State Library Study on Statewide Interlibrary Loan*

PAGE 60



**T4**

PAGE 62



PAGE 74

PAGE 78



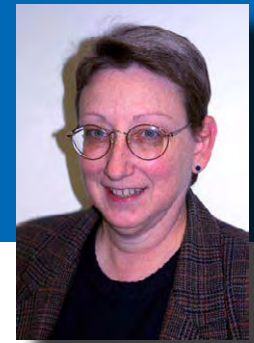
© Texas Library Association

*Texas Library Journal* (ISSN 0040-4446) is published quarterly in spring, summer, fall, and winter by the Texas Library Association, 3355 Bee Cave Road, Suite 401, Austin, Texas 78746-6763. Periodicals Postage Paid at Austin, Texas. POSTMASTER: Send address changes to Texas Library Journal, 3355 Bee Cave Road, Suite 401, Austin, Texas 78746-6763. Subscription price: to members of TLA, 94 cents, included in annual dues; to nonmembers, \$20 per year for domestic, \$25 out-of-country. Single issues: \$5.

COVER: Illustrator Janet Stevens created the artwork for the 2008 Texas Reading Club Poster; photos by TLA staff show children who attended the Jubilee festivities in the Senate Chamber and Representative Lois Kolkhorst. See related story in Newsnotes, page 82.

# Year of Transformation

BY MELODY KELLY



I am declaring this TLA presidential year as the *Year of Transformation* . . .

Not a year of “change for change’s sake” but a year where we take time to strategically position ourselves and our organization to better fulfill our collective mission to serve the state of Texas and its people. Transforming is an exciting word to use – by transforming we become something we are not now; and through the transformation process, we may evolve into something we can not even envision today. “To become” and “to evolve” are almost magical phrases, but neither can be had with the wave of a magic wand and the speaking of a secret word. True transformation will require: the shared recognition that there is a need for libraries to transform, the creation of a shared transformation vision, and a commitment to coalition building beyond our community of libraries.

I challenge everyone to read carefully the Transforming Texas Libraries Statement of Emerging Needs (see page 66). As you read the document, think in terms of your local community and then in terms of the broader Texas library community. The document’s opening paragraph is our call to action:

Libraries are instruments for innovation, success, and self-fulfillment. Our purpose is simple but profoundly important to our state and country: help individuals and society advance. Libraries are molded by the ideal that, in a true democracy, society must maintain an open and public structure (systems) to inform and empower a free thinking populace for the betterment of all.

As a library community, can we all wholeheartedly embrace the following statements made in the Transforming Emerging Themes?

- We, the Texas library community, stand ready and committed to facilitate and promote education and informed participation in all areas of social enterprise. We are therefore committed to serving:
  - Any User
  - At Any Time
  - In Virtual and Physical Settings
- We will offer a user the ability to access all catalogs and databases without barriers.
- We will work to make this access seamless.
- We will refine our library systems to allow information and access to be customizable and flexible, according to the needs of individuals.

The first statement above is a very bold one – in short it reads: Any Texan - Any Time – Any Place and has serious implications for our local institutions. We are fragmented by type of institution, source of funding, and the need to serve our primary clientele before all others.

However, if we are committed to making this promise to Texas a reality, I have no doubt that collectively we can find solutions. We are, if nothing else, resourceful, but time is a key element in our planning and execution.

Preparations are already underway for the 2009 Texas Legislative Session, and TexShare is our cornerstone to provide equitable library service to Any Texan – Any Time – Any Place. Strengthening TexShare for K-16 and

beyond is essential. As we come together for Annual Assembly this summer and seriously plan the execution of our legislative agenda, I propose that we adopt Maj. General (Ret.) Robert Scales, Jr.’s three elements of “Transformation Warfare” discussed in *Battle Plan Under Fire*. He advocates the use of knowledge, speed, and precision to integrate technology and communications.<sup>1</sup>

“Library Transformation Warfare:” knowledge requires us to use the technical means at our disposal to identify what our communities need and communicate this need; speed requires that we have the ability to react very, very quickly to opportunities as we leverage ideas, partners and resources; and precision requires us to use our opportunities, partners, and resources to strike strategically to achieve our objectives.

To quote Army Maj. Gen. John P. McLaren Jr., when he discussed the topic of unified action at a transformation warfare conference in 2007: “Our goal must be to achieve unity of effort among many diverse agencies in a complex environment.”<sup>2</sup>

I believe as an organization we are up to this challenge and with our traditional partners and new ones yet to be identified, we can make our bold promise to Texas a reality.

Texas libraries serve:  
*Any Texan – Any Time – Any Place.* ★

1 [www.pbs.org/wgbh/nova/transcripts/3110\\_wartech.html](http://www.pbs.org/wgbh/nova/transcripts/3110_wartech.html)  
2 [www.globalsecurity.org/military/library/news/2007/06/mil-070622-nns05.htm](http://www.globalsecurity.org/military/library/news/2007/06/mil-070622-nns05.htm)

# Transforming TLA

Like so many things, change begins at home. The statewide discussions about transforming Texas libraries have unearthed a keen desire among librarians and library supporters for proactive and collective action to morph today's libraries into institutions that will be vital and dynamic for the next generation of constituents. Doesn't that sound exciting? How exactly, though, does one start? And, what do we "morph" into? How can change begin at home?

The answer to how we start is twofold: First, we need to look at creating a climate of energy and enthusiasm that embraces change, and secondly, establishing an infrastructure aligned with our statewide desire for systemic library transformation.

As one component of the Transforming Texas Libraries activities that began last fall, Julie Todaro, chair of the Transforming Texas Libraries Steering Committee, has developed a series of tools, workshops, and training materials to help librarians and library supporters from all types of libraries conduct their own version of the Transforming Texas Libraries summit. The purpose of this effort is to enable institutions to spark the "transformation fever" at the local level as well as to provide an interactive mechanism to collect feedback, stories, and ideas. All of the materials – including speeches, designs for short and full day workshops, and handouts – will be available from the Transforming Texas Libraries wiki: <http://transformingtxlibraries.pbwiki.org>.

In terms of establishing an infrastructure for statewide change, the TLA Executive Board has determined that the Texas Library Association must also stand ready to transform. The Association's strategic planning process offers the perfect opportunity to re-imagine and build how TLA conducts business. During Annual Assembly and through other opportunities, the Strategic Planning Taskforce, led by Joyce Baumbach ([Joyceb@plano.gov](mailto:Joyceb@plano.gov)), will seek input about how TLA can structure itself to be nimble, able to address current and oncoming priorities, and action oriented. Perhaps, the time has come to look at the current committee structure and to articulate new ways of dealing with statewide priorities.

The current TLA 2006-2009 Strategic Plan is available at [www.tsla.org/html/docs/plan.html](http://www.tsla.org/html/docs/plan.html). Please take some time to review the document and to make suggestions to your committee, unit, or district representatives. Here are some of the ideas we are asking units and committees to consider as they "rethink" how TLA works:

- *What are the most important statewide activities to undertake to effect a statewide transformation of libraries for their constituents?*
- *What do librarians need to help them transform their libraries for their constituents?*
- *How can TLA lead the transformative process for their constituents?*
- *How can librarians begin to transform our professional culture?*
- *How should TLA be organized to focus on the issues facing libraries?*

Copies of the updated Strategic Plan will be published on the TLA website prior to the 2009 Annual Conference in Houston, and members are encouraged to discuss the plan at the Membership Meeting on April 3. Between now and then, you can submit any comments or suggestions to your committee or unit leaders or to Joyce Baumbach. The final document will be approved by the TLA Council in July at the 2009 Annual Assembly.

The remaining question addressed earlier ("What do we "morph" into?) is perhaps the hardest one to address. The answer is a work in progress, one that will – by definition of transformation – continue to evolve. A subset of the Visioning Task Force will continue to build out the report, incorporating much of the rich documentation and ideas that were generated in last December's conference. The goal is a final report – and a process for updating that report – that will identify key areas for statewide action and direction.

Our work transforming people and organizations has only begun. ★



# Simple Ways to Add Active Learning to Your Library Instruction

BY ANNIE DOWNEY, LILLY RAMIN, GAYLA BYERLY

The design of classes at all levels of education is evolving as educators investigate new ways to reach students, incorporate technology into the classroom, increase student learning, and find new strategies to captivate students during instruction sessions. The lecture format alone is no longer sufficient. Using active learning techniques offers librarians an alternative to the traditional format of library instruction and helps librarians stay relevant during this age of educational change.

At the University of North Texas Libraries, we developed software to assess library instruction, called Library Instruction Software for Assessment (LISA). After using LISA to test over 575 students, we found that students taking freshman English were not learning how to effectively search the catalog. After instruction, only 11% were successfully able to perform a subject search. We added a simple active learning component to our library instruction sessions, and the students' success rate went up to 38%. Clearly, active learning is a powerful tool to engage students and increase their level of learning.

Active learning is not difficult to add to library instruction. For example, the active learning component we added to the freshman English classes we teach is a simple four-question worksheet. Simple active learning components can be incorporated into library instruction sessions that most librarians teach. It is crucial to approach library instruction classes with the idea that what has been done in the past in education, such as the straight forward lecture format, may not be sufficient for students today. While traditional teaching methods are not to be discarded altogether, anyone who instructs should be aware of activities that may increase student retention and understanding of information.

Active learning works so well because it takes into account that learning is a process and that students must be engaged for learning to occur. "One way to design for active learning is to create a situation where experience, practice, and application occur" (Barnes Whyte & Hensley 2006). Experience is an activity that brings students' skills with learning into the teaching situation. In the case of our freshman English classes, the experience consisted of completing a four-question worksheet designed to increase their engagement with the catalog. They were required to actually experience how the catalog worked rather than just listening to us talk about how it works. Practice is an activity in which the student is

provided an opportunity to demonstrate that they understand the new information that was provided. The testing we did with LISA allowed the students to practice the skills taught. The final component is application, which is the opportunity to apply the information to a new situation in order to confirm that learning has occurred and can be transferred to new situations in the future. Our freshman English students leave our sessions with a research paper assignment in hand. They enter the application phase at that point and use the skills they have experienced and practiced to do the research necessary for their papers (Barnes Whyte & Hensley 2006).

Among the reasons why active learning is effective it that it facilitates assessment, and learning is demonstrated to the learner by the learner. It also facilitates teacher learning and can accommodate different learning styles and domains; accordingly, the learner is more likely to find the learning personally meaningful (Ibid 2006).

Active learning is hard, because it requires the teacher to take risks; they are opening themselves up more and risk losing some control of the classroom. It can feel chaotic at times as students are taking more control of their own learning experiences (Ibid 2006). Another reason incorporating active learning can be difficult for librarians is that we often have strict time limits for our sessions. There is always a great deal of content that we want to cram into a small window of time. Active learning hinges on the idea that less is more and that students are more likely to learn more if we provide less, but very focused and powerful, content.

## Getting Started

Take a moment to think about your class sessions. What percentage of time do you spend on each of the following activities?

1. You talking \_\_\_\_\_
2. Students talking to you \_\_\_\_\_
3. Students talking to each other \_\_\_\_\_
4. Students writing \_\_\_\_\_
5. Students thinking \_\_\_\_\_
6. Students on computers individually \_\_\_\_\_

Include all the time spent on instructional activities, but exclude activities such as passing out handouts, taking roll, etc. Do not total above 100%. Even though students are probably thinking and writing while you talk, count only the times when they are thinking or writing with no other activity going on (Ridgeway 2006).

What are your reactions to seeing this breakdown? If you are spending most of your class sessions with you talking with very little student centered time, then it is time to start adding active learning to your sessions. As this can be daunting at first,

start small and work your way to more challenging techniques. Some simple strategies to get you started include:

- Talk informally with students as they arrive in the classroom.
- Expect participation.
- Rearrange the classroom to make it better at facilitating discussion.
- Provide non-threatening opportunities for everyone to participate.
- Give students time to think when asking questions.
- When students answer questions, reward them with praise or small treats.
- Reduce anonymity by asking students about their previous experiences in the library.
- Draw students into the discussion by making eye contact with students that look interested.
- Allow time to answer questions informally at the end of the session.

## Set the Tone

We hear students say all the time that many of their classes are boring. On one occasion, we asked a student assistant who was talking about a class what made it boring. She explained: “All the teacher does is stand there and lecture. He isn’t open to ideas either.” Like university professors, instruction librarians should be aware of student needs. Students cannot absorb information if they are tuned out because the instructor is always boring or closed to participation. Students benefit from taking an active, not passive role, in learning.

When implementing an active learning element, tone is important. The aforementioned student assistant described a class in which she had a much more positive experience. “In one large lecture class, the professor ran up and down the aisle with a microphone for comments on each new topic he introduced. Lots of students participated because they had different opinions.” The professor employed the Q & A approach and students were comfortable and engaged by expressing contrasting opinions. The professor set the tone for an open learning environment that encouraged student exploration. Likewise, librarians can use an encouraging, humorous, or open tone to introduce information literacy concepts that many students may be encountering for the first time.

## Honor Silence

One of the biggest obstacles librarians face when they begin teaching is allowing time for silence. Silence often makes people feel uncomfortable causing them to rush to fill the silence. When a teacher asks a question and there are no immediate answers, there is a tendency to quickly begin speaking again to fill the void. Give students time to think and let them know that you expect them to participate by becoming comfortable with silence. In silent times, make

strong eye contact with students around the room. This can be challenging at first for many new teachers, but if you persevere, you will be rewarded with much more participation and feedback. In addition, the first period of uncomfortable silence is often all it takes to make students aware that you expect them to participate, and they will be quicker with answers for the rest of the session.

## Active Learning Activities and Techniques

The following active learning activities and techniques can be very good at helping newer librarians and more seasoned librarians who are adjusting their teaching style to include more active learning to get started. Their focus will also spur new ideas in those who are already using active learning in the classroom. After using some of these activities as directed, try changing them up to better fit your own teaching style. Not all of these techniques will work for all teachers. Try to find activities that will fit your personality and then make them your own.

*Worksheets* can be completed individually or in groups. As a group activity, they allow individuals to be active contributors to a larger group and encourage students to bounce ideas off of one another. Worksheets also work well as group work because the current generation of students is extremely well-versed in group work and so there is no learning curve as they try to negotiate a new method of learning. The worksheet combined with group format allows students to be self-directed in their learning. Worksheets can be short and simple, take up very little class time, and can be customized for a specific subject area and audience.

The *Five-Minute Letter* requires students to write a brief letter directed to the librarian about their reaction to the class session. Provide them with two to three guidelines for their letters and give them 10-15 minutes to develop a thoughtful response. The most general guideline may be to ask students to write about: 1) what they knew about the topic when they entered the classroom; 2) what they learned in the session that they did not already know; and 3) what do they still need to know to complete their assignment. This task works well as a learning activity because students are given the opportunity to reflect on - and therefore cement in their brains - their learning. It is also an occasion (similar to the example above about our session using LISA) to have the students’ practice component of the session also be an assessment that can help improve teaching.

*Structuring a Session with Questions* allows students to direct the instruction session. Students are given three minutes at the beginning of the session to pair off and write three questions they would like answered during the course of the class. The librarian sorts the questions into broad areas and writes them on the board. The students try to answer the questions with the librarian adding comments or answering questions where appropriate.

An alternative to this is to have the class break into groups of around four (depending on the class size) and asking them to brainstorm everything they would like the library to do for them and then ask each group to present their “wish list.” The librarian then responds to their wishes with answers about what the library does to meet each desire.

With a *Group Search*, the librarian assigns groups of four with a searching task and assigns each group member with a role. The roles include the Navigator, or leader, who steers the group; the Helmsman, who does the searching based on the group’s instruction; the Recorder, who completes a written report or worksheet about the searching; and the Reporter, who presents a short summary of the group’s work to the rest of the class. Assigning roles is a formal approach to a group search and can help to reduce chaos for librarians who are reluctant to relinquish control, but it can also be done more informally.

*Designing a Database* requires students to read a short magazine article provided by the librarian. They then circle keywords and other terms that they think could be used in a search for the article. They write down their terms and then compare their list with an actual citation in a real database.

In *Writing a Proposal*, students break into groups of four or five and develop a plan for a group research report. They decide on a topic and develop a plan to find appropriate resources for their topic, including which databases they will use and what search terms they will use. If time allows, they test their plan.

*Fact Checking* allows students to test their researching skills. The librarian provides a compelling news story for the students to read. After reading it, they come up with facts within the story that they want to check for accuracy. Then, either individually or in groups, they develop a plan to check the reporters’ facts, deciding what source they need to use (this can include print or electronic sources as you see fit), and then they can actually perform the search to find the answer. Allow time at the end for students to share their findings.

In *Deck of Cards Boolean*, the librarian gives each student a card and then asks students to hold up cards that meet specific criteria to illustrate Boolean concepts. For example: face card AND red card; face card OR red card; black OR red; black AND queen; ((face OR ace) and red). Explain the concepts as the students are holding up the cards that meet the criteria, making sure that they are understanding that OR broadens the search and AND narrows the search and then what happens when you combine AND and OR in more complex searches. If you are working with a graduate class, you could add NOT to the criteria.

There are several *Scholarly vs. Popular* exercises that can be tried, but a good one to start with is passing out short excerpts of examples from each category to the students. Ask them to

rank each as either scholarly or popular. Be sure to include a variety of sources. Discuss their decisions.

## Conclusion

Getting started with active learning can be daunting, but it is highly rewarding for librarians once they start using these techniques. The benefits of including active learning techniques are many. Our research proved that students learned what we were teaching better by including active learning. Students are usually more engaged with the learning process when they are active and involved. Active learning also increases rapport with students and faculty. Finally, active learning makes teaching a lot more fun for both students and the instructor.

Annie Downey is head of the Instruction Unit in the Research and Instructional Services Department; Lilly Ramin is the virtual reference coordinator in the Research and Instructional Services Department; and Gayla Byerly is an instructor in the Instruction Unit in the Research and Instructional Services Department and liaison to the Department of English, University of North Texas Libraries.

## Works Cited and Further Reading\*

Barnes Whyte, Susan and Hensley, Randy. “Active Learning, Information Literacy, and Developing Repertoire” in ACRL Institute for Information Literacy. *Immersion Program Participant Notebook*. Chicago: ACRL, 2006.

New England Library Association. Annual Conference 2005. “Active Learning for Information Literacy web sites” Available online at: [www.easternct.edu/personal/staff/herzogs/active.htm](http://www.easternct.edu/personal/staff/herzogs/active.htm) (accessed January 7, 2008).

Ridgeway, Trish. Qtd by Barnes Whyte, Susan. “Time Allocation in a Class Session” in ACRL Institute for Information Literacy. *Immersion Program Participant Notebook*. Chicago: ACRL, 2006.

University of Wisconsin-Milwaukee. Golda Meir Library: Research and Instructional Support – Library Instruction Program. Available online at: [www.uwm.edu/Libraries/ris/instruction/ip/evaluating.doc](http://www.uwm.edu/Libraries/ris/instruction/ip/evaluating.doc) (accessed January 7, 2008).

York County Community College. “Active Learning Techniques for Library Instruction: Information Literacy Activities Designed by Librarians, For Librarians.” Available online at: [ww.yccc.edu/library/activeLearning/active\\_learning.htm](http://ww.yccc.edu/library/activeLearning/active_learning.htm) (accessed January 7, 2008).

*Authors’ Note:* Some of the resources included in this bibliography have exercises that have been duplicated elsewhere and the original author is unknown. ★

# Committed to the Community: A Community Services Website

BY ANNE BARKER, MERCEDES FRANKS, JANICE HENSARLING,  
PHILIP REYNOLDS, CAROL SHAW, AND TIFFANY SPARKS

In August of 2005, Hurricane Katrina upset hundreds of thousands of lives when it swept across southern Louisiana. One month later, Hurricane Rita devastated southeast Texas along the border of Louisiana. Suddenly, hundreds of people were on our doorstep at the Nacogdoches Public Library desperately needing immediate help. During the ensuing turmoil and chaos, the Texas State Library and Archives Commission extended an offer called the Texas Responds Grant to affected libraries.

A tireless volunteer, Carol Nelson Shaw, offered to write a rough draft for the grant after we brainstormed about the many needs of the evacuees and what possible help we could offer. We knew that the evacuees would have continuing needs long after the initial outpouring of relief, and we were aware of those future concerns as we planned the grant application. There were many excellent outcomes from that grant, but the focus here is on the website created that has been of service to the community. Other libraries may choose to replicate this website model.

With funds from the grant and assistance from the university and the community, we created a website linked to our library's website: [npl.sfasu.edu/communityservices](http://npl.sfasu.edu/communityservices). The purpose of the website was to provide a fast link to emergency help of all sorts. First consideration was given to the needs of the hurricane evacuees for food, shelter, clothing, jobs, and medical assistance. This vision expanded to include all sorts of nonprofits and people other than evacuees who needed assistance. We wanted people to be able to find help fast at a one-stop website that was accessible easily.

The website resulted from a team effort of many caring local people. Janice Hensarling of the Stephen F. Austin (SFA) State University School of Nursing had for several years assigned her community nursing class to gather and update information about nonprofit resources in town. She kindly allowed us to use that information as our initial working data. Philip Reynolds, research education librarian at the Steen Library at SFA, agreed to design a website using a template on Dreamweaver software. Tiffany Sparks and Carol Shaw, Texas Responds grant staff, verified the agency information and retyped the data to fit the website templates.

Many more agencies and organizations were added to the site. The organization of the website was kept as simple as possible with general categories, such as counseling services,

elderly services, food/financial assistance, and medical help. An alphabetical list provided a direct route to an agency if the user knew the name of the organization. When the viewer clicked on one of the categories, a list appeared of all agencies offering aid for that specific need. Agencies providing more than one service were listed under every appropriate category.

Currently, Mercedes Franks, the assistant director of the Nacogdoches Public Library (NPL), updates the website as needed when an agency contacts us with any changes to their service information. This is usually no more often than twice a month. Library staff attend once-a-month meetings of the Interagency Coalition to meet representatives of new agencies, invite them to add their information to the website, and keep abreast of changes in local agencies. The benefits the community has realized from this website are many.

- A one-stop reference for help from non-profit organizations and other sources
- A means of publicity for agencies too small to host a website
- A resource for future disaster preparedness
- A mutually beneficial relationship with agencies (i.e., open doors for library outreach programs at agencies, and staff at agencies offer to present programs in their areas of expertise at the library)
- A great public relations tool for the library

This kind of website can be useful in almost every community. A first step, however, is to find out if anyone else already provides this service. Individuals with this knowledge include community police officers, the local Red Cross coordinator, school counselors, mental health counselors, food stamp providers, alcohol and drug prevention specialists, and the county disaster coordinator.

If your organization decides to begin this project, consider dividing the planning into five areas: staff, information, technology, advertising, and budget.

**Staff:** You will need to assemble an enthusiastic and knowledgeable team. Determine who has the time and expertise to carry out this project. Do you know someone who has been involved extensively with the social services in your community? Are there local funds to hire staff or must you obtain a grant? A Web designer may volunteer services or accept a set fee. Plan for plenty of time to verify agency information and enter the data.

**Information:** Decide on all the kinds of information you want to include on the website. Will you only include non-profits? Are all entries to pertain to disaster relief only? Will you limit

your listings to local organizations only or will you include state, federal, and national sources of help? NPL's blank form under the miscellaneous subject heading may be used for a start in compiling pertinent information. A minimal listing will provide the name of the agency, contact information, and a brief description of services provided. A broader description states the hours of operation, eligibility requirements, application procedures, and the cost, if any, of services.

Find the people in the community who are familiar with large numbers of agencies. Search for any kind of existing collaboration such as an Interagency Coalition. If your community does not have an Interagency Coalition, suggest that such a coalition be created and offer space for its first meeting. This is a good way for agency staff to see that the library has an array of resources for clients and professionals, such as free computer use for their clients and books on topics such as depression, family budgets, life skills, GED preparation, medical conditions, and legal assistance.

Other ways the library can help are by allowing nonprofits to post notices about special events or free services on the library's notice boards and by exhibiting displays about an agency's services. Send e-mails to staff in other city or county departments to ask for their cooperation in locating agencies and organizations. Include interfaith councils in your inquiries, because churches often provide services and do

not have those services available on any website. Contact the chamber of commerce and local service clubs to ask if their groups provide direct service or aid to people in need.

Agencies come and go for a variety of reasons. They often operate on a shoestring budget and cannot afford advertising. It is important to establish a schedule for verifying the agency information once or twice a year. Agency staff change frequently, therefore do not list a person's name but rather their job title. Before you go live with the website, mail a letter to every agency asking for permission to include their data on the website and showing the exact wording to be used for their page. Request a confirmation that permission is granted. Even though your staff has spoken to an agency on the telephone, the agency administrators may have some reason that they do not want a Web presence. Once you begin to compile the lists, you will be amazed at the variety of services available even in the smallest community.

*Technology:* Decide on the type of website design software needed. This may be a good time to upgrade your current website software. Will library staff create the website as part of the existing website? Will staff be able to update and expand the site? Make sure that someone at the library other than the website designer is thoroughly familiar with updating the site. Install a link checker to make sure that web links are still functioning.



Our library website was created on Dreamweaver, and we stayed with this product to create the community services website as well. We used Dreamweaver with templates and assets because it afforded us the ability to make changes and updates site-wide and to maintain the site effectively.

**Advertising:** In the early stages of the project, issue a press release stating that your library wants to contact agencies to include them in a free website listing and list the benefits mentioned earlier. Once the website is live, your advertising will target the agencies that direct people to various services, as well as target the people who need the services. Consider creating a brochure about the website. Distribute the brochure to several different agencies such as homeless shelters, women's shelters, Red Cross, food distribution centers, fire departments, school counselors, hospital social workers, food stamp offices, child welfare, WIC, etc. Translate your documents for non-English readers. Realize that one round of intense advertising is not enough. Plan for future media coverage and promotions.

**Budget:** Possible costs to consider may include a fee for the Web designer and fees for the staff, who search for the information, verify it, and upload it. Long-distance telephone calls may be necessary to verify data. When you send out agency permission and verification letters, plan for the mailing costs. Do you have office space for the people working on this project? Consider office supplies and overhead. Will your grant

pay for upgraded software? Consider advertising costs of fliers and brochures. Remember that this project is compatible with many grants that use the phrases: disaster preparedness, serving the underserved, and community collaboration.

There have been many complimentary comments and offers of thanks for the assistance that this website has given people. I responded to a call from a man in California whose mother lived in our town. I told him that he could go to the community services website and find all of the contact information for multiple agencies to assist his mother. The residents of the Women's Shelter are given the website to find the organizations that can help them when they leave the shelter. For regional disasters or individual needs, the community services website has been a definite benefit for our area. ★

Anne Barker is director of the Nacogdoches Public Library. Mercedes Franks is assistant director of the Nacogdoches Public Library. Janice Hensarling teaches the community nursing course at Stephen F. Austin State University. Philip Reynolds is a librarian with the research and instructional services of Steen Library at SFASU. Carol Nelson Shaw is a retired principal. Tiffany Sparks is a case aide with Child Protective Services.

# Go Local

## When Planning Adult and Family Programs

BY CHANTAL WALVOORD

Cultural programs enlighten, educate, and entertain by engaging audiences through public performances, lectures, or community discussions. Though we tend to think of public libraries as learning centers, less than one quarter of those polled in Public Agenda Survey's *Long Overdue* gave libraries high marks for providing cultural and educational programs for adults and seniors.<sup>1</sup> Since public libraries are dependent on public approval for their existence, they must find a way to meet or exceed their community's expectations. But how can librarians accomplish this when libraries continue to face shrinking budgets?

Even in lean times like today, public libraries can offer rewarding programs if they are willing to fully utilize local resources. In addition to applying for national grants, librarians can look for state and local funding sources, partner with local groups, use volunteers from the business community or other agencies, or even find authors/speakers visiting their community. Contacting authors or speakers who are touring or attending a conference near the library can certainly save the library money. Who knows? There may even be an expert among library's own staff or clientele who is eager to spread his or her knowledge about a particular subject.

Plano Public Library System supplemented its national grant for its 2005 video/discussion program "WWI Years: America Becomes a Superpower," by requesting a grant from the Texas Council of the Humanities. National Video Resources, now called Renew Media, supplied the videos and DVD's for the six-part series, and a Texas Council of the Humanities mini-grant supplied the honorarium for discussion leader Erik Carlson of the University of Texas at Dallas.

Local non-profit organizations can also supply libraries with speakers or equipment. Two non-profit agencies Plano Public Library System has partnered with recently include the Three Rivers Foundation for the Arts and Sciences<sup>®</sup> and the Dallas County Master Gardeners Association. Wanting another program that attracted large groups of students as the World War I program had done, library staff considered several science program alternatives. Three Rivers Foundation for the Arts and Sciences<sup>®</sup>, which can provide speakers and 3RF telescopes, proved to be the perfect partner for Plano Public Library System's "The Sky's the Limit: Astronomy Day," held on August 15, 2007. Over 249 adults and children attended.

Another non-profit organization, Texas Master Gardeners, has a speaker's bureau of gardening experts who can speak at library events. Master Gardeners are often available to make presentations at libraries, because they must complete a certain number of volunteers hours (it varies by county) in order to retain their certification. On January 17, 2008, Master Gardener Dick Coupe happily presented "Growing Vegetables" for Plano Public Library System. Sixty-six members of the audience learned how to plant, water, and properly fertilize legumes at Coupe's hour and half presentation.

In addition to non-profit organization speakers, librarians may also find representatives from the business community who are willing to donate their time. Many local businesses like to partner with public libraries for promotional reasons. If their suggested program fits in with the library's mission, consider the possibility. "Introduction to Signing with Your Baby," and "Lone Star Games Presents Family Game Night," offered this year at Plano Public Library System, were produced this way.

Tammy Clanton of *Weebands* contacted Plano Public Library System to see if the library would like a program teaching mothers and caregivers how to sign with their babies. The program fit in well with the mission of Plano Public Library System, because research shows that signing with babies, toddlers, and preschoolers can build language skills. "Introduction to Signing with Your Baby," offered April 21, 2007 at the Maribelle M. Davis Library, was so well-received that Plano Public Library System offered the program again on September 8, 2007.

Representatives from *Lone Star Comics* also approached Plano Public Library System and offered to present a library program, “Lone Star Comics Presents Family Game Night.” In this age of Playstation3 and Xbox 360, “Family Game Night” allowed families to congregate and bond with their children. Even though both businesses (*Weehands* and *Lone Star Comics*) received some publicity for their efforts, they were not allowed to advertise their products and services. Furthermore, since both of these speakers received no speaker’s fees, the programs were relatively inexpensive to produce.

Libraries who need to plan cost-efficient programs should also think about tapping the talents of its staff. Plano librarian and Master Gardener Lynn Martin presented “Easy Roses for Every Garden” on January 11, 2007 to an appreciative crowd. Children’s department librarian, Connie Charron, and staff members produced a highly successful series called “Family Fun Night.” Families who wanted to spend quality time (over 100 adults and children) gathered together for games and crafts at three Plano Public Library System locations: Christopher A. Parr, L.E.R. Schimelpfenig, and Gladys Harrington Library.

Finally, take a look at which authors are on tour or are engaged at a conference nearby. Plano Public Library System Librarians Jennifer Strange and Cheryl Smith grabbed an opportunity when they asked Victoria Alexander, Dixie Cash, Lorraine Heath, Eloisa James, Teresa Medeiros, Julia Quinn, and Lisa Scottoline to speak at Plano Public Library System’s “A Potpourri of Romance” last July. The authors, who had already waived their speaking fees, charged no airfare since they were already in Dallas for the Romance Writers of America conference held at the Hyatt Regency in Dallas, Texas.<sup>2</sup>

Quality cultural and educational programs do not have to be expensive, especially if libraries “go local.”

Chantal Walvoord is a librarian at Plano Public Library.

### Notes

1. [http://www.publicagenda.org/research/research\\_reports\\_details.cfm?list=99](http://www.publicagenda.org/research/research_reports_details.cfm?list=99)
2. Plano Public Library System rented a bus to transport the authors from downtown Dallas to Plano for \$440. ★

# Top Texas Technology Trends for Libraries

BY RICHARD WAYNE

For the fourth year in a row, the Texas Library Association's (TLA) Automation and Technology Round Table (ATRT) has surveyed its members to determine the leading technology trends and issues in libraries. This year we also opened the survey up to the broader TLA membership by publishing the link to the survey in *TLACast*. The 16 trends on this year's survey (in no particular order) were:

1. Open source integrated library systems (ILS) and portals
2. MARC's death knell
3. iPhone
4. Gaming
5. Software as a Service or SaaS
6. Open, shared databases such as Freebase
7. Kindle
8. Technolust
9. WorldCat Identitites
10. Risk tolerance
11. Information commons
12. Social software
13. Mashups
14. Perpetual beta
15. Downloadable or streaming media
16. The Standardized Usage Statistics Harvesting Initiative (SUSHI) protocol

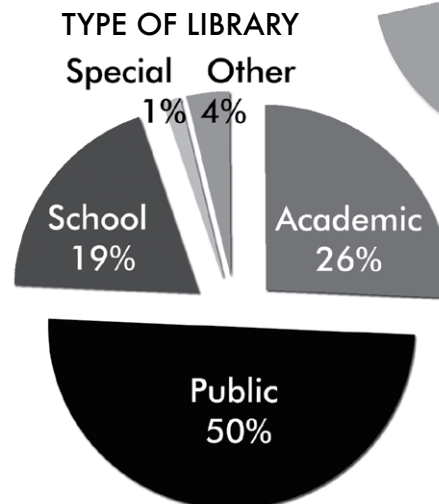
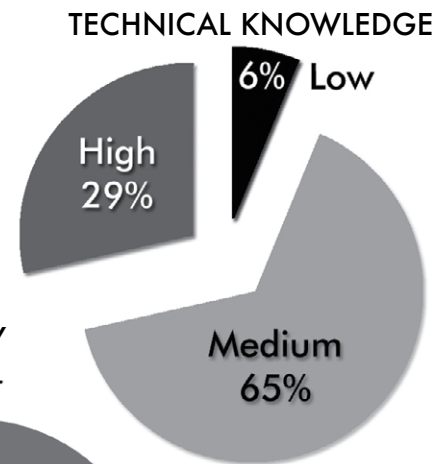


## Survey Instrument

The T4 project is not intended to be scientific. Rather, it is intended to be simple, practical, and informative – particularly for Texas libraries and librarians. This year's survey was Web-based and built upon the SurveyMonkey platform. We have successfully used SurveyMonkey at UT Southwestern for numerous projects over the years.

The survey was very simple. First, we asked for a little information about each responder. This information included their name, email address, and type and size of library. Then we gave each responder the opportunity to select *three* of the 16 trends. That question was followed up with an opportunity to submit up to two write-in trends. Finally, we asked if the responder had any other comments on the trends or on the survey.

We received 144 responses. When asked how they would rate their "personal level of technical knowledge," the responders answered as shown at right.

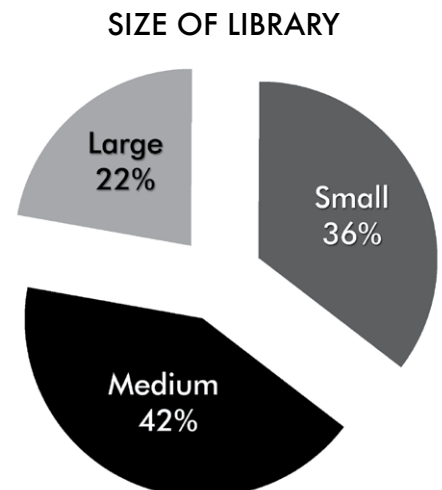


When asked the type of library they are associated with, the responders answered as shown at left.

When asked the size of their library, responders answered as shown below

## The 16 Trends

In some of the categories listed below, I provide specific examples. In most cases, there are a number of similar products and tools available. Mentioning a particular product is not an endorsement but a way to provide practical examples. Remember, each responder could vote on three separate trends.



### 1. (75 votes) Downloadable or streaming media

This function has become so popular that many libraries are now facing Internet bandwidth constraints due to the increased demand from patrons using these resources. One resource that my library provides is downloadable content from the Audio-Digest Foundation. This is a very popular source for continuing education for our clients.

Another example is the Central Texas Libraries Now podcast series at [www.ctls.net/content/view/83/157/](http://www.ctls.net/content/view/83/157/).<sup>1</sup> The podcasts

feature CTLS members talking about best practices, successful programs, and transformed library spaces.

## 2. (69 votes) *Social software*

We might include services such as blogs, wikis, IM, Facebook, MySpace, Meebo, and Twitter in this genre. My library has substantially invested in some of these technologies. We use Trillian to instant message with our clients. We started a new blog aimed at our clients called “Tell Us What You Think.” We implemented a SharePoint system which includes blogs, wikis, and many other teamware features.

The University of Texas Libraries offer a Facebook application. You add the application to your Facebook account and that lets you search library resources from within Facebook. The Houston Public Library also has a presence on Facebook – [www.facebook.com/pages/Houston-TX/Houston-Public-Library/8575665644/](http://www.facebook.com/pages/Houston-TX/Houston-Public-Library/8575665644/).<sup>2</sup>

## 3. (43 votes) *Open source integrated library systems (ILS) and portals*

A number of libraries are seriously looking at koha, Evergreen, and other open source solutions as their next ILS or replacement search tool. And an even greater number of libraries are talking about the open source ILS potential.

---

Please see my article in the October 2007 issue of *Computers in Libraries* on Integrated Library Systems (ILS).<sup>3</sup> In that article, I talked about the excitement at the Liblime booth at ALA Annual Conference in Washington D.C. last year. The excitement that I experienced at the Liblime booth has not passed.

## 4. (42 votes) *Information commons*

We had an interesting discussion on this topic at an ALA MidWinter meeting in Philadelphia in January.<sup>4</sup> The “we” that I am referring to is the Heads of Library Technology (HoLT) Interest Group which is an interest group within the Library Information and Technology Association (LITA). The University of Illinois at Urbana-Champaign describes who participates in their “learning commons”: library, campus information technologies and educational services, the housing division, the writer’s workshop, academic advising, and career services.

An information commons does not just need to be a clump of networked computers. It can be a comfortable library space with additional library services.

## 5. (tie - 36 votes) *Gaming*

Although I never developed much interest in computer gaming, my three sons can be quite passionate about it. They

are amongst the 117 million active gamers<sup>5</sup> in the United States. Would your library draw crowds if you integrated gaming into your library services? You bet! Is that appropriate for your library? Well, that's your call.

### 5. (tie - 36 votes) *Technolust*

In my humble opinion, library technology exists to connect staff or patrons to information. If a technology does not do that or fails to do that in a superior way, then it has no value. After all, we are in the information business, not the hardware and software business.

We incorporated federated searching into our library environment at UT Southwestern in the early days of federated searching. The product was not mature and we spent quite a bit of time and money trying to make it useful for our clients. In the end, we decided to abandon the product and try again when the market matured.

### 6. (23 votes) *MARC's death knell?*

The Library of Congress *Draft for Comment from the Working Group on the Future of Bibliographic Control*<sup>6</sup> has articulated this issue better than I could:

"The library community's data carrier, MARC, is based on forty-year-old techniques for data management and is out of step with programming styles of today. No community other than the library community uses this record format, severely compromising its utility to other communities as a data transmission tool."

### 7. (18 votes) *Risk tolerance*

I am convinced that status quo for libraries is not a good thing. That is not to say that everything that we do now is wrong or needs to be changed. We do a number of wonderful things now.

However, we need to be interested and engaged in the change process or we might not survive. Change frequently involves some short-term risk. However, if we stagnate, the risk in the long-term will be much greater. Please see [www.informationdarwinianism.com](http://www.informationdarwinianism.com) for more information on this topic.

Try some new technologies this year. It costs very little to create a library blog, or Facebook page or to setup a teen gaming event.

### 8. (17 votes) *Mashups*

A mashup is a Web application that combines data from more than one source into a single integrated tool.<sup>7</sup> Mashup examples might be Yahoo Pipes and iGoogle (or even better the Google Mashup Editor in limited beta).

I have not seen very many examples of library mashups on the Web. My wife – a librarian – recently worked at a library that used iGoogle for staff purposes. [www.libraries411.com](http://www.libraries411.com) is another example.

## 9. (16 votes) *The Standardized Usage Statistics Harvesting Initiative (SUSHI) protocol*

Usage statistics are critical to my library. Once we started getting electronic resources from a plethora of sources, our ability to manage and interpret usage statistics became a huge challenge.

You may have heard of COUNTER or Counting Online Usage of Networked Electronic Resources which is a related international initiative. SUSHI (ANSI/NISO Z39.93) is a protocol that defines an automated model for harvesting electronic resource usage data using a Web services framework.<sup>8</sup>

## The Remaining trends

That leaves six trends that did not make the top ten:

- **Kindle** is the best-selling wireless reading device from Amazon.
- **iPhone** is the combination telephone, iPod, and Internet device from Apple.
- Freebase is an example of an **open, shared database** that hopes to share the world's knowledge.
- **Software as a Service** or SaaS is an option for libraries to host their applications and data at a vendor's site as opposed to locally in the library.
- **Perpetual beta** relates to risk tolerance but is different. It is the idea that you can test products and services with your patrons before they are perfected.
- **WorldCat Identities** creates a summary page for every name in WorldCat.

There were many write-in trends this year. Some were listed on previous versions of this survey. I have interpreted a few and categorized them where possible. A sample of the write-in trends were as follows: electronic resource management, faceted browsing, federated searching (3 votes), improving lives with technology, death of the physical reference collection, and technology upgrade issues (2 votes).

I also received a number of interesting comments in the survey responses. Here's a few:

*"Most of that stuff above [the trends] is Sanskrit to me – I don't have a clue."*

*"They are all important. The ones I selected are longer lasting/ longer term."*

*"Streaming video is especially interesting as it can be a tool to keep librarians up to date on technology developments."*

Has this article addressed the top technology trends and issues that you see in your library? If you see other trends as more important, please send feedback.

Richard Wayne is at the University of Texas Southwestern Medical Center Library and is the president of Strategic Information Management Services. He can be reached at [richard.wayne@utsouthwestern.edu](mailto:richard.wayne@utsouthwestern.edu).

## References

1. Central Texas Library System, "Central Texas Libraries Now – Podcast Series," *www.ctls.net*, < <http://www.ctls.net/content/view/83/157/> > (accessed April 30, 2008).
2. Houston Public Library | Facebook, "Houston Public Library," *www.facebook.com*, < <http://www.facebook.com/pages/Houston-TX/Houston-Public-Library/8575665644/> > (accessed April 30, 2008).
3. Richard Wayne, "Helping You Buy: Integrated Library Systems," *Computers in Libraries*, October 2007, pp. 23-30.
4. Richard Wayne, "LITA Heads of Library Technology Meeting," *www.litablog.org*, January 13, 2008, < <http://litablog.org/2008/01/31/lita-heads-of-library-technology-holt-meeting/> > (accessed May 1, 2008).
5. Candace Lombardi, "Women outnumber men in online games, survey finds," *www.news.com*, October 5, 2006, < [http://www.news.com/Women-outnumber-men-in-online-games%2C-survey-finds/2100-1043\\_3-6123172.html](http://www.news.com/Women-outnumber-men-in-online-games%2C-survey-finds/2100-1043_3-6123172.html) > (accessed May 1, 2008).
6. Library of Congress, *Draft Report of the Working Group on the Future of Bibliographic Control*, *www.loc.gov*, < <http://www.loc.gov/bibliographic-future/news/draft-report.html> > (accessed April 30, 2008).
7. Wikipedia, "Mashup," *www.wikipedia.com*, April 28, 2008, < [http://en.wikipedia.org/wiki/Mashup\\_%28web\\_application\\_hybrid%29](http://en.wikipedia.org/wiki/Mashup_%28web_application_hybrid%29) > (accessed April 30, 2008).
8. NISO, "Standardized Usage Statistics Harvesting Initiative (SUSHI)," *www.niso.org*, < <http://www.niso.org/workrooms/sushi> > (accessed April 30, 2008). ★

# Transforming Texas Libraries

## *Statement of Emerging Themes*

*Editor's Note: The following document has been edited slightly for publication in the Texas Library Journal.*

### Background

The Visioning Task Force, a body of some 100 individuals representing all types of libraries, library interests, and outside stakeholder groups, convened on December 2 and 3, 2007 to discuss the future of Texas libraries. The Task Force and its work are the joint effort of the Texas Library Association and the Texas State Library and Archives Commission.

This starting document captures the themes and directions emerging from that summit, which was designed as an opening event to create dialogue across the state. This overview is intended as a living document, one to be commented upon and refined by those intended to consider and embrace its spirit of collaboration and dynamic vision for the future of Texas libraries.

This document is created to look to the future and specifically to address the question: What should libraries be like in the years to come? This question rests on many assumptions:

1. We, as a library community, are committed to looking not at what is necessarily easy, traditional, or natural for us to become.
2. We leave open every possibility and do not anchor the answer with a statement about what libraries look like now.
3. We are asking this question from the perspective of the public. The question is not about what we would like to be; but rather, one centered firmly in the public's expectation of what our users think we should be.

### Purpose of the Visioning Process

The purpose of the Transforming Texas Libraries process and this report is to articulate a broad and dynamic future for Texas libraries. We hope these efforts both inspire us and give us guidance for evolving our libraries to the next generation of service. While many of the themes included here are broad, we hope that, as a library community, to bring specificity to these proposals through examples, case studies, and future projects and endeavors.

Our aim is also to provide direction for policies and activities at both the state and local levels. For example, one strong tenet emerging from efforts at this point is to create seamless user access. This direction provides clear guidance for the development of state policy and priority planning for statewide

library activities. We also hope that libraries of all types will consider these themes as an overarching movement both within and outside of the field, and therefore serve to inform local decisions.

Above all, we hope that these efforts manifest the great interdependence among all libraries and bring forth a higher degree of cooperation, collaboration, and a collective commitment to evolve.

### An Open Process

The initial report is offered to our profession and stakeholder communities for reflection, comment, and improvement. Task Force members will solicit feedback from many stakeholder groups, and we will hold forums for input and participation. The feedback we receive will be incorporated in a final report that will be disseminated broadly. We hope to expand the report in the coming years by providing greater discussion and actual case studies and options to the various themes included.

## *Transforming Texas Libraries Libraries for the Next Generation*

Libraries are instruments for innovation, success, and self-fulfillment. Our purpose is simple but profoundly important to our state and country: help individuals and society advance. Libraries are molded by the ideal that, in a true democracy, society must maintain an open and public structure (systems) to inform and empower a free thinking populace for the betterment of all.

Libraries will continue in this vital and dynamic role in the coming years, because as the needs and capabilities of society evolve, so too does the expertise and services of the library and information community. We are in an unprecedented time of rapid change and great technological opportunities.

- We, the Texas library community, stand ready and committed to facilitate and promote education and informed participation in all areas of social enterprise. We are therefore committed to serving:

*Any User*

*At Any Time*

*In Virtual and Physical Settings*

- We will offer a user the ability to access all catalogs and databases without barriers.



- We will work to make this access seamless.
- We will refine our library systems to allow information and access to be customizable and flexible, according to the needs of individuals.

Our purpose is to empower people by maintaining a structure of information and information systems that allows individuals to find information they need as directly and efficiently as possible. We must maintain these structures for our own service communities, but we must endeavor to enhance access for our users by connecting with other libraries and other systems. Our users do not want to search for information in individual silos. They expect one search to yield as much as possible.

## Transformation

In order to move in this direction, we find that we must transform our professional focus from “how we do things” to “how does the user expect things.” We must move from systems that focus on things and transactions to systems that focus on the information experience, where settings are learning laboratories (i.e., places where learning occurs) and activities are improvisational and customizable. We must work to make information structures that are dynamic and logical to users. Library users should feel empowered and able to navigate broad systems and resources without intervention, because our systems are so native and natural to the inquiry process, users can explore and succeed on their own. We must move beyond the notion that all users are unable to succeed without the intervention of a librarian. Certainly, where help on any level is needed, we must be ready to facilitate. However, we must understand that professional excellence is also demonstrated by a library structure that is so intuitive and rich that users can find and succeed completely on their own.

While the field of library and information science has created a remarkable and resilient system for categorizing and relating the intellectual universe (one that continues to serve us), we must make our systems transparent to the user. The point of interaction between the user and the search for information should be guided by the user’s focus and expectation. We must tailor our systems according to the user’s experience – an experience that is shaped

largely by the “outside world.” In other words, our systems must be native to everyday use. We must mainstream our service model to match customer service in other industries that set a standard for ease of use, while not sacrificing the unique bridges for intellectual inquiry crafted within our field.

Our role is one of creating and maintaining a dynamic structure that offers:

- Resources – broad, deep, in any format
- Access – open, broad, customizable, flexible, through multiple technologies and “whatever comes next”
- Learning experiences
- Expertise – when needed, to be “ahead” of the curve, in creating library structures and systems that support learning at all levels
- Support to our communities – in schools, higher education, communities, and as collective constituents
- Preservation – of cultural records and information

## Transformation Person by Person

The Task Force finds that the process of transforming our libraries and our profession is one that must be undertaken at all levels, by all organizations, and most importantly, by all individuals. While state-level bodies such as the Texas State Library and Archives Commission and the Texas Library Association bear particular responsibility in identifying a path for broad transformation, the greatest work is done at the grassroots level. We must all consider ourselves equal partners in this effort. We must lead the change ourselves. Invest our own time, energy, and resources. We must be visionary and dynamic; we must run toward the future accepting change

with confidence. We must rely on each other and our own commitment to the betterment of our profession.

### General Themes

Triage – rethinking the user experience at the front line

Less emphasis on “things,” and more on “place” – the library is the “place” where people learn and experience things

Flexible, improvisational, customizable



Integrate this customer knowledge into library education and continuing education

## **Emerging Questions**

What characterizes a librarian working in a “transformed” library?

What are examples of optimal user experiences with libraries?

What, within our own institutions, can we change to create a more user-centered experience?

## ***Six Elements for Transformation***

Several key areas emerged from discussions during the summit. Participants pointed to these topics as essential for transformation.

### **1. User Focus**

The unifying theme during the summit was to dramatically shift our professional focus from how to run better libraries to how to better serve our users. We acknowledged that users have many options today when seeking information. While many of such options may not provide the best quality of information, users will most often follow the path that is most convenient to them. Rather than lamenting a user’s poor choice, we can actively help users by combining quality and convenience for them. With the powerful technological tools available, we have the means to make using libraries and accessing library tools convenient.

We should begin adopting strategies and technologies that provide users:

- self service
- personalized service – the librarian can help if needed and we let our information be structured or tailored by the user for their own ends
- flexible, anytime/anywhere service – Can they use their PDAs in meaningful ways with library services and resources?
- improvisational services – What changes at your library daily? Do you provide them with up-to-the-minute information about something they can only get at the library? Do you offer ongoing library statistics on your website?
- multiple interfaces that are age related
- focus on best practices

We can leverage technology by:

- using social software to tap into our communities and conversations to provide access to our resources and service and to learn what is needed
- making our resources and services “feature rich”
- encouraging user-centered content in libraries, such as public book reviews

- ensuring that we are training our staff on the technology and service philosophies to make these transformation possible

### **2. Universal Access**

As a library community, we remain very much committed to making information available to anyone. As a community of the state’s libraries, we want to assure access to any user, at any library, any format, any time, any place, all catalogs, one “swipe-able” card, all databases, one portal, and with no barriers.

In our state, the existing structure for such efforts is the TexShare program. The State Library is already working to expand its Library of Texas interface, which allows access to various libraries’ catalogs and provides for a single unified search. How can that be broadened? What can we do to facilitate that process? Are other mechanisms necessary?

The library community is looking towards a single statewide authentication process for the state’s online resources, a single Google-like portal, and a unified searching process.

### **3. Partnerships and Collaboration**

One of the most essential components of growth is the ability to partner and collaborate. The library community is only now realizing its full potential to collaborate within the library community. We must not only expand existing library partnerships, we must determine how to partner with groups outside of the library sphere. As a community, we need much better training on the process for identifying the benefits of collaborations and the nuts and bolts for creating such partnerships.

We must examine all areas of library operations for collaborative opportunities: staff training, programming, funding, marketing, and delivery of services. We must also leverage current partnerships by:

- Taking existing partnerships to the next level
- Building upon the collaboration we already have (i.e., TexShare)

We should looking at the kind of partnership that would stretch our boundaries... partnerships beyond the traditional types we’ve had in the past. We must identify new community partners and increase our engagement with vendors and our publics.

To help us explore possibilities, the library community should create “teaching institutes” – teaming of librarians with teachers, for instance. We should design creative forums to engage diverse groups to solve shared concerns or problems.

We can increase collaboration by:

- Fostering experimentation
- Allowing ourselves to raise the risk quotient, particularly with the collaboration issue (and not be afraid to try new things)
- Providing incentives to foster partnerships

#### 4. Outreach

The mindset in our field has focused on the need to educate people on how to use the library and to get our public to understand our value. Essentially, our focus has been on bringing people and thinking in our direction. We need to redirect our efforts. Outreach should involve us going to where people work or congregate. We must provide services in places and ways that reach people who do not use the library by:

- using social networking
- exploring portable library services
- partnering with other groups
- demystifying library services – show what we have
- becoming personally involved with outside groups
- banding together to save costs and maximize creative development and delivery options

#### 5. Marketing

Texas libraries, as a community, must become more visible. To achieve broad recognition, libraries can undertake a broad statewide campaign focusing on a clear message. By sharing costs, all libraries can partner to create this big campaign for all libraries through all types of media. This shared campaign should brand Texas libraries.

Marketing should:

- Be concise and consistent
- Present libraries as a dynamic tool for the future (not a relic of the past)
- Be convenient, easy to deploy
- Position the library as a social/fun environment

We need to invest in marketing, using professional advertising firms; as well as train staff to implement marketing requirements.

#### 6. Accountability and Preparation

We must make decisions and plans according to real data. We must not only look at current research, we must make sure that we are all collecting all the information we need from our own libraries. We must make sure that we are creating outcomes assessment that is meaningful, consistent, and complete.

We must find out who we must work with and how our systems and strategies align with their interests. We must also be informed about the demographic changes within our constituencies and in the broader public.

We must ensure that the education and continuing education of our field is adequately preparing workers with the skills needed to make libraries successful in the coming years. And, we must ensure that our workforce embraces a culture of change and innovation. At the most fundamental level, librarians must be prepared to change. ★

## *Big IDEAS*

- **Universal access/one-stop shop for all of our state's libraries:**
  - any: user, library, format, or time
  - all catalogs, all databases, all users with no barriers
  - one portal/one card
  - statewide authentication
  - one search – all state resources
- **Creation of library "curriculum" for K-16 and lifelong learning**
- **A statewide library plan for addressing literacy across the state, across ages, across skills**
- **Petition the state for a "Literacy Czar" position within state government to coordinate efforts**
- **Integrate training and programming at the Educational Service Centers and Regional Library Systems**

## Field Comments and Thoughts about Transforming Texas Libraries

EDITOR'S NOTE: *In the last issue of the Texas Library Journal, we called for librarians and library supporters to share their thoughts and personal opinions about the future of Texas libraries and the transforming process. Both in the responses we received and the conversations we've held over the last few months, we know that the transforming process is generating thoughts and ideas. We encourage you to share yours. If you'd like to submit a short piece to the Texas Library Journal, please email [gloriam@txla.org](mailto:gloriam@txla.org). We publish below the thoughts of one public library director.*

I have written several professional articles which advocate the necessity for public libraries to emphasize adult programming for the discussion of serious public issues. This would mean a change from some libraries' current emphasis on entertainment and popular culture programming almost to the exclusion of serious public issues. Libraries have been "giving 'em what they want" for 20 years now, and the result has been the long, slow decline of library funding and public respect. The Public Library Inquiry of the 1950's was the most extensive study of public libraries in history. The primary recommendation to come out of that study was that libraries should make it their primary mission to "facilitate an informed citizenry." Libraries implicitly rejected that recommendation, and it has led to the popular view of libraries as being nice but not essential to American society. America is currently suffering a crisis of democracy which could lead to a loss of freedoms. Libraries should play an important role in strengthening democracy through providing public forums on serious public issues such as health care, immigration, tax reform, etc.

Public libraries can become better funded and less hindered by city and county governments if they take advantage of the library taxing district legislation now available. Libraries need to transition to taxing districts as quickly as possible by obtaining guidance and assistance through the Texas State Library and Archives Commission and the Texas Library Association. Thus, a step by step procedure needs to be established for the transition process with support from the state level. Public libraries will never be well funded or able to function effectively until they become independent of city and county governments that chronically under-fund and politically repress their informative mission in society.

Finally, I want to emphasize the idea that libraries should lead the way in green architecture, encouraging alternative energy usage and energy conservation. America's society and economy are based on profligate use of cheap energy. The era of cheap energy is at an end. Gasoline prices are only going to increase. Food and other life essentials are also based on petroleum, the supply of which is starting to decline worldwide. Libraries can play an important role in helping America transition to alternative energy sources by emphasizing the importance of this issue, by utilizing solar and wind energy where possible in the library facility, and by encouraging their communities to do so as well.

It is imperative that the library visioning committee consider these outside forces and conditions affecting libraries as they seek a new vision for Texas libraries. American society is in a volatile condition that will affect libraries fundamentally. But, libraries can be one of society's most important resources for coping with these impending changes. However, librarians must be willing to truly accept that libraries are essential to society, and we must act with courage and conviction to make it so rather than taking the easy path that leads toward extinction while "giving 'em only what they want." Thanks and best wishes to all of us in the Texas Library Community!

Mike Baldwin  
*Director, Benbrook Public Library*

# Anatomy of an Advocacy Project: How Austin ISD Librarians Made Budget Headway

BY JILL STIMSON

Austin Independent School District librarians were entering their fifth year of drastic district budget cuts in the 2007-08 school year. As a result of “Robin Hood” legislation, Austin school libraries per student allocation had been reduced to a minimum of \$2.00 per child. This extended time of budget drought had left many libraries in peril of not being able to provide new reading material for children and support materials for teachers. Austin librarians organized to influence the superintendent and board of trustees. Over the course of the school year, this movement grew to include communities and the general public as well. The following is a snapshot of our to-do list for initiating change.

## Spring 2007

One middle school librarian spoke before the board of trustees during a regular weekly board meeting, reminding them of the reduced condition of local library budget funding. The superintendent of schools recommended that librarians take this issue up at each local campus with the Campus Advisory Council, a committee made up of the principal, a representative group of teachers and staff, and community members.

## Summer 2007

An elementary librarian was offered the opportunity to serve on the District Advisory Council (DAC) for the school year 2007-08, the committee made up of Campus Advisory Council (CAC) members who attend meetings with the superintendent once a month. This seemed an advantageous position from which to begin working towards voicing our need for reinstatement of funds.

## Fall 2007

A budget committee of local librarians was formed to begin outlining plans for our advocacy strategy. This committee was made up of librarians representing elementary, middle, and high schools and our administrative leader.

Librarians began gathering research data to support our cause. Many publications and on-line sources were available to support the notion that well-funded libraries impact student achievement. “School Libraries Work” and articles by such esteemed professors and researchers as Steven Krashen and Keith Curry Lance, as well as the Texas study, supported our message to the superintendent and school board.

Most importantly, we collected our local data about the budget for each library in our district. This critical data, when analyzed in an excel spreadsheet, was powerful proof of the great disparity among our schools for funding. While some schools had been receiving an amount greater than the \$2 per child minimum from their local campus administrators, a significant number of schools received only \$2 per child; one library had received a mere \$600 yearly for the last five years.

This data survey was distributed to the DAC when budget recommendation deliberations began. Of great importance were letters written to the DAC from the local Campus Advisory Councils advising the DAC to recommend budget amendments to reinstate lost funding to library budgets. These letters were signed by all the campus council members. As the DAC prepared to make recommendations to the board and superintendent, these letters weighed heavily in their adoption of the proposal from the DAC Budget Subcommittee upon which the DAC elementary librarian member volunteered to serve.

Another key element of the strategy was to inform our teacher/employee union about the state of our library funding. Librarian members of Education Austin met with the Education Austin president and his competent team who were very interested in helping us with this advocacy project. They agreed to make our *One Book Per Child Per Year* initiative a consultation item in this year’s budget deliberations with our superintendent. One book per child per year is the recommended level of funding from the Texas State Library and Archives Commission to achieve the *Acceptable* level of funding. The amount of \$20 was selected as the cost of one book according to *School Library Journal*, March 2007.

## Winter 2007

Librarian members of Education Austin met with the capable, knowledgeable staff of the teacher’s union. Their advice included inviting our district trustees to meet with us, the librarians in each member district (seven districts within AISD), and inform them about our budget dilemma. Outlined for them were a variety of issues, sharing our needs while also sharing examples of dynamic programs (e.g., library skills and research instruction, literacy enrichment, appropriate use of technology, and the positive impact libraries have on students in our schools). The data we had collected in our survey, along with the large amount of research findings in recent years, were shared with board members as well.

Of great advantage during the process was the newspaper publication of Laura Heinauer’s article for the *Austin American Statesman* on Feb. 17, 2008. Heinauer worked diligently on this article for several weeks, interviewing librarians and corroborating facts, while she masterfully utilized the AISD Library Budget Survey to produce graphic illustrations to illustrate the disparity and inequity among Austin schools, as well as compared to surrounding districts.



The community at large in several of our neighborhoods rose to the occasion to influence decisions about the budget for next year. At one elementary school, parents designed petitions and wrote letters to the Board of Trustees and our Superintendent. Fifth grade students, organized by their teacher, wrote letters to the Board, and informed the parents about the library dilemma on Book Fair Family Night based on the newspaper article published in February. They also designed a student petition and gathered student signatures as well.

Librarians at other schools circulated petitions through their PTA's and encouraged parents to write letters. Some of the petitions and letters were compiled into a notebook and were presented at the Board meeting of April 28, 2008, during the citizens' communication portion of the meeting. Other communications were mailed or e-mailed to the Board.

Finally, Education Austin organized a "speak-out" at the AISD Board meeting of April 28, 2008, which 85 librarians attended all wearing red, the color of unity. They displayed signage and cheered for the librarians, students, and teachers who spoke out for library funding. The news media had been alerted to the event, which received some news coverage from local TV channels and the local NPR radio station.

**Parents of AISD students were encouraged to send letters to the Board of Trustees. Mailing information and a model letter (shown right) were provided with the suggestion to also share personal accounts illustrating how the library has benefitted their child's academic experience.**

What began as a grass-roots effort became a full-fledged, well-organized movement on the part of librarians in Austin ISD. Together, with the experience and support of the Austin area teachers' union, a significant impact in the community has been accomplished concerning library funding. The results of budget deliberations will not be known for some weeks yet; but whatever the outcome, a huge effort has been achieved this year to further the cause of *One Book Per Child Per Year* in Austin ISD.

*A special note of thanks to these people whose support has been key in this effort: AISD Board Members Vince Torres, Mark Williams, Sam Guzman, and Johna Edwards; Hill Elementary parent and accountant Michelle Latson; Donna Wilkins of Charitydynamics and Hill PTA; Connie Giles, principal of Hill Elementary; and Diane Verma, fifth grade teacher and her students, Hill Elementary. ★*

**Jill Stimson is librarian at Hill Elementary, Austin ISD.**

*Dear School Board Members:*

*As a parent of a student at \_\_\_\_\_ School, I ask you to increase the local campus books and material budget and support the AISD librarians' recommended One Book Per Child initiative.*

*School libraries are powerful forces in American students' lives and critical resources for literacy, education and life-long successes. Research shows that students in schools with good school libraries learn more, get better grades and score higher on standardized test scores than their peers in schools without good libraries. When students are able to explore information that is meaningful for them and that reinforces classroom activities, they learn faster and their literacy skills grow rapidly.*

*Sadly, school libraries in the Austin Independent School District are increasingly lagging behind in providing resources that will effectively prepare students for ongoing learning successes and academic achievement. Across the district, outdated and dwindling print collections are leaving Austin students behind.*

*Please support the Austin librarians' proposal of one book per child and increase the budget books and materials budget for AISD school libraries. A vibrant and quality collection of printed materials – offered in conjunction with qualified librarians and online resources – is critical to the successful education of all students.*

*Ensure AISD students are prepared, excited and equipped for a lifetime of learning and success. Invest in AISD students by supporting One Book per Child.*

*Sincerely,*

*Your name & Address*

*Names and grades of children in school (optional)*

# A Conference with Byte

The 2008 TLA Annual Conference, themed “Books, Bytes, and Beyond,” took place April 15-18. Over 8,400 attendees, exhibitors, speakers, and guests filled the Dallas Convention Center and attended 200 plus programs, events, and the world-class TLA tradeshow.

## Keynote Speakers and Events

Pulitzer Prize-winning columnist Dave Barry and bestselling author Ridley Pearson brought a new twist to this year’s First General Session. They delighted TLA goers with their humor and incomparable stories. The Second General Session, featuring Stephen Abram, Joe Janes, Karen Schneider, and Roy Tennant, stimulated thought, laughter, uncertainty, and inspiration. Talking informally and challengingly about hot topics, the role of libraries, and our future, panelists provided a rich experience for attendees. In fact, because the TLA Office has received so many requests for copies of the Second General Session, an excerpt is now available on the TLA website.

This year’s All Conference Opening Luncheon, sponsored by the Library Friends, Trustees, and Advocates Round Table, served up literacy champion and award-winning author Rosemary Wells, first daughter and first-time author Jenna Bush, and bestselling author Elizabeth Noble.

The stunning Nasher Sculpture Garden offered an elegant setting for the Welcome Party on Tuesday night, which proved a wonderful counterpoint to the lively and rowdy President’s Party on Wednesday. Eddie Deen’s Ranch, featuring Grammy Award-winning Brave Combo, served up great entertainment, dancing, and good times. A crowd of over a thousand gathered and staged one of the biggest line dancing evenings in the state.

The School Administrators Conference, *Strong Libraries, Strong Scores*, once again drew over a hundred of the state’s educational leadership to hear about the value of school library programs. The conference provides the most current research showing the connection between higher test scores and strong library programs integrated into the academic fiber of a school.

## Exhibits

The TLA tradeshow once again hosted hundreds of companies and library vendors, who gave attendees a chance to research and buy products and services for their libraries. For those of you who want to continue your shopping experience, you can find a description of vendor products, contact information, and links to companies, go to <https://secure.txla.org/secure/exhibits/exhbuyersselect.asp>. You can use this resource to browse and create a list of vendors that meet your needs.



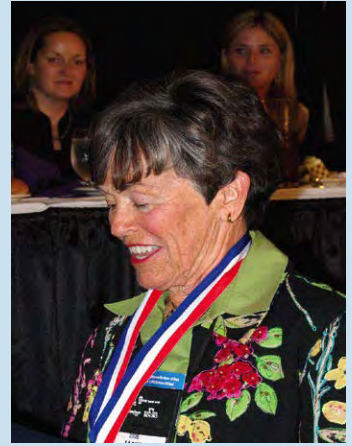
ABOVE: The auditorium filled up early in anticipation of Dave Barry and Ridley Pearson at General Session I.

ABOVE RIGHT: Four Texas Bluebonnet Award Program coordinators paused for a photo during the wind-up to the TBA Luncheon. From left, Pat Jefferson (2001-2004), Beth Thames (current), Annette Nall (1996-2001), and Betty Carter (2004-2007).

RIGHT: Book Cart Drill Team competitors await results from the judges. The Bibliophiles – the ones with the books perched artfully on their heads – took first place honors for Austin Public Library.

# TLA AWARDS

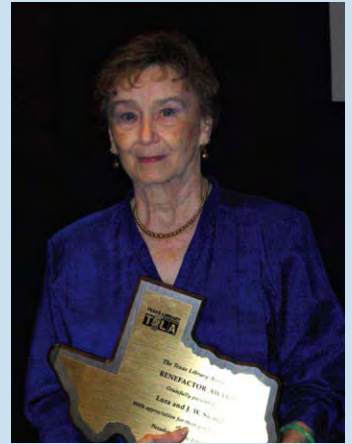
2008 Outstanding Services to Libraries Award: **Jane F. (Janie) Rector**, a champion of the Azle Public Library & the City of Azle



*Distinguished Service Award:*  
**Tish Mulkey**, library consultant and (retired) Plano ISD.



*Wayne Williams Library Project of the Year: Read Across the Prairie*, Grand Prairie ISD Libraries. Accepting the award were (*above left*) Belinda Stanley, librarian, South Grand Prairie High 9th Grade Center; and Belinda Jacks, GPISD Library and Media Services.



*Benefactors Award:* **Lura (shown) and J.W. Sicard** of Pasadena for their support of the Pasadena Public Library

*Lifetime Achievement Award:* **Harry Robinson, Jr.**, president/CEO of the African American Museum (Dallas).





*Other AWARDS, Stipends, and Scholarships presented & announced at TLA 2008*

**Public Libraries Division conference stipends:**

Julia Riley of Pflugerville Community Library, Joyce Ullah of Denison Public Library, and Tonja Tate of Dallas Public Library

**Texas Association of School Librarians (TASL)**

**School Administrator of the Year:**

Principal Ruben Molinar, Borman Elementary, Denton ISD

**TASL Scholarships:** Jaime Parker, Denton ISD;

Susan Stacy Eda, Woodview Elementary School, Spring Branch ISD; and Dámaris Thorn of Fort Worth.

**American Library Association Emerging Leader:** Stella Farris,

Lanier High School, Austin ISD

**American Association of School Librarians Travel Stipend:**

Carol Deviney, Murphy Middle School, Plano ISD

**Letters for Literature Contest**, sponsored by the Library of

Congress and The Center for the Book: Elaine Parizot, Houston; Danielle Strasburger, Austin; and Charlie Caplan, Houston

**TLA District 3 Stipend:** Stella Farris, Lanier High School

Library, Austin ISD

**Automation and Technology Round Table (ATRT) Stipends:**

Tina Buck (Scarborough-Phillips Library at St. Edwards University, Austin) and Melody Boren (Amarillo Public Library)



Viki Ash

**Black Caucus Round Table's**

**Encourager Award:** Catherine Lee, TLA Director of Administration

**Children's Round Table**

**Siddie Joe Johnson Award:** Viki Ash, San Antonio Public Library

**Children's Round Table's**

**Christina B. Woll Memorial Grant Award:** Beth Enochs, George C. Clarke Elementary School (Fort Worth)

**Genealogy Round Table Stipend:** Joy Wiley, Abilene

Public Library

**Highsmith Awards Committee Awards:** Frisco ISD libraries

and Frisco Public Library



Ruben Molinar

**Intellectual Freedom Committee ProQuest/SIRS Intellectual Freedom Award:** Laura S. Lara of Northside ISD

**Library Instruction Round Table Library Instruction Project of the Year:** Lifelong Education @ Desktop (LE@D) program administered by Arlita Harris at the University of North Texas

**New Members Round Table's Outstanding New Librarian Award:** Lisa Martinez, El Paso Public Library

**New Member Round Table/Quality Books Inc. Professional Development Grant:** Gail Woodward, Marlin Public Library

**TLA Scholarship and Research Committee's 2008 DEMCO Research Grant Award:**

Dr. Janine Golden

**Small Community Libraries Round Table's Small**

**Community Librarian of the Year:** Virginia (Ginger) Garvin of Whitesboro Public Library



Janine Golden

**Small Community Libraries Round Table's Biblionix**

**Conference Stipend:** Adrienne Montgomery of the San Augustine Public Library

**Texas Media Awards Commitment and Excellence for the**

**Texas Media Award:** Don Hamerly, a doctoral student at The University of Texas at Austin



From left: Catherine Lee, Janice Newsum, Gleniece Robinson

**Young Adult Round Table's Young Adult Read Initiative Award:** Martha Jordan of South Grand Prairie High School

**2008 James L. Love Award:** Frankston Depot Library & Museum, Inc.

**Dobie Awards:** Groves Public Library, Johnson City Library, Royse City Library, and Hansford County Library.

The TLA exhibit hall offered good deals on books (of course!) but also the opportunity to learn about the latest products, services, and technologies.



## TLA Corporate Sponsors

Our vendors and especially our 2008 Corporate Sponsors helped make the TLA conference possible. Remember these valued library suppliers and friends when you plan purchases for your library. An online Buyers Guide is accessible from the TLA conference site.

**DIAMOND LEVEL**



**PLATINUM LEVEL**



Serving Library & School Professionals Since 1905

**DEMCO**

**GUMDROP BOOKS**  
Member of the Ingram Group



**School Library Journal**  
For Children's, Young Adult and School Librarians

### Gold Level

Bound to Stay Bound  
Ingram Library Services  
Renaissance Learning

Brodart Company  
Maximum Ride

### Silver Level

Davidson Titles  
Encyclopaedia Britannica  
Librarian's Yellow Pages  
Sentry Technology/  
SMART Technologies

EBSCO  
Highsmith  
Follett Library Resources  
Library Designs

### Bronze Level

ABC-CLIO  
Escue & Associates  
Perma-Bound  
Star Book Sales

auto-graphics  
Garrett Book Company  
ProQuest USA  
Tandem Library Books

## Texas Professional Association for Library Sales



2008 MEMBERSHIP DRIVE

Be the knight of your "round table" – JOIN TPALS today!

*To assist you in completing your membership application:*

- All vendors join at the layperson rate of \$30.00. See Section II on the membership application.
- Your \$30.00 includes a choice of one division and one round table.
- TPALS is a round table. You will find TPALS listed as Texas Professional Association for Library Sale.
- You can join as many divisions and round tables as you prefer. Additional divisions cost \$3.00 and additional round tables cost \$1.50.

Membership is open to any person who actively works for a company selling to any type of library or to any Texas Library Association member interested in vendor activities. All members must be individual members of TLA.

*The purpose of the Texas Professional Association for Library Sales (TPALS) is to better support TLA in bringing Texas library vendors and their representatives together with all librarians in the interest of fostering a better understanding of their mutual needs.*



# Branding Iron Awards

BY GLORIA MERAZ

Texas libraries offer a diverse array of dynamic programs and resources. Librarians, library staff, members of the education community, and volunteers are conducting innovative and exciting public relations work in all types of libraries all across the state. The benefit of such work is not only increased use of library services; it also fosters public and policy support for libraries.

The Texas Library Association is proud to recognize the wonderful public relations work happening within the Texas library community. The TLA Library Public Relations Branding Iron Awards honor libraries, librarians, library supporters, and friends organizations that have conducted impressive and effective PR activities promoting libraries and library needs.

We received multiple entries for the various awards categories this year. TLA thanks all of the applicants, and we showcase here the 2008 PR Branding Iron Award winners.



Samip Sheth and Anna Gomez accepted the Branding Iron Best of Show Award at General Session II.

## BEST OF SHOW

*Speeches and Speakers Bureaus, Winner: Travis Vanguard Academy (Dallas ISD), Testimony before the House Select Committee on Higher and Public Education Finance*

Project Leads: Susi Grissom, librarian; Linda French, technology teacher; Anna Gomez, student; and Samip Sheth, student

Anna Gomez and Samip Sheth, junior high students from Travis Vanguard Academy in Dallas ISD, wowed members of the House Select Committee on Higher and Public Education Finance at a hearing in Austin held February 7, 2008. The Committee met that day to hear invited testimony on the use of technology in the classroom and the uses of the Texas Education Agency (TEA) Technology Allotment.

Grissom and French prepared a demo for the committee, whose members experienced the search process through the work of the students, who answered: Why is March 2, 1836 important? The kids handled their testimony like seasoned litigators and delighted the committee. Knowing that Chairman Dan Branch was a history buff, the kids searched research and primary documents. The members of the committee expressed their support for the program, a successful first step in securing continued and expanded funding.

*Editorial/Newspaper Strategies, Winner: La Marque Public Library*

Project Lead:  
Kathy Nixie, Director

Nixie, the director of La Marque Public Library, submitted feature length articles to her local paper, *The Post*, every single week. This task, given all her other duties running the library, is impressive and



speaks to her leadership. Despite her heavy workload, Nixie made time to promote her library's services. From detailing new materials to encouraging attendance at ongoing programs, she helped keep the La Marque Public Library and its services on the minds of community members and increased library usage in the process.

**Special Events, Winner:**

*The Spirit of Place,*  
a gala event  
Texas State  
University –  
San Marcos

Project Lead: Michele M. Miller, The Wittliff Collections at the Alkek Library, Texas State University – San Marcos

*The Spirit of Place*, which was held on May 27, 2006, celebrated the 20<sup>th</sup> anniversary of the Southwestern

Writers Collection and the 10<sup>th</sup> anniversary of the Wittliff Gallery of Southwestern and Mexican Photography. Held at the Four Seasons in Austin, the star-studded evening recognized the rich legacy of the region and increased support for an important repository of learning and cultural resources.

The gala raised funds for acquisitions and the general endowment and served as a tribute to the vision and creativity of Bill and Sally Wittliff. The printed materials, publicity, and the event itself attested to the elegance and significance of the body of materials held at the Wittliff Collections.

**Special Events, Honorable Mention: Teen Tech Week**

Project Lead: Josie Vela, Librarian, K. White Jr. High School (Mission)

Teen Tech Week, celebrated by K. White Jr. High School the week of March 5-9, 2007, drew over 350 students. The event taught students about innovations in technology and increased their awareness of library resources. Using their skills (and learning new ones), students developed wonderful products, gained new insights, and had a marvelous time!

The week's activities included creating PowerPoint presentations on why "K. White is the Best," crafting pictures and art using



Librarian Josie Vela (front left) and her assistant Anna Garcia pose with a group of students on "Geek Day."

computer graphics, designing brochures and promotional pieces (including text and graphics), participating in online scavenger hunts using databases, and learning to assemble and troubleshoot hardware and software.

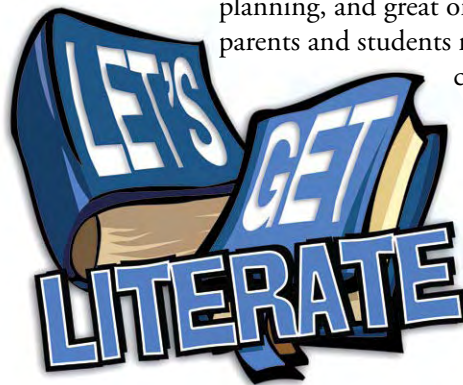
*Librarian Josie Vela emphasized that the school's principal, Pete Garcia, is very supportive of the library and appreciative of the services it provides for staff and students.*

**PR Campaign or Plan, Winner: "Let's Get Literate" Campaign, Clear Creek Independent School District**

Project Leads: Ty Burns, Melissa Wiland, Joe Perez, Elaina Polsen, and Janice Scott

Go to: [www.ccisd.net/literacy/](http://www.ccisd.net/literacy/)

The multifaceted "Let's Get Literate" campaign brought together dynamic events and activities to promote and support the district's literacy efforts. The videos, promotional materials, day events, and funding effort exhibited professionalism, vast planning, and great organization. Moreover, parents and students really enjoyed the



campaign and learned more about literacy efforts and the need to support the library – a tremendous public relations effort.

The use of the district's radio and podcasting capabilities also added a dynamic element to the campaign. By broadcasting information about the campaign and the library, organizers provided a fun, ongoing way of keeping the campaign alive and fresh – and a way for students and parents to stay involved.

**Non-traditional Media, Winner:**

*Harris County Public Library*

Project Leads: Grace Lillevig, eBranch Librarian, and Linda Stevens, Coordinator of Programming and Marketing

Go to: Mascot iStar: [www.blogger.com/profile/03302667146069370166](http://www.blogger.com/profile/03302667146069370166)  
YouTube videos: [www.youtube.com/profile?user=ihcpl](http://www.youtube.com/profile?user=ihcpl)  
Customer blog: <http://ihcpl2.blogspot.com/>

Harris County Public Library's wonderful YouTube videos, the iHCPL blogs, and promotional



materials are fun, informative, and strictly librarian made! The blogs and videos really showcase both the library itself and the library's services. Deploying user and staff training through these popular and growing tools is exactly the future of library services and a prime way for maintaining the library's visibility online and beyond.

From September through December 2007, Harris County Public Library offered "iHCPL: A Learning Experience" to staff and customers. Staff created this new program on Web technologies using Web 2.0 tools. They created a mascot logo, two blogs, videos, and promotional items. In just three months, over 850 unique visitors accessed the blog and viewed it thousands of times!

***Non-traditional Media, Honorable Mention:  
Texas State Library and Archives Commission***

Project Lead: Russlene Waukechon

Go to: [www.youtube.com/result?search\\_query=texshare](http://www.youtube.com/result?search_query=texshare)

The State Library's excellent YouTube videos promoting TexShare are professional and informative. The choice of YouTube is a natural venue for showcasing digital content. The tailoring of videos for both public and academic libraries will help libraries use and share these products within their communities.

*Since I included the TexShare YouTube videos in our Northwest College website, I've received quite a lot of compliments about them. It has motivated more of our college faculty to apply for HCCS library cards after they became aware that they can have 24/7 access to our databases after watching the brief video.*

*George Teoh, Northwest College  
Houston Community College*

***Brands and Logo, Winner:  
Austin Community College,  
"Know How"***

Project Leads: Pam Spooner and Melinda Townsel

"Know How" is the brand for the library services integrated information literacy (IL) initiative at Austin Community College (ACC). The "Know How" brand/campaign emphasizes the knowledge, skills, and abilities that classroom faculty

and faculty librarians expect and desire for students. The branding has increased faculty, staff, and student awareness of ACC's array of course-integrated instruction, class presentations, online tutorials, and study guides, all of which include the logo.

ACC's "Know How" brand and logo capture the essence of the library within its broader academic setting. A clever play on words, "Know How" is both the product and skill of library service. The whimsical materials produced help deploy the brand in a simple yet classic and fun style – very Austin appropriate!

The artwork for the 2008 Texas Reading Club Jubilee is by illustrator Janet Stevens.



***Collateral  
Materials: The Texas  
State Library and Archives Commission,  
Texas Reading Club***

Project Lead: Christine McNew

Go to: [www.tsl.state.tx.us/ld/projects/trc/2008/](http://www.tsl.state.tx.us/ld/projects/trc/2008/)

The promotional materials produced for the State Library's Jubilee Celebration (happy 50<sup>th</sup>!) of the Texas Reading Club are outstanding. From the colorful posters to the bookmarks, the collateral materials will benefit libraries by offering truly inspirational and beautiful products to give to children.

Additionally, a handbook is created each year to aid in planning summer programs. The Texas State Library uses these materials to encourage participation statewide. The sweeping success of the Texas Reading Club is, in part, related to all of the wonderful products made available to libraries. Almost half a million kids participate in the Texas Reading Club every summer! This year's give-aways and materials are truly outstanding.



***Broadcast Advertising, Winner:  
State of Tomorrow™, UT System***

Project Lead: Randa Saffady, UT System

Go to: [www.stateoftomorrow.com](http://www.stateoftomorrow.com)

The University of Texas System, working with other partners, developed a 13-part special, *State of Tomorrow*. This documentary series explored the most critical issues facing Texas today. With personal stories from cancer patients,

hurricane survivors, farmers and teachers, and interviews with researchers, students were able to learn about people, organizations, and universities working together to identify and solve our toughest challenges.

*State of Tomorrow* aired last spring and summer on Texas PBS stations and, through support of the Meadows Foundation, has been sent as a DVD set to every middle and high school library in Texas. The documentary series has served in promoting research and education and the importance of inquiry into solving life's biggest challenges – the ultimate goal of our institutions and libraries.



***Print Media, Winner:  
Austin ISD Librarians***

Jill Stimson, Librarian, Austin ISD

The work of Austin ISD librarians getting media coverage for the plight of school libraries in the district deserves praise statewide. The rousing article “Libraries short on money, books” by Laura Heinauer brought the plight of AISD librarians to the forefront of city news; and, it delivered results. Heinauer’s insight about the school library crisis spoke to her care in developing the story and the strong case for support made by AISD librarians, who worked together to get their message before the public and school authorities.

The newspaper coverage served as an important component of district librarians’ overall effort to increase support for AISD libraries. See the article on page 72 for a full breakdown of the district librarians’ strategies. 🌟

## Texas Reading Club Turns 50!



Texas libraries are celebrating the 50th anniversary of the Texas Reading Club this year. That's 50 summers of helping children improve reading skills and have fun. In honor of the golden anniversary, this year's theme is "Texas Reading Club Jubilee: 1958-2008!"

To celebrate the Jubilee, the Texas State Library and Archives Commission sponsored a very special event in the Senate Chamber at the State Capitol on June 10, from 10:00 AM to noon. Library champions Sen. Judith Zaffirini and Rep. Lois Kolkhorst and State Librarian Peggy Rudd led the festivities that included the participation of children and their families and librarians. The event highlighted the important role of libraries and the Texas Reading Club in promoting literacy and the joy of reading and included the reading of a certificate from Governor Perry recognizing the 50th anniversary.

Singer/songwriter Sara Hickman entertained children and their families. The parents and children created a time capsule that will be opened on the 75th anniversary of the Texas Reading Club in 2033. Attendees also enjoyed refreshments in the Lieutenant Governor's reception room and viewed an exhibit of Texas Reading Club artwork in the Capitol Rotunda.

In total, more than 13 million Texas children have participated in the Texas Reading Club in the past 50 years. Participation has grown rapidly throughout the years. In 1959, approximately 5,000 children participated at libraries in 29 counties. Now, approximately 500,000 children participate annually at more than 800 public and school libraries. Additional information about the Texas Reading Club may be found at [www.tsl.state.tx.us/ld/projects/trc/](http://www.tsl.state.tx.us/ld/projects/trc/).

Senator Judith Zaffirini presents a Senate proclamation honoring the Texas Reading Club's 50th anniversary to Sandy Pickett, Commission chair.



## Annual Assembly

The 2008 Annual Assembly will be held in Austin, July 8 – 10, at the Hyatt Regency Town Lake. The meeting provides an opportunity for association officers to plan for the upcoming year. There is no registration fee, and the event is open to any TLA member wishing to attend. A tentative schedule of events is available at [www.txla.org/conference/assembly/AAinfo.html](http://www.txla.org/conference/assembly/AAinfo.html).

### Major Assembly Events

- *Leaders in Libraries: Discover the Leader Within.* Enjoy a free leadership workshop on Monday, July 7, presented by David Bendekovic from Polaris Library System. (CPE: 4.0)
- *Chairs Training.* All TLA unit chairs are encouraged to attend a training session on Monday, July 7, from 7:30 - 9:30 p.m.
- *Transforming Texas Libraries: Ideas for Transforming Your Own Community.* This "training the trainer" session will be held early Tuesday evening.
- *Legislative Update.* Get prepared for the upcoming Legislative Season!

## National Library Legislative Day

A team of Texas library advocates traveled to Washington D.C., May 12-14, to visit with Texas Congressional and Senate offices. The team visited all 34 offices to make the case for increased federal library funding, support of certified school librarians and school library programs, maintaining network neutrality, and continuation of the E-rate program. A full list of issues can be accessed at [www.ala.org](http://www.ala.org).

The Texas team included Carol Brey-Casiano, Steve Brown, Joe Dahlstrom, Ruth Dahlstrom, Maribel Garza-Castro, Cindy Buchanan, Jennifer LaBoon, Susan Mann, Peggy Rudd, Molly Dahlstrom, Bob Gillette, Steve Aten, Greg Simpson, and Gloria Meraz, TLA thanks all the participants, as well as Rhoda Goldberg who coordinated the Washington legislative visits.

*Head back to school in the fall without ever leaving your desk*

The Neal-Schuman Professional Education Network has announced new courses for summer and fall. These one-hour online (or conference call) training sessions have live instructors to answer your questions about Web 2.0, copyright, outreach, outcomes, and more.

Learn to reach all of your customers, from the disenfranchised to the governing officials. These short courses may be crucial for your library as budgets become tighter and tighter.

And remember, several participants can share the cost if you all watch the

program together. Ten people around a speaker phone might only pay \$8.50 per person for an audio class or \$10.90 for a webinar. Please see the registration link below for prices.

To register, please visit [www.Neal-SchumanPEN.com](http://www.Neal-SchumanPEN.com).

*Fall 2008 Schedule for the Professional Education Network*

DATE	TIME*	TYPE	TITLE
Mon., July 7, 14, 21	1:00 PM	Webinar	Using Microsoft Excel to Analyse Library Collection Usage Data
Wed., July 16	12:00 PM	Webinar	Searching Web 2.0
Thu., August 14	1:00 PM	Audio Conf.	Rethinking Collections for At-Risk Students
Tue., September 9	12:00 PM	Webinar	Cool Tools for Library Webmasters
Thu., September 11	2:00 PM	Webinar	Library Website Usability Tools
Fri., September 12	12:00 PM	Audio Conf.	Copyright Issues in Distance Education

*continued on next page*



continued

DATE	TIME*	TYPE	TITLE
Tue., September 16	2:00 PM	Audio Conf.	Expanding Services & Planning Programs for Culturally Diverse Populations
Wed., September 17	1:00 PM	Webinar	Using Evaluation Results to Communicate Your Value: Outcomes Measurement
Thu., September 18	2:00 PM	Audio Conf.	Knowledge Sharing in the Era of the Socially Networked Organization
Mon., September 22	1:00 PM	Webinar	Using Map Resources: Who Would Have Thought They Could Be So Useful!
Wed., September 24	1:00 PM	Webinar	Culture of Assessment and Communicating Your Value
Tue., October 7	12:00 PM	Webinar	Fast and Easy Site Tune-ups
Thu., October 16	1:00 PM	Audio Conf.	The ABCs of Family Literacy
Mon., November 11	2:00 PM	Audio Conf.	Human Learning Ecology

\* All courses are 1 hour in length

## Personal Financial Issues

### *Professional Liability for Librarians through TLA is a Good Buy*

It is unfortunate, but in today's public or school environment, situations may arise where TLA members need the advice of legal counsel regarding a lawsuit pertaining to their employment duties in which they are a named party, or regarding an employee rights issue involving assignments, salary, or a demotion. What steps would need to be taken if a member is wrongly accused of an employment related criminal act or if a proceeding involves alleged sexual misconduct?

Legal fees associated with these procedures can be expensive! Therefore, it is important to know how to locate an attorney experienced in Employment Law. Librarians may be sued individually, or they may be named in a lawsuit that involves their library or school district. Should the entity fail to cover the librarian, or the entity's coverage limits become exhausted, a librarian needs proper coverage to fill that gap.

The best solution to protect against expensive legal costs is to purchase the TLA endorsed Professional Liability Insurance for Librarians. This coverage is provided by a carrier rated A+ XV Superior by A. M. Best. It is an affordable benefit that protects a

librarian from a financial loss in the event of a claim in the scope of the member's professional duties.

The TLA policy has three components:

#### **Coverage A – Liability Coverage**

\$1,000,000 per insured, per occurrence  
\$3,000,000 per occurrence

#### **Coverage B – Reimbursement of Attorney Fees**

Employment rights protection:  
Up to \$5,000 per claim

Provides coverage for criminal proceedings and/or sexual misconduct: Up to \$5,000 per claim, \$10,000 aggregate per member per policy year

#### **Coverage C – Bail Bonds**

Provides up to \$1,000 for Bail Bonds

Two examples of claims under Coverage A include:

- An employee was sued for not properly monitoring a situation which alleged sexual abuse
- A librarian was sued when a student was injured by another student, and the injured party alleged the environment was unsafe

Most of the claims reported to our office fall under Coverage B (Reimbursement of Attorney Fees). As outlined above, Coverage B provides a \$5,000 reimbursement limit if the

claim involves criminal or sexual misconduct.

Other proceedings, such as dismissal, assignment, and resignation issues, salary disputes, and other professional rights, duties and responsibilities also carry a limit of \$5,000; \$500 is reimbursed without regard to final judgment. An attorney knowledgeable in Employment Law can generally determine during the initial consultation if there is an employment right violated and if the member is likely to prevail.

A TLA member is free to work with the attorney of his/her choice under Coverage B of the policy. We maintain a list of attorneys in the state of Texas who have assisted many librarians.

We are not attorneys at The John A. Barclay Agency, Inc., but we have been advising librarians for many years. We would be glad to visit with any TLA member who feels they have a problem that could possibly turn into a legal event. We encourage individual questions regarding this valuable TLA member benefit.

*Please contact me directly at:*

John A. Barclay, III  
The John A. Barclay Agency, Inc.  
P. O. Box 2274  
Austin, Texas 78768  
Email: [John@Barclay-Insurance.com](mailto:John@Barclay-Insurance.com)

# State Library Study on Statewide Interlibrary Loan

BY ADAM WRIGHT, SUSAN BENNETT,  
BEVERLEY SHIRLEY, AND RICHARD WOOD

## *Did you know . . .*

1. *The Texas State Library and Archives Commission (TSLAC) released a comprehensive study on Interlibrary Loan (ILL) in Texas?*
2. *An implementation task force is reviewing the models and projections within the study in more depth, and will recommend a new model for ILL in Texas?*
3. *That you can be a part of bringing ILL into the future by helping the task force create their recommendations?*

If you answered no to any of the above questions, please read on.

TSLAC sought a review of Texas ILL through an unbiased study of the challenges that impact the delivery of ILL service and the costs of addressing these challenges. The Bibliographical Center for Research (BCR) was tasked with the study.

The study was directed to:

1. Examine options for meeting interlibrary loan needs in terms of costs and benefits.
2. Provide a blueprint, based on best practices, for building interlibrary loan services at the state level into the future.
3. Determine the needs of the Texas interlibrary loan community as librarians strive to meet patron demands for library materials.
4. Collect accurate information on the attitudes and perceptions of Texas librarians and library patrons toward various methods of interlibrary loan delivery.

Information was collected in a number of different ways including site visits, time-cost study, phone and email interviews, data analysis, GIS analysis, literature review, review of best practices and protocols, interviews, and surveys.

BCR developed six models for consideration. The first three models

are modifications to the current TexNet Center structure while the latter three are a comprehensive change in the delivery of a statewide resource sharing program and eliminate the TexNet Center service as currently designed.

If you are in a position to affect ILL in your library, please take a few minutes to review the study. Please take special notes of the last three models as these are the ones being considered by the ILL taskforce. The first three scenarios were deemed by TSLAC to be too fiscally challenging. These latter models increase the responsibility for operations and funding at the local level. The taskforce needs to know if this cost share model is feasible.

For summary of this study, please go to *Texas Resource Sharing: Examining the Present, Envisioning a Vibrant Future Quick Facts* at [www.texshare.edu/ill-courier/illstudytaskforce/factsheet.html](http://www.texshare.edu/ill-courier/illstudytaskforce/factsheet.html).

To read the full study, go to [www.texshare.edu/apps/illstudy2008/index.php](http://www.texshare.edu/apps/illstudy2008/index.php).

The ILL Taskforce was created by TSLAC to review the study recommendations and gather feedback from the library community.

The ILL taskforce met for the first time in Dallas at the Texas Library Association Conference. Several items were addressed at this meeting including goals for Texas ILL:

*Encourages the view of resource sharing as a core service*

*Shared funding responsibility at local, state, and federal levels*

*Patron-Centered*

*Enhanced Reciprocity and Increased Visibility of Library Holdings*

*Flexibility for ongoing change in technology and patron expectations*

*Increased value of training and continuing education for library staff*

*Promotes Efficient Delivery*

For a complete explanation of these goals, please go to [www.texshare.edu/ill-courier/illstudytaskforce/Minutes5-09-2008\\_revisedgoals.doc](http://www.texshare.edu/ill-courier/illstudytaskforce/Minutes5-09-2008_revisedgoals.doc).

TSLAC has established a very aggressive timeline for this project. TSLAC and the Implementation Task Force will review the study recommendations and gather input from the library community throughout SFY2008 and SFY2009.

Based on the review of the study and discussion with the library community, TSLAC and the implementation task force will identify pilot projects and pilot project participants. Pilot projects will be held SFY2009 through SFY2010.

The strategy for delivering a statewide interlibrary loan system for the future will be included in the 2011 - 2015 Agency Strategic Plan and the Legislative Appropriation Request for the 2012 - 2013 biennium. These documents will be created by TSLAC in the summer of 2010.

Feedback is the ILL taskforce's greatest need at the moment. Please realize that ILL taskforce recommendation will directly affect all libraries in Texas. The taskforce wants to hear from a variety of stakeholders.

Please take a moment to comment on the ILL study by visiting [www.texshare.edu/apps/illstudytaskforce/](http://www.texshare.edu/apps/illstudytaskforce/). ☺

Adam Wright is executive director of the North Texas Regional Library System. Richard Wood is with Texas Tech University Health Science Center. Beverley Shirley is director of library resource sharing at the Texas State Library and Archives Commission. Susan Bennett is with the library resource sharing division at the Texas State Library and Archives Commission.