

TexasLibraryJournal

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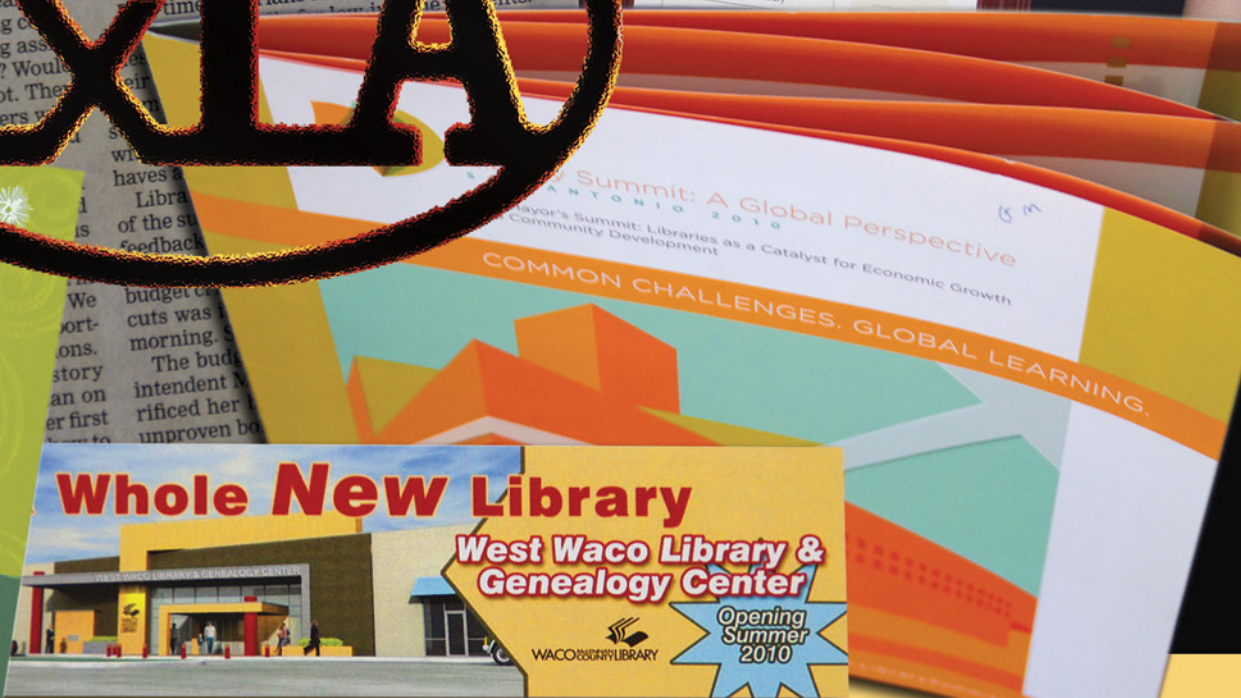
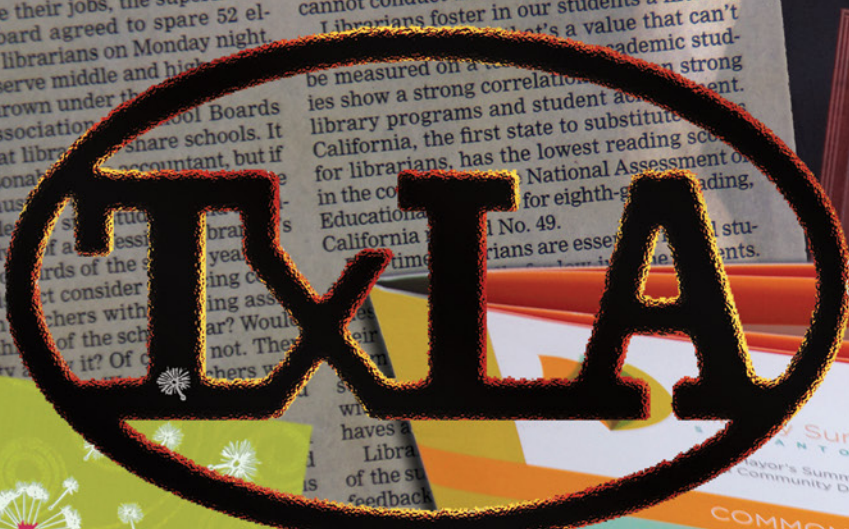
**Strategic Initiative Topic:
Innovation in your career**

**PR BRANDING
IRON AWARDS**



A STEVEN... CONTRIBUTOR
Why librarians are essential

Though 74 librarians in our district were slated to lose their jobs, the superintendent and board agreed to spare 52 elementary school librarians on Monday night. Librarians who serve middle and high school students were thrown under the bus. The Texas Association of School Boards recommends that librarians be an essential part of the school community, but if they are not, the school is missing a vital link. Librarians foster in our students a lifelong love of learning that's a value that can't be measured on a test. Studies show a strong correlation between library programs and student achievement. California, the first state to substitute librarians for teachers, has the lowest reading scores in the country. The National Assessment of Educational Progress (NAEP) for eighth-grade reading, California ranked No. 49. Librarians are essential to our students.



Also in this issue: *Conference Wrap Up, Legislative Summary, Art of Promotion, Commitment and Service*



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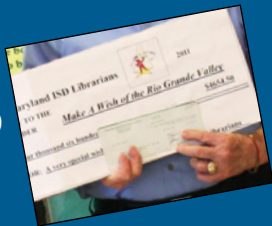
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Strategic Initiatives
Webinar Series:
**Innovation in
your career**

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ABOUT THE COVER: TLJ's summer issue showcases a few of the winning entries in the 2011 Library Public Relations Branding Iron Awards. The awards recognize and encourage excellence in PR activities within the Texas library community. TLA thanks all of the applicants in this year's contest. See article on page 65.

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★ *President's Perspective*

As this issue of TLJ is being prepared, the regular session of the 82nd Texas Legislature has just closed with a biennial budget for 2012-2013 making record reductions to all areas of government. The state budget will result in a challenging fiscal situation for libraries and librarians throughout the state. (For more on the state legislative's session, see page 68.)

When the session convened in January, initial proposals eliminated all funding for a multitude of statewide library programs. With contemplated cuts of \$33 million to Texas State Library and Archives Commission funding, our state would not meet the level of support needed to qualify for the full federal funding available to the state, resulting in another \$8 million loss in 2013. Coupled with reductions in local revenue, whether from lower property appraisals or less sales tax collected, losses of this magnitude will impact every area of the state, every type of library, and



"Would you tell me, please, which way I ought to go from here?"
"That depends a good deal on where you want to get to," said the Cat.

Alice and the Cheshire Cat from Lewis Carroll's *Alice's Adventures in Wonderland*

every person – man, woman, or child – who needs information in print or electronic form.

For all libraries, these cuts will mean rethinking how we do business. Some library staff members will be reassigned to different, possibly, unfamiliar settings, and, in the most dire circumstances, will have their positions eliminated. Fewer resources will be available to address growing information needs. Less money for operations will result in fewer hours of public service.

So, to paraphrase Alice, where do we go from here in order to remain viable and vital players in the communities that we serve? How do we adjust to this new "norm" that is beyond belt-tightening and closer to strangulation? What can we do individually as well as collectively to address our mission of "fostering the creative exchange of information and ideas?"

There is no simple answer to address a crisis of this magnitude, but there are many possible pathways. Each of us must seek what works for our specific situation. Here are some initial stepping stones, beginning points for dialog, as we meet the current challenges and also plan for the future.

Maintain Integrity

Libraries and those who work within them are both survivors and innovators. These characteristics prompted institutions and their staff members to overcome earlier obstacles to service, and we must do so again. Technological innovations have helped us to streamline operations and begin bridging the gap between those who are information and digitally secure and those who are not. A strong democracy demands an informed population. We simply cannot abandon the pursuit of equal access. Ethically, we must provide



BY
JERILYNN
WILLIAMS

consistent service at whatever level possible to ensure stakeholders' access to information. The process will not be easy with fewer colleagues and resources, but the imperative is clear. The job must be done with integrity of self and of purpose.

Support and Promote Collaboration

Libraries enhance communities and, conversely, communities provide support for the linking of people with information. Alternatives to single-person operations are critical to maintaining those links. Whether entities partner for programming or for the provision of basic services, collaboration will be crucial to future successes. Larger institutions are already realigning supervisory responsibilities (with one manager for multiple locations, for instance). Library services typically handled solely by in-house administration may no longer be feasible. The development of consortia for various library functions may facilitate the continuation of these services. Cooperative bargaining has proven its value for participants in the Houston Database Consortium.

Demonstrate Return on Investment

Your library is valuable to you and to others. More importantly, you can prove it! Return on investment (ROI) is generally defined as the percentage of return based upon gain from investment minus the cost of investment divided by the cost of investment. Annual reports of operating expenses and capital outlay amounts can provide the investment

totals while usage reports and cost benefit analyses are often used to determine gain on investment. ROI for the entity is then calculated by plugging the totals into the formula. On the other hand, a simple Library Use Value Calculator, based upon local costs for services, can be placed onto a library's website to provide immediate feedback to individual library users. Sharing the overall return for your entity and the individual return may be eye-opening but should definitely be beneficial.

Enhance Advocacy

In 2008, KRC Research on behalf of TLA showed that Texans value their libraries, especially in difficult economic times. Nine out of 10 individuals contacted indicated that public libraries provide important resources to families and job seekers. School libraries were deemed essential to education and almost as important as classroom instruction. Texans overwhelmingly agreed that library services were very important to the community.

Placing your library into the community's list of essential services requires both good service and quality promotion. Funding entities need to hear how important the library is to the health of the community and how vital the services are to job seekers, businesses, students, parents, seniors, and readers and learners of all ages. The message needs to be delivered at every opportunity and from every perspective.

So, where do we go from here? We roll up our sleeves and dig in. We get on with the work we love in the best ways that we can -- ethically and purposefully -- to connect those who need information with the answers, ideas, and interactions that address that need.

You have heard it before but it bears repeating. Success is not a place, it is a journey. Let's get going. There is much to address, much to accomplish. Working together we can do it! TLA is here to help.



The 82nd Legislature enacted dramatic cuts to library services. While lawmakers restored minimal funding for TexShare, no funding was allocated to other library programs, including the K-12 databases and Loan Star Libraries. (For a full write-up on the Legislative Session, see page 68.) The result will be a deep cut and shift in state-supported resources and services.

This fiscal decision simply does not match the will or needs of the people of the state. A 2008 poll of Texas voters showed overwhelming support of libraries. Over the next 18 months, we must focus on how to galvanize that support at the local and statewide level. Our work preparing for the next legislative session and the process of rebuilding starts now. Chief among our needed actions is to assess objectively the state of library services and ask (and answer) some difficult questions:

- **What areas of library services were most vulnerable during this recession?**
- **What is the public's expectation of library services? Do current services align with those expectations?**
- **Are libraries and librarians integrated into the missions, priorities, and practices of their governing bodies?**
- **Recognizing that value must always be demonstrated from the bottom up, are librarians prepared and willing to promote their work? If not, why?**
- **What actual role should the state play in supporting libraries of all types?**

TLA, in partnership with all of our members and stakeholders, is

absolutely dedicated to sowing a fertile landscape for information services and positioning library professionals to thrive. Doing so will require change and adaptation from all of us. We must identify public priorities and our best strategies for meeting them. We must not assume that our past framework will carry us forward or that it remains a viable approach. More than ever before, we must match deed with the rhetoric of transforming libraries and design our services to work within the evolving context of education, information delivery, and public expectations.

The huge gaps now created in all areas of public services offer an opportunity to restate professional jurisdiction and gain market. We can do so if our "product" is competitive, unique, and high-quality in all areas of libraries and throughout the state. Consistent quality is the bedrock of brand loyalty. We have an impressive professional skill set and capable -- teachable -- minds; that is the foundation for success. Together, we can work to create a vision, opportunities for learning and coming together, and momentum for advancing library services.

During the challenging biennium ahead, we must keep in mind that the losses we now face are part of a severe economic downturn affecting all areas of public service, but recovery will come. We must not flounder in our belief in ourselves and each other. The skills and sheer intellectual capacity in our profession is enormous and stretches to vast areas of enterprise and education. I firmly believe that we have only tapped the surface of all we can achieve individually and collectively. ✪

THE *Art* OF PROMOTION — TWO CASE STUDIES:

Using the Arts in Public Libraries & The Personal Librarian Concept in Academic Libraries

BY ROBERT G. WEINER WITH LAURA HEINZ

Introduction

The purpose of this article is to share with you the 15 years' worth of arts and outreach experiences we, as professional librarians, have had working in both public and academic libraries. We will briefly describe various programs and how they connect the library with the community, students, and faculty. If an idea seems workable in your library, feel free to use it or modify it as you see fit.

Some of these programs used the arts to reach out to the community and required some extra funding while other projects required no money. These programs simply require that librarians be proactive in promoting the library's resources and services, and all require a time commitment. If your library has money or can get a grant to implement some of the programs mentioned here, the funds could prove to be very useful in enhancing program ideas. Your Friends of the Library might have funds that can be used for promotions and food. In this economic downturn, libraries' budgets often appear first on budgetary chopping blocks, yet they are usually the most used departments next to fire and police. University libraries are often the most used buildings on any campus. Should your funding shrink, it is important that you have other avenues for outreach that require less or no money. Both academic and public libraries are increasingly applying for grants, which can include arts-related programming.

CASE STUDY I

Using the Arts in Public Libraries: The Mahon Library and the Lubbock Public Library System — ROBERT G. WEINER

Library Art Collections

One of the easiest (and often most overlooked) ways to use art to promote your library is by circulating the library's artwork and sculptures. It is important, therefore, for these items to remain in decent condition. Businessmen, lawyers, and other professionals may want to check out paintings and sculptures to decorate their offices. If your library has a quality collection of art, sculpture, etc., promote it. It might prove to be a way to reach patrons who may not have thought of using a library collection before, and it may be a way to reach potential donors.

Using Music

One of the most proactive ways a library can reach out to new patrons is by hosting musical events. While some patrons may complain about the noise, don't worry too much about that. The library of today has changed from a quiet place to a community center (physically or virtually) where citizens, students, and faculty meet, talk, work, use computers and the Internet, and, yes, still sit and read. Designating quiet areas solves the noise problem easily.

One program we created at Mahon Public Library was a series called "Noon Tunes," in which we invited (and paid) notable local musicians to come and present a program of music. We picked musicians that we felt would draw a sizable crowd and bring in folks who may not have visited the library before. Kyle Abernathie, a local keyboard player known for having sing-alongs, came and took requests from the audience. A doo-wop band featuring Donnie Allison of The Nelson's fame played to a packed lunchtime audience and was well received. The library's community room had never been so full before. A children's afternoon program showcasing a drummer's circle allowed the kids to actively participate in something that might influence a lifelong love of music and the arts. When a local circus was in town, we had some clowns come in and present a show, complete with interactive music and tricks. The children were especially taken with this program. The point is to engage your community so both adults and young people appreciate the wide variety of artistic programming your library provides.



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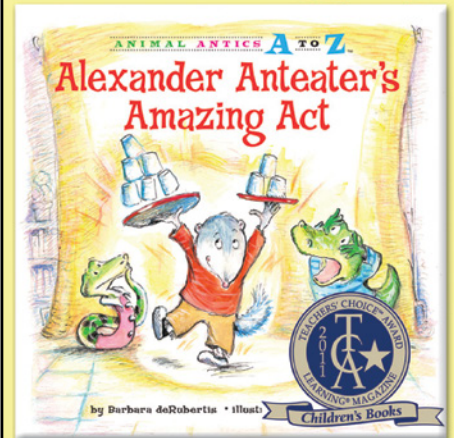
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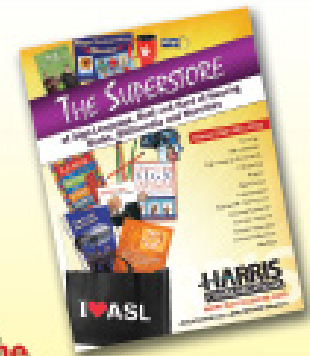


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If you have subject-specific knowledge, make use of it. When the Buddy Holly Center was being planned, the director had heard that a local librarian was familiar with the history of Lubbock music, and she asked me to help with the history and planning of the exhibit. As a result, I was “borrowed” off and on for six months. I wrote the rock ‘n’ roll timeline that is in the museum today. This integrated promotion between city departments brought positive attention to the library from other city departments, including the city council.

Using Film

Children’s film programming can be an integral part of using performing arts to reach those who cannot afford to go see the movies in theaters. The Lubbock Public Library System obtained a projector and purchased the rights to show films from a movie licensing company. Increasingly, it is vital for libraries to have public film programs and do it legally. One of a library’s main outreach audiences is children and their parents, so it is important to show films from companies like Disney (which guards its copyrights very closely). Our library showed various animated features including popular fare like *Cars*, *Little Mermaid*, and *Ratatouille*. The library featured various contests and giveaways (candy, little toys, costume contests, etc.), and parents really appreciated these kid-friendly events.

Once we secured the necessary rights, we started hosting various themed festivals, including a silent film festival featuring such classics as *Cabinet of Dr. Calagari*, *The Golem*, *The Wind*, and *Phantom of the Opera*. Other themed festivals included Halloween horror, James Bond, explorer movies, and World War I films. One of our most interesting and most successful outreach film series was one in celebration of Motorcycle Safety Month. We did a biker film festival showing *The Wild One*, *Sidehackers*, and a Harley Davidson documentary. Once word got out that the library was sponsoring a film festival for bikers, they came out in droves. The Mahon Public Library never looked so hip/cool as it did with all those beautiful bikes in front the building. This is a good example of reaching out to a unique constituency of the community. One Halloween we had a full house of parents and kids when we showed the 1968 classic *Night of the Living Dead*. The kids had no problem with flesh-eating zombies, but when one of the cast lit up a cigarette, there was “Ohhh that’s bad” from the audience. (My how perceptions change!)

You can have a film festival tied into whatever the current blockbuster film is being released in theaters. When Peter Jackson’s *King Kong* came out, we showed the original *King Kong*. One of our most successful showings was the very first Superman feature film, 1951’s *Superman and the Mole Men*. We set it to coincide with 2006’s *Superman Returns*. All film events were free, and the Friends of the Library usually provided

popcorn and candy. If you can offer some kind of food incentive, people do come out and actually stay for the films.

Other fun things your library can do related to the art of film is having contests with prizes linked to particular blockbusters. When *Lord of the Rings: Fellowship of the Ring* (2001) and *Star Wars: Attack of the Clones* (2002) came out, we had special trivia contests with simple questions related to the films. Patrons would fill out the forms at the circulation desk and then we would hold a drawing for some kind of movie-related prize (a book, an action figure, or some other trinket). This type of activity provides good will within your community and presents the library as a fun place. Keep in mind, too, that there are plenty of public domain films your library can show with no cost or copyright problems. You can find many of them at websites like archive.org.

Make sure when holding these types of public events, whether it is a film series, an artist lecture, a contest, or a book discussion group, that you cultivate a relationship with your local press. Get to know your newspaper’s entertainment columnist. Try to get interviewed on the various radio stations about the events. This gives the community a positive view of the library. As a result of the film showings, I was contacted by the director of our local arts center, the Louise Hopkins Underwood Center for the Arts, to join a committee to start what became The Flatland Film Festival. Your presence as a librarian within the larger arts community can have a positive lasting effect.

Sequential Art: Comics and Graphic Novels

It is important to have a librarian on your staff who is both knowledgeable and interested in graphic novels/sequential art. Sequential art has become an important part of popular culture worldwide. Both public and academic libraries cannot ignore the large presence of graphic novels and comics related to movies. Graphic novels have proven to be one of the areas of print publishing that grows year after year. During a 10-year period, the Lubbock Public Library System built one of the biggest and best collections of sequential art/graphic novels at any public library system, containing over 4,000 individual titles. Adults, children, teens, and tweens will be interested in your graphic novel collection, so it’s important for you to have a wide variety of titles to appeal to all ages to promote in your outreach. It is important for you to notify the various media about your graphic novel collection. Get the word out.

When the first *X-Men* movie came out, an administrative staff member suggested that we showcase our graphic novels in a separate area. We posted artwork by Lubbock artist Alex Ross around the graphic novel section, and almost immediately, patrons began to notice the brightly colored art work of superheroes like Green Arrow, Superman, Wonder Woman, the Flash, and the X-Men. The kids loved it, and the adults thought it was interesting. Patrons wanted to come in to talk

with the librarian about graphic novels, comic book movies, the different characters, and writers and artists like Stan Lee and Jack Kirby. This investment fosters good will and opened a wonderful conversation with the community.

The owner of our local comic shop, Star Comics, came to one of our branch libraries for a discussion about comics, movies, and collecting. We also brought in local comic book artists to talk about the artistic process and what it takes to work in the industry. These types of events will be popular in your community.

CASE STUDY II

The Personal Librarian Concept in Academic Libraries: Texas Tech University (TTU)

— ROBERT G. WEINER AND LAURA WEINER

The Texas Tech University Libraries undertook a series of activities to strengthen information services activities. Working together, we (Laura Heinz, who returned to the University Libraries as head of information services (IS) after having held other positions at the University Library, and Weiner, who joined the TTU faculty in April 2008) were part of an overall effort to provide more tailored and personalized service to students and faculty. As head of IS, I thought it important to encourage the idea that librarians can be approached as personal librarians for faculty, staff, and students on specific subjects such as English, mathematics, computer science, engineering, education, film, and art.

Implementing this notion required changes in how the library accomplished some its routine work so that librarians could focus more on providing highly subject-specific instruction and assistance. In short, IS librarians needed increased flexibility to determine the best ways to meet the needs of their assigned subject area faculty and students and to deliver those services.

This vision of services aligned directly with the Library's mission statement, "Through individualized service, the Texas Tech University Libraries connect users with resources that advance intellectual inquiry and discovery."

To create the opportunity for IS librarians to move forward, I had to make some fundamental shifts. I started an assessment of the reference desk – its staffing and usage – to determine the most efficient means to offer points of service. The analysis revealed that the majority of questions at the reference desk were directional. We determined that trained classified staff and student assistants could answer these questions and thus free IS librarians' time for working with their assigned departments on campus. Two new service points were created to offer library users assistance regardless of the entrance they used to enter the library. While this shift was uncomfortable for some, most embraced the change, recognizing the opportunities with the new structure. With the assistance of TTU Libraries' marketing department, the concept of the personal librarian gained traction.

IS librarians now meet the needs of their academic areas in various ways: some hold office hours in the academic departments, and some collaborate with faculty to develop subject-specific instruction for individual courses. One librarian serves as a "triage librarian." This librarian's primary responsibilities are to be the in-house librarian, whose duties include working at the main service desk, providing point-of-need reference service, and assisting with training staff and student assistants assigned to work at the service desk. This librarian also refers users to appropriate IS librarians or staff members to meet their specific needs.

Working with Faculty

As the IS humanities librarian and liaison to the College of Visual and Performing Arts, I (Weiner) work closely with the College's faculty, staff, and students and am often called upon to serve on library and university committees and to do some kind of service in the larger community. Librarians have learned the importance of being proactive in promoting their individual services and talents to particular subject-area faculty without

being obtrusive. Always let your faculty know you are there to do instructional demonstrations or serve on committees. In some cases, you will be on committees in your departments because they will need "their" librarian. I find it very helpful to introduce myself to the chair of the various departments and the dean of the college I serve. I offer to give a general talk at one of the faculty meetings and let faculty in my



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subject areas know I am also available to give special lectures to their students. As money permits, we let faculty know we can help with their research needs through your collection development. In these days of budget cutbacks, it is often difficult to buy every resource faculty members want. Check your acquisitions policies: many libraries have a policy of buying what faculty request for their research and/or for what their students need to consult for specific classes.

As a librarian, your professional callings are many, and in today's digital climate, the profession is changing almost as quickly as the development of new mobile and e-gadget technology. We now have positions that didn't even exist a few years ago. However, the librarian's calling to preserve and collect humanity's collective memory, whether in print or digitally, still remains a constant.

Librarians as Educators

With all the transformations in professional librarianship in the digital age, our role as educators is more important than ever before. We have to educate students and even faculty on the use of databases, basics of Internet research, and selection of information through the mass of data that is everywhere. It is vital that we teach students how to think critically about a piece of information and to be wary of sources that seem suspect. One misconception that persists (and is growing) among students is that they can do all of their research on Google (and that it is the only search engine available). Showing students websites (including Wikipedia) that have faulty information is extremely important, as is warning them to cite sources to avoid plagiarism. We believe outreach efforts (especially to the academic community) should also explain why subject-specific databases are valuable. Students need to know how analytical and peer-reviewed research will benefit them throughout their college career.

Library Instruction

During library instruction sessions, I always tell students that, as their arts librarian, I am available to meet with them individually. I believe this role is an important outreach activities for librarians. Students from all disciplines, but

particularly the visual and performing arts, want to know which databases are most useful for their projects and how to find theses, dissertations, and general guidance. In addition, students are still interested in finding books both in print and digital format.

In addition to meeting with students, I also meet with individual faculty members who want refreshers in navigating the maze of digital resources. Although print may not yet be dead, many printed indexes are. The days of huge volumes like the *Reader's Guide to Periodical Literature* are far behind us. Like students, faculty members are very grateful when librarians take the time to personally come to their office to work with them. This effort helps insure that there will always be faculty who take advantage of the outreach services you offer. Faculty will also be willing to send students to your door.

Keep in mind you are the best promoter of your library's services and instruction. Once word spreads that you are approachable and willing to do library instruction for classes, faculty will often come to you. True, you may only see those faculty members who want you to order something every now and then. Effective outreach relies largely on the personal involvement and relationships librarians build.

Work with Your College and Departments

Some of the strongest potential promoters of your work are the faculty members, so we tailor special "introductions" for groups. We worked with some of the general coordinating staff for the College of Visual and Performing Arts (CVP) and offered three special sessions to introduce CVP staff and faculty to library resources. These sessions were successful. Even some of the associate deans came and asked us to work with them individually. We plan to continue collaborating and want to offer a number of general sessions for CVP undergraduate and graduate students. Again, making yourself known and available is one of the most effective tools you have for outreach.

Promote ILL-Document Delivery

One of the services that is very important in reaching out to faculty and students is the promotion of Document Delivery/ Interlibrary Loan (ILL). This service is highly beneficial for students and faculty and can be the lifeblood for those doing detailed research. It is amazing how many students, both graduate and undergraduate, are unaware of ILL. When giving demonstrations on arts resources, I always mention how students can use ILL to enhance their research. Even though so much material is being put online (and search engines like Google Scholar can be useful), not everything in the world is digitized yet. Students sometimes still need many resources that are only available in print.

Subject-Specific Outreach

If you have specific subject knowledge, let faculty and graduate instructors know that you are willing to share it as a guest lecturer for their classes. This can be one of the most effective tools for outreach. Once students find out I am their personal librarian and the library has numerous resources to aid in their research, they email me or come by the office wanting to learn how to do more effective research. Most recently, I was invited to give a presentation in a new Texas Tech music course on the Beatles. I asked the professor if he would also like a presentation showing students how to do research on the Beatles, including finding peer-reviewed articles on the band. The professor loved the idea and appreciated the assistance with additional instruction. These opportunities allow libraries to use our subject expertise to promote the library and have some fun too!

Working with the Wider University Community

Another important outreach tool is offering to help with various events. As the film studies librarian, I often get the chance to introduce films on campus, giving a bit of background and trivia, and to serve on special film discussion panels. Through my work with the Museum of Texas Tech, I introduce films shown as part of a local monthly event called Friday Night Art Trail. These events bring recognition to the university, the library, and the specific subject area you serve. It is important to cultivate positive relationships with organizations, committees, and programs on your campus and in your city.

If you can, working with your university's outreach and extended studies program also offers great opportunities for promoting the library's services, and it is a fine way to promote the arts or any subject area. It's also another way to reach unique segments of your community. If you have the time, offer to teach some non-credit classes or volunteer to lead a book discussion. Literacy and promotion of reading are still a part of our librarian calling. These experiences can be very rewarding, and students are very appreciative of your efforts.

You Represent Your Institution and the Profession

Keep in mind that when you go out into your community, work on a committee, introduce a film, do librarian instruction, or teach a class, you represent your institution and the library profession as a whole. You are the best outreach tool there is! Your passion for your subject areas and for serving your students, faculty, and community will be noticed and appreciated. Through arts and other types of programming we can show the world that librarians are "hip" and cool professionals.

Go forth and use your knowledge and skills to do great works and recruit new fans for your library and its services!

Robert G. Weiner is associate humanities librarian at Texas Tech University Libraries. He was formerly with the Lubbock Public Library System. Laura Heinz serves as the head of information services for the Texas Tech University Libraries.

The authors thank Kathrin Dodds, Conni Kitten, Kaley Daniel, Shannon Adams, Julie Barnett, and staff at the TTU Libraries; and thanks to Jane Clausen and Beth Carlberg at the Lubbock Public Library System.

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Librarians in the Brave New World of Today's Job Market

BY CINDY BATMAN AND JANET DENNY

Reality Check

Librarians and library professionals who find themselves underemployed or unemployed, due to layoffs and downsizing in traditional library environments, may experience emotions similar to the Kübler-Ross Model of the Stages of Grief: denial, anger, bargaining, depression, and acceptance (Kübler-Ross, 1969.) The process of grieving a loss is not the same for everyone and is not linear in terms of the progression of the stages.

The loss of a job or even the expectations of securing a job are difficult emotions to process, especially within the current market. This challenging environment is best met with acceptance and initiative. The most important point to remember is that a librarian is by nature adaptable. A librarian's skill set includes diverse and flexible talents that can contribute greatly to many organizations. We just need to imagine ourselves within new frameworks.

When an automobile model is drastically changed to improve sales, the assembly line is temporarily shut down to allow for retooling to accomplish the design changes. In the same way, professional retooling may be necessary for librarians to find a new place for their skills and may require reframing their self-concept to match new opportunities.

The Bureau of Labor Statistic's *Occupational Outlook Handbook* states "jobs in the non-traditional library settings will grow the fastest," and these positions will not necessarily include the title of librarian. The American Library Association's Allied Professional Association reports "the demand for future librarians is expected to come from corporate entities that seek research experts skilled in computer databases and information organization." When was the last time you assessed your skills in the current job market? What about your job hunting skills?

Tough Economy

Yes, you may be looking for a position during a tough economy, but the process does not vary based on the circumstances. You just have to do more of the same and do it better. It is vital for you to identify your transferable skills, because those are the assets that will allow you to market yourself for any job you are seeking. Necessity being the mother of invention; reinvent yourself. This is the perfect opportunity for repositioning yourself as a valuable commodity for new market trends. Invest in your

professional future by taking advantage of the market needs that are now open.



Taking the Initiative: Where to Begin

If you are looking for a job for whatever reason, start by casting your net broadly. Don't limit yourself. Begin by figuring out what you like to do and where you can use those skills. What else do you need to match that new environment? Margaret Carroll, adjunct faculty for the University of North Texas, Drexel University, and the University of Washington, phrased matters directly:

The right question to ask is what kind of information work do you want to do? You may find working in a library is not where you need to be! If you cannot find a job as a school librarian, what about working for the classroom textbook publisher?... If you like research and analysis and write well, why can't you become a competitive intelligence professional? If you love to organize things and are just wild about information retrieval, become a taxonomist.

Take on the challenge of finding new opportunities for yourself with the same fervor, intensity, and intellectual curiosity that you would apply to a reference question. Begin by searching the job market, with the following questions at the forefront of the process: Who is hiring? What types of positions are available? What skill sets are employers looking for at this time?

Gap Analysis

Now move on to more in-depth research in the fields that interest you most. Note any trends indicating skills or areas of experience that you are lacking and develop a plan to address the deficits. This may require you to take some courses to update your technology skills, do some self-paced study that may be easily accomplished by viewing free online instruction sessions, or even by watching some inspirational presentations that will allow you to learn about the latest trends, such as on TED Talks (www.ted.com/talks).

New Horizons

Remove library jargon from your resumé and cover letter and rewrite both to apply to a larger market that needs knowledge organizational skills. Ask a colleague or advisor to role play some practice interviews so that you can learn to discuss your

background and skills without using library jargon. Develop new terminology that will reflect more on your research and information management abilities. (Two articles, by Pollock and McGeath and Pfedderer, follow this piece and elaborate on these themes.)

Spend some time brainstorming new labels that are more descriptive of what you can do: information consultant, knowledge access manager, knowledge manager, organizational consultant, project coordinator, researcher, research coordinator/facilitator, etc. Consider what librarians do today: librarians have kept all the traditional library skills and training and incorporated the Internet challenges to the profession implied by the term “cybrarian a person whose job is to find, collect, and manage information that is available on the World Wide Web.”

University Career Center

If you want to get an edge over others in your field, use the free resources and experts available to you at your college or university’s career or placement center. Coaching targeted to your degree, resumé reviews, workshops on interviewing, etiquette, professional dress, and a variety of other topics are available, as are job fairs and networking opportunities with area employers.

“What can I do with a major in library science?” is an invaluable site (<http://careercenter.unt.edu/students/majors/solis.html>) created by the Career Center at the University of North Texas (UNT), and it identifies dozens of employers recruiting for library and information sciences majors. There are lists of terms identifying the knowledge, skills, and abilities learned with this degree which will be very helpful in restating your skill sets. .

Lindsey Taylor Arthur, a recent MLS graduate from the UNT, is a case on point.

When I graduated, I had four years of collective library experience from both full- and part-time library jobs. However, it was during the job market crash, and I was not so lucky as to land that coveted full-time library job right away ... While I continued the job search, I took a temp job to do some data entry for a local aerospace company. I was only supposed to be there for a month, but once they discovered my experiences in information management, they seemed almost desperate to hire me. Almost two years later, I’m still here and having the time of my life.

What Employers Want

The most desirable characteristics to employers are typically strong verbal and written communication skills, the ability to work as part of a team, a sense of humor, and strong organizational, analytical, and problem solving skills, all of which are a part of librarians’ toolkits.

Lindsey Taylor Arthur continues:

I never would have thought that my librarian skills would be as useful as they have been in such an environment. If you would have told me when I signed up for my first MLS class that I’d eventually work in the aerospace world, I would not have believed you; but, almost every single class I took for my degree has come in handy. Not a day goes by, it seems, wherein I don’t use something I learned from my experiences

in class and working various library jobs. I’ve had to write proposals, reports, and procedures, as well as create and manage databases, document libraries, software, and many other technical tasks that I had never heard of before but



have been able to handle quickly and efficiently because of what I've learned.

So, if the job world isn't going your way right now, capitalize on what is available. You never know how you can use the experiences later; no matter what they are.

Engage Today

What you do today will lead you to opportunities tomorrow. Remember that, while you may not be in your "ideal" job, you must keep working to build your resumé, contacts, and networks while you are there. Work hard to strengthen the areas where you have weaknesses and gain recognition in areas where you are strong, even while you are in a job that may not have been your first choice. Volunteer in areas that will help make contacts with your target employers – staying focused on your goals is a key to success. Do not lose sight of the fluidity of today's job market, because it is always changing. Your skills are beneficial to other employers. Keep in mind that you are a very desirable candidate who will be an asset in a variety of work environments.

New Vision

Be realistic. Like a high school or college championship team of graduating seniors, the next season will be a time of rebuilding. This may be a time of updating your mindset, image, or skills for this evolving economic market. It is an opportune time for you to stretch your boundaries to incorporate a larger view of your capabilities and where you may fit in the current job market.

Cindy Batman is the library liaison for the College of Information, Discovery Park Library.

Janet Denny is the employer development coordinator at the Career Center. Both are with the University of North Texas.

Join Cindy Batman and Janet Denny as they continue their discussion about redefining work skills and looking for jobs in new places. They'll talk in more detail about how to research the job market with creativity, address gaps in skill sets with practicality, and place yourself in new kinds of positions that harness your personal strengths.

This free webinar will be held July 12 (2 pm CDT). CPE credit will be available. To register, go to: www.txla.org/ce.

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Technology, Entertainment, Design conferences: www.ted.com/talks.

University of North Texas, Career Center, http://careercenter.unt.edu/students/resumes_coverlets/employers_want.html

Library Job Sites

Texas Library Association, <https://secure.txla.org/secure/jobs/joblist.asp>

American Library Association, <http://www.joblist.ala.org/>

LibGig, <http://publicboard.libgig.com/LISjobs>, <http://www.lisjobs.com/>

Job Sites

Search these sites by geographic region and use search terms that apply to you such as: research, information, knowledge manager, technical writing, etc.

- <http://www.careerbuilder.com/>
- <http://dallas.craigslislist.org/>
- <http://www.linkedin.com/>
- <http://www.monster.com/>
- <http://jobs.oodle.com/>
- <http://www.usa.gov/>
- <http://www.wetfeet.com>

Review of 10 top sites:

<http://websearch.about.com/od/enginesanddirectories/tp/jobsearchengine.htm>

Excellent compilation of several more sites:

www.pcmag.com/article2/0,2817,2342781,00.asp ★

Facing Trying Times for Librarians



BY RONALD D. POLLOCK

Times are tough right now. Budgets are tight, revenue does not meet organizational needs, and tough decisions concerning the workforce are being made. Librarians, as well as other professionals, are worried about keeping their jobs. There are some things you can do that can help you keep your job, prepare for a new position, or have confidence as you seek new employment.

Staying in Your Current Position

The construction of a new central library in Austin was the topic of some heated discussions recently. One radio talk show host declared that public libraries had no value, because people could conduct all the research they needed using the Internet. Even though this individual had children, he was totally unaware of the valuable programs the Austin Public Library conducted to help people of all ages. He, as well as countless other callers, did not understand the library's value to the community. The point here is that being valued requires marketing to make the public aware of our value.

So how do we, as individuals, demonstrate our value on a continuous basis? We can start with being successful at our jobs.

We must learn our jobs and do them well. As we develop skills, we build professional respect and credibility with peers and supervisors. We can demonstrate our potential by expanding our knowledge and skills, asking questions, learning to listen, and working extra hours when necessary.

A few years ago, a library administrator told me about two people being considered for an upper level position. One came up with new programs, volunteered to work at events, and continued to develop skills, though the person had been at the library for a relatively short period of time. The other individual had more time with the library but came to work, created nothing, and was immediately out the door at the end of the work day. Who do you think the administrator was going to promote? Be the one who is recognized as an asset to the library.

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Hints for Success

- Evaluate co-workers based on your own direct experience with them – not from gossip.
- Keep your ear to the grapevine but don't contribute to it.
- Work to understand the culture and the politics within your organization – fit in.
- Investigate thoroughly before making a hasty and unwise decision about leaving the organization.

Another way to expand our knowledge and prepare for new challenges is to find a mentor. A good mentor will help you plan for the future and be a sounding board for ideas you may have about your future. A good mentor is priceless.

Continuing to gain knowledge and skills is an important aspect of demonstrating value. As the profession transitions into new technologies and incorporates new ways to serve patrons, we must also transition. Take advantage of opportunities to obtain professional and/or personal development. TLA offers many learning opportunities at annual conference and through other venues. Other professional organizations also provide workshops that help keep library workers

current with new innovations. Individual training can also be obtained through the various continuing education providers. Look at both library-specific CE and other types of training – from how to develop and manage databases, to managing budgets and using social networks. Learn the skills that will prepare you for the future and apply to diverse work settings.

Lastly, make certain to communicate the value you contribute to the organization. If you do something special, write a short report to your director or upper management detailing what you did and how it positively affected the organization. Learn how to quantify your services in terms that have value to the people who hold the purse strings. How did you save money through your actions? How did you create something of value to the organization? How did your actions positively reflect on the organization for which you work? Once people understand the value you produce, your position within the community becomes more secure.

Thinking of a New Position?

If you are faced with the need to look for a new position or have decided simply to look elsewhere, there are some factors that should help in making the transition. Always keep in mind that a librarian's skills have value in non-traditional environments.

Of most importance is your ability to match the requirements for the position you seek. If you are looking forward to a future change, then you have some flexibility. There are a number of activities that will help you determine what you need for your ideal position. The following are a few of the activities that may provide the information you need:

- Talk to people who work in the career you seek.
- Seek to meet with individuals for informational interviews.
- Talk with your mentor.
- Talk with people in your professional organizations. Learn about the groups affiliated with the position you seek. Get to know those people – and let them get to know you.
- Review the requirements listed on job announcements that appeal to you.

When you search for job announcements, do not limit yourself. Use a wide variety, such as:

- Association job sites
- Government job sites
- General job sites
- Library specific job listings, including library schools

Remember, if you are looking for a position outside of the traditional library community, you may be faced with potential employers who think of librarians in stereotypical terms. The first priority is to eliminate the stereotype from consideration. You can accomplish that by describing your skills in terms that have meaning to the potential employer. Describing your knowledge and skills as "I am an elementary school librarian" will not carry the impact that describing how you determine the appropriate materials for the collection, how you support learning objectives by developing programs to stimulate students, how you manage the budget to insure compliance with monetary restraints, how you use research skills to support the program, etc.

If you have time to work on developing additional skills, use the gap analysis technique to determine the areas on which you will need to focus. Start off by determining exactly what you will need for the ideal position. Figure 1 illustrates the four areas that you should address.

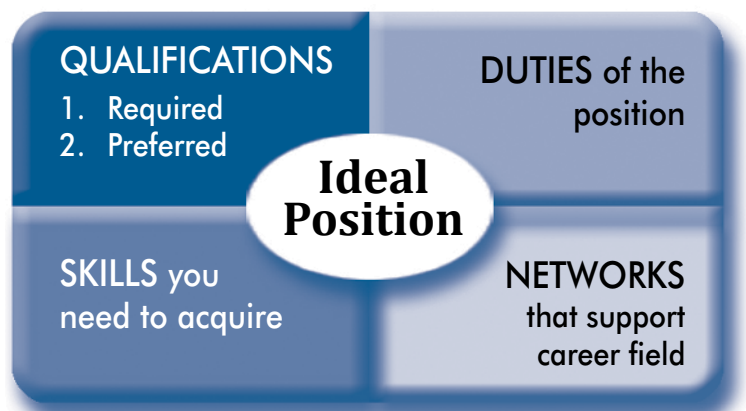


Figure 1. Requirements for ideal position

Next, use the gap analysis process illustrated in Figure 2 to determine what skills and knowledge you will need to acquire to become a viable candidate for your ideal position. While a gap analysis is a relatively simple process, many people fail to use the process to identify the things they need to succeed.

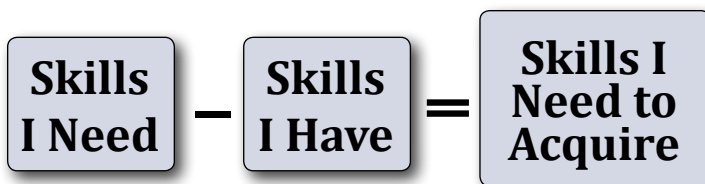


Figure 2. Gap Analysis Technique

Once you have completed this analysis, you can develop your roadmap to success using the sources that are available to you. If you are faced with having to seek a new position immediately, this technique will still help you by informing you of skills you need be able to address, even if you only have a basic understanding of the skills needed.

Applying for that New Job

When applying for jobs, avoid the shotgun approach to resumé submission. Use some simple techniques to help you succeed and avoid disappointment when your hundreds of template resúmes do not yield responses.

- Tailor each resumé you submit to a specific job and organization.
- Focus your resumé on the requirements and duties of the job.
- Match your experience/education/skills to the job, using the same language as used in the announcement.
- Consider using a combination resumé, especially if you are seeking a non-traditional position. The combination resumé allows you to focus on skills, not on positions.
- If you use a chronological resumé, consider starting it with a “Professional Profile” section. **WARNING:** If you use this technique, the profile must match the requirements/qualifications on the job announcement.
- Tell the potential employer what you actually did in previous jobs so potential employers can see projects and results that created value in your current job.
- Insure your resumé is error free; this is supposed to be the best work you are capable of producing.
- Generally, limit your resumé to 1–2 pages; don’t expand it with fluff.

Additionally, you must provide a cover letter every time you submit a resumé, application, and/or references. The cover letter is an opportunity to provide information that may not be appropriate for the resumé but still is important in the decision process. Some hints to help you with your cover letter are:

- Use the business letter format; this is a formal business letter.
- It should stimulate interest in you and your resumé.
- Think of it as an executive summary of your resumé that is organized by skill sets as they apply to the announcements requirements and duties.
- It should communicate both experience and interest in the position.

- It can address additional skills/experiences not in the resumé.
- It provides a sample of your writing ability.
- It must be error free.

Once you get that interview, make certain you prepare for it ahead of time. Write down your answers to potential questions about your resumé and your responses to common interview questions asked by almost all interviewers. Practice with someone who will give you honest feedback. The hints below will help you with the interview process.

- Prepare and rehearse.
- Remember, first impressions count: dress professionally, offer a firm handshake, and smile.
- Prepare answers to important questions ahead of time.
- Have questions to ask the employer. (If you don’t have questions, you must not really be interested in the job.)
- You should not have to address the “salary” question at the initial interview. If asked, try to delay your response until they commit to you, using a range instead of specific number.
- Treat phone interviews the same as you would in-person interviews. If you don’t pass the telephone interview, you will never get the in-person interview.
- Follow-up after the interview; send a thank you letter immediately.

Looking for a new job is never fun, but it is a process most of us will face in our careers. By preparing for the transition, we can achieve an advantage over many others seeking employment. Always remember, when organizations hire new employees, they want to hire people who will provide value to the organization. Employers get the initial opinion of an individual’s abilities through the resumé, cover letter, and interview. By focusing on how your knowledge and skills match the needs of the potential employer, you will have a much better chance of securing that new job. Good luck! 🌟

Ronald D. Pollock is the retired director of career services,
School of Information,
The University of Texas at Austin.

FACING TRYING TIMES FOR LIBRARIANS

Ron Pollock will expand on one of the key aspects of looking for a new position, the tailored resumé, in a live webinar on August 4 (2 pm CDT). How can you describe your skills in the best terms for a potential employer? What are some ways that you can translate your library skills into broader terms? To register for this free event, go to: www.txla.org/ce. CPE credit will be awarded to registrants.

Tell a Great Story – Get a Job

BY KERRY MCGEATH
AND CYNTHIA PFLEDDERER



This article is fundamentally about how to get a job and how the interview process can be used to create a new dynamic in libraries by hiring people who can effectively institute a flexible, efficient, and customer-driven organization. Adaptability is the key to good staff, and it is key to having a successful interview. We are focusing on the importance of the interview both from the perspectives of the hiring manager and the applicant.

In our organization, we operate from a framework that we want a very progressive approach in our organization. We have service goals, and we hire people who can meet those goals.

As interviewers, we are guided by that framework.

As an applicant, a person should be work to understand an organization's framework, decide if it is right for them, and then prepare accordingly.

One very particular example of the importance of understanding this organization framework is the area of how people view the "purview" of library duties.

We operate in a world where the lines between clerical and *professional* staff are becoming more and more blurred out of necessity. We have an issue, by the way, with the word *professional* as there is a huge gap between what new librarians are taught in their degree program and the demands of the real world. This gap can seriously hamper our ability to move our organizations forward into a changed world – but that is another article. The point here is that we believe all employees need to be prepared to support all the needs of the organization. While we absolutely value and respect the unique skills and education that people bring to all levels of the organization's structure (and know all jobs require particular expertise), people must be able and willing to support the organization in the diverse ways that come up on a daily basis. The siloing of duties (or attitudes) is not our approach – or that of many institutions – on how to move forward in an economy that demands efficiency, cross-training, and an all-hands-on-board mentality. So, when we interview, for instance, we are looking for team players who are willing to take up what needs to be done.

The interview is by far the make or break point in the job-search process. All your efforts before the interview need to be

focused on getting to the interview; and once you

are there, you need to make sure you thoroughly exploit the opportunity. You need to tell your story effectively and, most importantly, in a way that fits the prospective organization's needs.

Preparation is key once you have been asked to interview. One needs to do all the research possible – learn about the budget, administration, governing principles and authorities, etc. It is also important to make the time for a site visit for

several reasons, including learning what the drive is like from where you live, how staff interact with customers, and vice versa (sit and watch for a time). Preparation is also important because it can help you decide if it is really the job you want. A skilled interviewer will be able to elicit your true desire for the job.

If asked to prepare something for the interview, focus on getting it done completely and getting it down. We recently asked those we interviewed for our youth librarian position to prepare a PowerPoint presentation promoting the library as if it were

being delivered to the local Chamber of Commerce. This step required applicants to learn about our organization. We also asked them to present a story time – a quick observation would tell you that in our organization the ability to tell a story as opposed to reading one is a priority.

Once you have prepared by researching and visiting/observing, then the next step is assessing when you walk into the interview. Look at the composition of the panel and introduce yourself in a manner that is neither over-confident nor understated. Just keep in mind that you are a skilled and smart individual meeting a group that deserves respect – colleagues and veteran administrators who are speaking to you because they want to strengthen services to the people they serve. As interviewers, we want to know if the applicant can handle themselves with others, so we watch how they introduce themselves.

Our organization's view is that, for the library to succeed, we need staff who can interact well with other staff and most especially with our customers. We aren't interested in what you

...interviewing is about telling your story and showing the interviewer that your story can mesh with the prospective employer's needs.

are reading – we want to know how you interact with others. Remember, a good interviewer is going to be looking to make sure you fit the needs the organization has for an employee; and once again, this is why you need to do your research.

When we interview, one of the panel members is tasked with watching how the candidates interact with the staff conducting the interviewing, and the ease (or unease) of how they present themselves. We build questions related to a person's ability to adapt and be flexible in a fast-paced environment. We listen to the answer, but we also watch – particularly if the candidate is asked to interact with other staff or the public. Recently when hiring for another position in our city, the candidate we hired had less experience than another other top candidate, and although both did well in the interview, the hired candidate far outclassed the other applicant in how she interacted with staff and customers. It was an easy decision at that point.

Remember, interviewing is about telling your story and showing the interviewer that your story can mesh with the prospective employer's needs. A helpful hint when we talk about telling a story: make sure it is really a story about you and your capabilities – you have an ethical responsibility to portray yourself honestly.

Never talk ill of former employers, particularly if you disagreed with them or there was a contentious issue. It makes no difference who was right or wrong, and a decent interviewer will know that there are always two sides to a story – so just don't open that door. You want to make sure the focus is on you and your story in the interview. If you had a difference in philosophy or opinion with an earlier organization, then use that experience to refine and articulate your own professional philosophy. Focus on that and avoid any negative connection to previous places of employment. Negativity will reflect back on you. A new job is a time for opportunity and growth – positive steps and potential. That should be your focus.

Use lots of examples, look into the interviewers' eyes when you speak to them, and stay away from personal issues, unless it is relevant to an example you are giving. Remember, you don't want to open the door to your personal life. You always want to stay focused on your goal, which is to get a job by effectively telling your story so it meshes with the prospective employer's goals. Present yourself well, always stay positive, and use examples.

If asked a question, always try to think of and present examples from your past experience that may apply. When we interview candidates, we may not specifically ask for an example, but it is helpful and speaks volumes about the candidate's ability to extrapolate from experience and be concrete. As the employer, we want to see that you have learned from your career thus far, and we also want to make sure you can apply that knowledge to our advantage.

It should go without saying that you need to dress professionally. Your professional content is what will get you the job, but remember, presentation is also very important. As shallow as it may sound, a bad first impression is very hard to overcome. For us, if someone does not dress professionally, it calls the applicant's judgment into question and also makes us wonder if the person really wants the job.

The suggestions offered here provide a very basic list of things to pay attention to when interviewing and will help you make the most of the interview. We want to reiterate once again that an interview is about telling your story and telling it in a way that lets your prospective employer know that you satisfy the goals they have in hiring someone. Do your research, and you are more than halfway there – it will give you the confidence to present yourself well. If you interview with our organization and don't know anything about us, then your personality and brains better dazzle us, because you have dug yourself into a big hole.

We conclude by saying that there are some basic principles in interviewing that, if followed, give you a leg up against the others competing for the same job. In this economy and probably for years to come in libraries, many skilled people are looking at every job that opens up. Through the years, we have seen good candidates per their resumé who fail utterly in their interviews. Once you get to the interview, it is your job to gain or lose, so do all you can to take advantage of the opportunity to tell your story and show someone else that you are worth hiring. ★

Kerry McGeath is the city librarian and deputy director of community services. Cynthia Pfladderer is the library public services manager. Both are with the City of Southlake.

TELL A GREAT STORY – GET A JOB

In their live webinar on September 15 (2 pm CDT), Kerry McGeath and Cynthia Pfladderer will share additional specific steps for introducing yourself professionally and telling your story in terms that fit your potential new position. Learn about common pitfalls and best practices in the interview process, both within the library community and the private sector. Registrants to this free webinar may receive CPE credit.

To register, go to www.txla.org/ce.

COMMITMENT and SERVICE: Community Activism beyond the Library Walls

BY NICOLE H. CRUZ

Commitment and Service is a motto that describes the daily work of librarians. Librarians make commitments of time, energy, staffing, resources, and funding in order to provide their patrons with the best service possible. Librarians by nature of the profession are service-oriented. Their dedication to serving individuals realizes the motto of *Commitment and Service*. Ask any seasoned librarian about the importance of listening to their clientele and reacting in a positive manner, and s/he will share favorite stories about requests they met through persistence, effort, and sheer will power and were able to affect a positive outcome. The librarians of one Rio Grande Valley school district have extended the motto *Commitment and Service* to beyond the walls of their campus libraries. These librarians proudly wear the Rattler Red of the Sharyland Independent School District located in Mission. For the past five years, the librarians have collectively decided on a community agency or charitable event to support.

This effort started when librarians came together in the spring of 2007 at one of our final district librarian meetings. I suggested it would be great to donate new books, DVDs, and magazines to the Ronald McDonald House in Harlingen. Everyone loved the idea, and before you knew it, district librarians started a tradition of giving and reaching out beyond the library walls.

In each of the last five years, librarians selected community events or agencies to support through their

Librarians presenting the check for this year's charitable event.

Left to Right: Adalberto Ramos, Janie Becho-Flores, Darvin Koenig, Jose Guerrero, Eva Ramos, Sally Hartman, RGV Board President Don Burns, Melanie Christensen, Elizabeth Moreno, Nicole Cruz, Sharron Guzman, and Silvia Bewley.

activism. Past projects included donating a children's book collection to the Vannie E. Cook Children's Cancer Clinic. This particular effort originated with Emily Hinsley, a child with two brothers who attended John H. Shary Elementary School. Emily wanted children who were undergoing cancer treatments to have new books to read. Librarian Sharron Guzman mobilized forces district-wide to help fulfill the request, and the results exceeded all expectations.

The project for 2008 originated from Sharyland High School student Casey Klein. Casey wanted to build a library for the Mission Boys and Girls Club as part of his Eagle Scout program. He wanted children to have access to books after school so it would help them reach their reading goals. Once again, with the support and publicity from district librarians, books were collected, and the dream fulfilled. Librarians donated bookmarks, boxes and boxes of books, and labels so the books could be categorized. Casey built shelving and spent many hours sorting the books. The local Scholastic Book Fair Warehouse was contacted and supported this service opportunity as well.

Last year in the fall of 2009, librarians Silvia Bewley from Harry B. Shimotsu Elementary and Elizabeth Moreno from R.D. Martinez Elementary presented equally deserving proposals. District librarians voted to support both. Two agencies across the border in Reynosa, Mexico were in need of reading materials. Casa Hogar Benito Juarez, an orphanage, and Miradas de Esperanza, a school for the blind, each received a check for \$1,500 in order to supplement their library collections. "Our community involvement branched into connecting more than just our students to the needs of those in our own community; it involved reaching across border walls



and international bridges to help our neighbors in Mexico,” said high school librarian Juanita Becho Flores.

This fall, I invited Ava Sandlin, executive director of the Rio Grande Valley (RGV) Make A Wish Organization, to speak to the librarians about the services that group provides to children ages 2-17 who face a life threatening illness. After a very touching promotional video, the librarians voted unanimously to support this well-deserving agency. Librarians sold Make A Wish stars to their students, staff, parents, and community members with 100% of the proceeds to be donated to making the wish of one child come true. At their April meeting, librarians presented Don Burns, president of the RGV Make A Wish Board, with a total of \$4,974.50.

These community projects would not be a success without the support of campus administrators who allow librarians to advertise and promote donation drives. Superintendent Scott Owings has always approved and supported these projects. We understand the importance of maintaining positive rapport with central office staff including our technology department who assists with communication tools like our district website banners, campus marquees, and email.

With the massive state budget cuts, you may wonder if these dynamic library professionals plan to continue their tradition of commitment and service with future community projects. It would be easy for us to say that the challenges which lie ahead including the loss of all library assistants will not enable us to be active community participants. No one would question us if we threw in the towel and chose not to do additional fundraising. It would be seen as one less responsibility that we need to carry.

However, we all believe in the importance of serving as role models to our students, faculty, and staff. We believe that by promoting community activism we strengthen our students and develop character and citizenship traits. We believe that the total sum of the reward for being involved to make a positive impact in our community and the lives of citizens far outweighs the demands on our time and talents that these projects extract. We will continue to live by the motto of *Commitment and Service*. What will our next project be? We're not sure, but we are excited about the limitless possibilities. ★

Nicole H. Cruz is the Sharyland ISD Lead Librarian and Sharyland High School head librarian.

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HIGHLIGHTS

2011

LIBRARIES *crossing boundaries* BIBLIOTECAS *cruzando fronteras*

SPEAKERS AND PROGRAMS

Actress and *New York Times* bestselling author Jamie Lee Curtis keynoted the first general session of the conference and delighted the audience with her passion for libraries. Greg Mortenson, who is now at the center of controversy over his writings and philanthropic work, spoke at the Second General Session. Lemony Snicket creator Daniel Handler and illustrator Maira Kalman shared the stage and offered a rambunctious and spirited close to conference.

EVENTS

RALLY for Texas Libraries: An estimated 2,500 library supporters gathered at the Texas Capital on April 13 to rally for Texas libraries. The color of the day was **RED** as crowds joined the Drum Café to beat the drums for Texas libraries. State Representatives Rafael Anchía, Roland Gutierrez, and Joe Deshotel were on hand to greet the crowd and talk about the importance of libraries and librarians to Texas. Emcee Maribel Castro led the passionate crowd in cheers and welcomed authors Carmen Tafolla and Richard Peck, who shared their stories and literary flair to the cause of libraries and literacy.

Addressing the crowd at the Rally for Texas Libraries were, left to right: Rep. Roland Gutierrez, TLA President (2010-2011) Maribel Castro, and Rep. Rafael Anchía.

School Administrators Conference: TLA's Strong Libraries Strong Scores mini-conference is geared for Texas school administrators. The event is intended to inspire, inform, and incite change in the ways Texas schools use libraries to improve student achievement. School administrators are nominated by their librarians and attend this mini conference at no cost. This year 64 participated.

Librarians Saving Lives! For the first time, the Central Texas Blood and Tissue Center set up a donation center at the TLA convention. Librarians were asked to donate and give a chance for life to others. Donations also helped benefit TLA member Lindsay Jones of the Round Rock ISD. The drive was a huge success with all donation time slots being filled. TLA thanks all participating librarians for their generosity.

Book Cart Drill Team Competition

Just for fun, the conference also featured the annual State Championship competition in which teams of costumed library staff members push decorated book carts in formation to music. Austin ISD inched ahead of Austin PL in a close competition of book cart dancing titans!



Jubilant members of the winning team hold their trophy high while costumed creatures from the 2nd place team cheer on in the background.

Exhibits: As usual, the TLA Exhibit Hall offered attendees a world-class library tradeshow. With over 500 booths, librarians enjoyed access to all the latest products and services needed to run their libraries. For access to companies already signed on for the 2012 conference, go to www.txla.org/exhibits.



AWARDS Presented at TLA 2011

Association Awards were announced at General Session I on April 13:

Lifetime Achievement: Kathy Hoffman
(retired, MD Anderson Cancer Center, Houston)

Distinguished Service: Susan Mann
(Hillsboro City Librarian)

Librarian of the Year: Doug Valentine
(Melissa ISD); Valentine also won the members' choice video contest.

Libraries Change Communities:
Palestine Public Library, "Helping Job Seekers Computer Classes"

Wayne William Library Project of the Year: Austin Public Library, YomiCon, A Manga/Anime Convention



Doug Valentine is the 2011 Texas Librarian of the Year.



Kathy Hoffman (above) received a TLA Award for Lifetime Achievement.

Susan Mann (left) was honored with a Distinguished Service Award.



We Love Texas Librarians!

BY RANDAL HEISE, PRESIDENT OF MACKIN EDUCATIONAL RESOURCES

Featured sponsor of the 2011 Bluebonnet Luncheon

As the 2011-12 school year draws near, Mackin is beginning its 15th year of service to Texas schools, and we so appreciate this opportunity to tell "y'all" how much we enjoy serving you. Many years ago, one Texas school decided to give us a look-see; now Mackin helps more than 2,400 libraries and 390 districts throughout the Great State of Texas.

About five years ago, we began supporting TLA on a large scale, and your exceptional Texas Bluebonnet Award program seemed to be the right fit for us. After all, we are promoting reading every day here at Mackin! This year we became a TLA Platinum Level sponsor and once again provided funding for the Bluebonnet Award Travel Sponsorship, which covers travel expenses for parents, guardians and families of the Bluebonnet regional youth winners to attend the award luncheon at the TLA conference. Being able to provide the funds is a blessing, but being able to meet the kids, their parents/guardians, and siblings at the powerful Bluebonnet Luncheon is a special time for us. Many of these kids and adults have never traveled by plane, and many have never ventured very far from their local communities. When we see the joy on their faces, sparkle in their eyes, and pride in their hearts, we know that we're making a difference.

SEEING MORE KIDS GROW UP TO LOVE READING IS WORTH EVERY PENNY WE INVEST.

This year Mackin also funded the TLA Pocket Program, which provides quick-access conference information to every TLA registrant. This little guide was a perfect size and huge success. We have already committed to sponsoring it again next year.

Mackin also hosted author signings and provided beautiful READ posters and the ever-popular, colorful Mackin flower tote bags.

We can hardly wait for TLA to come around each year. We always have the best of times and meet the nicest people. We travel the country visiting schools and librarians, but believe me, there is no group of librarians anywhere that has more class, cares more about kids, works harder, and more actively promotes reading than all of you Texas librarians.

Since we all know that "Everything is Big in Texas," we send you our biggest "Thank You" for all the good you do, and we look forward to helping your library in the coming school year.

MACKIN
EDUCATIONAL RESOURCES

Ten-Gallon Hat Happy to be serving Texas Librarians!

Randal Heise, President

TLA Scholarship & Research Committee

announced these recipients for 2011:

- Demco TLA Research Grant: Maria Cahill and Judi Moreillon, School of Library and Information Studies, Texas Woman's University (TWU)
- Christina Woll Grant: Faith Lutheran School and Preschool Library, Sugar Land
- Escue Annual Conference Stipend: Ledezma Rodriguez, Bell/Whittington Library, Portland
- Vivian Greenfield Education Award: Nancy Graves, TWU
- Walter H. Escue Memorial Scholarship: Jennifer Sheehan, TWU
- TLA Summer School Scholarship: Barbara Ludden, University of North Texas
- Garrett Scholarship: Rebecca Halpern, University of Texas
- Ray C. Janeway: Michelle Keba, University of Texas
- Highsmith Awards: School library - Shackelford Jr. High School, Arlington; Other library - Bertha Voyer Memorial Library, Honey Grove

Awarded by TLA Units

Black Caucus Student Scholarships: Angel Durr and Arletha Ford, graduate students at the University of North Texas College of Information

Children's Round Table presents the Siddie Joe Johnson Award annually to an outstanding children's librarian. Tina Hager, director of Little Elm Public Library, is the 2011 recipient.

Reference Round Table awarded A. Ray Stephens and OU Press the 2011 Texas Reference Source Award for *Texas: A Historical Atlas*.

Small Community Libraries Round Table honored Sue Dear (Jasper PL) as Small Community Librarian of the Year.

TALL Texans Round Table: Tina Hager received the Standing TALL Award.

Conference Stipends

Various organizations and TLA units provide stipends to offset the expense of attending conference. Here are some of the 2011 awardees:

Archives/Genealogy & Local History Round Table Stipend: Jeffery Wright, Victoria Public Library

Automation and Technology Round Table Stipend: Stephan Freeman, DeSoto Public Library

District 3 Stipend: Veronica Grooms, the director of the Madison County Library in Madisonville and a MLIS student at Texas Woman's University.

Library Instruction Round Table: The 2011 Devin Zimmerman Memorial Stipend was awarded to Angela (Angie) Bartula, who is the staff training librarian at Arlington Public Library.

PLD (Public Library Division) Stipends: Molly Osborne – Harlingen PL; Shannon Hausinger – Waller County PL;

Jo Carol Conway – Brazoria Community Library; and Emily Day – Amarillo PL

SCLRT-Biblonix Stipend: Debbie Garza, Dawson County PL; and Sharlene Hoffmaster, Crockett PL

YART Conference Stipends: Ledezma L. Rodriguez, Bell/Whittington Public Library; and Elizabeth Friend, Webster Middle School

TOCKER FOUNDATION

- Gloria Wooten, Crockett Public Library
- Ana Garcia, Duval Co. San Diego Public Library
- Elizabeth Miser, Hansford County Library
- Melissa Robinson, Maffett Memorial Library
- Norma Ovalle, Mathis Public Library
- Frank Kelland, Pottsboro Area Library
- Wendy Byrd, Rains County Public Library
- Adrienne Montgomery, San Augustine Public Library
- Amy Parrish, Van Alstyne Public Library
- Cindy Kahlden, Weimar Public Library
- Nancy Hykel, West Public Library
- Jessica Lucas, Whitesboro Public Library

PRIDDY CHARITABLE TRUST STIPENDS

- Wanda Taylor, Betty Foster Public Library (Ponder)
- Nancy Nichols, Bowie Public Library
- Teresa Tucker, Saint Jo Public Library
- Stephanie Beach, Boyce Ditto Public Library (Mineral Wells)
- Gwendolyn Dowds-Nash, Weatherford Public Library
- Curtis Burton, Bicentennial City-County Library (Paducah)
- Stacey Rogers, Justin Community Library
- Lori Cox, Olney Community Library

The Library Integrated Solutions Intellectual Freedom Award was presented to Katherine Brown and the Sterling Memorial Library in Baytown.

The Mackin Collection Development Grant was awarded to Moses Castillo, Weslaco ISD. ★

Another attendee from Weslaco, Eduardo Zepeda (red shirt), won the drawing for the Great Graphic Novel Giveaway for his library, Weslaco Public.





TLA 2011 Public Relations Branding Iron Awards

Librarians, library staff, members of the education community, and volunteers conduct innovative and dynamic public relations work in all types of libraries 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 effective PR activities promoting libraries and library services.

BEST OF SHOW (and Editorial Strategies category winner):
Sara Stevenson, Austin ISD School Librarian

When jobs were on the line and districts statewide were looking to Austin ISD to see what would be the outcome of proposals to eliminate school librarian positions, school librarian Sara Stevenson stepped up to the plate. Through her leadership and



Juli Todaro (left), a co-chair of the Public Communications Committee, presents the Best of Show Award to Sara Stevenson at General Session II.

See the cover of this issue of *TJ* for images of some of the winning entries.

articulate defense of school librarians, she helped galvanize the community to speak up for school librarians. Many school librarians participated in this effort, and all praise Stevenson's work helping bring the local media's focus on school librarians. Her guest editorial (along with other letters-to-the-editor and subsequent submissions) kept school librarians on the pages of the *Austin American-Statesman*.



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Excerpt from her published guest editorial, *Why Librarians are Essential*: “Reading is the most important, lifelong skill for school achievement, college readiness, and 21st century careers, not to mention that is essential for an information citizenry... We teach these skills directly, daily, while supporting teachers and building library collections.”

Best of Show Honorable Mention (Non-traditional Media): Dowell Middle School, McKinney ISD
Kristen Spain, Library Media Specialist

A wonderfully creative and humorous YouTube video highlighting the fun and power of reading, the Dowell Middle School project shows school-wide collaboration and enthusiasm at its best. Complete with original music, wonderful performances by students, librarians, and administrators, the video has everything – even fun outtakes after the credits!

On YouTube: <http://www.youtube.com/watch?v=tuZSfvHHMr4>

CATEGORY WINNERS

Speeches: Kerol Harrod, Denton Public Library

“All Education is Local” was delivered on November 18, 2010, to the Denton Rotary Club in support of the library’s award-winning children’s educational television series *Library Larry’s Big Day*. The speech weaves together wonderful information about the library, the series, and the value and impact of educational programming.

Outdoor Advertising: Austin Public, Bus Signage

Toni Grasso, Administrative Manager in the Office of Programs and Partnerships

The New Immigrants Centers of the Austin Public Library provide information and services to Austin’s new, primarily non-English-speaking, immigrant population. The Library purchased bus card advertisements with Capital Metro (the city’s transit system) to promote the New Immigrants Centers in Spanish. The design was done in-house and publicizes the various services offered through the centers.

Outdoor Advertising Honorable Mention: “Train Tickets Make Great Bookmarks...” Hurst Public Library
Brandon Clifford, Librarian/Electronic Resources & Design Specialist and Susan Andrews, City Librarian

Year-Around Campaign: Seeds of Knowledge and Faculty Academic Contributions Exhibits (FACE), Texas Tech University Libraries

Kaley Daniel, Director of Communications and Marketing

Every year, a libraries-wide committee spends 10 months planning a celebration of faculty academic contributions. The

process strengthens the relationship between the library and faculty. The project begins with a call for entries and includes print and online information and promotions. News releases, commercials, and an electronic exhibit highlight the project and participants. This highly collaborative and well-planned event has become a staple within academic life and serves as a creative way of celebrating the academic accomplishments at the university.

Special Events: Library Summit: A Global Perspective, San Antonio Public Library

Ramiro Salazar, Director

In this three-day summit, the City of San Antonio (with Mayor Julian Castro taking the lead) explored the role libraries play in shaping communities, creating jobs, and developing the economy. An effort that involved multi-national partners, the summit addressed some of the greatest challenges facing public libraries. San Antonio PL also offered a webinar so that other libraries across the state and county could hone in on the discussions. A model for visioning, collaborating, and promoting, the summit was a powerful and impressive event that positioned the library at the center of community and economic vitality.

Special Events Honorable Mention: Waco McLennan County, Opening of a New Facility

Kim Salome, Public Relations Manager, Waco McLennan County Library System

Print Advertising: Broaden your Horizons at the Library, Austin Public Library

Toni Grasso, Administrative Manager in the Office of Programs and Partnerships

Broaden Your Horizons at the Library was conceived to help technologically disadvantaged citizens cross the digital divide and learn about library services and resources of which they might not be aware. The 16-week promotion ran as an ad in the weekly *Greensheet* publication, a popular source of information. The streamline ad incorporated the tagline and noted the key services being promoted.

Collateral Materials: Specialized Note Cards and Giveaways, University of Houston Libraries

Since 2009, the University of Houston Libraries has given note card sets to campus administrators and donors. The cards are clever and highlight the libraries’ modern information services while presenting a nostalgic nod to the history of the University and libraries. 🌟

At the corners of this page are paired images from one of the University of Houston notecards.



Annual Assembly

Annual Assembly is a planning meeting for the association. The three-day event will be held July 25-27 in Austin at the Hyatt Regency. Assembly allows association and unit officers to gather and formalize plans for the 2012 conference as well as for the year's activities. There is no registration fee to attend, and all members are welcome. To learn more, go to: www.txla.org/annual-assembly.

Assembly Highlights

Leaders in Libraries: What The Best Do Best! Monday, July 25, 1-5 pm.

David Bendekovic leads participants in lively presentation. The best libraries (and the best leaders) create an environment where extraordinary things happen – in good times and bad. Learn how today's leading libraries are adapting to change and transforming communities while reenergizing and inspiring people – at every level - to play a part in moving the library forward. Participants will learn how libraries can create a compelling picture of the future, re-establish trust that may have been strained, and get everyone aligned and moving in the same direction.

Chairs Planning Session, Monday, July 25, 7-9 pm. All TLA committee and unit (division, round table, district, interest group) chairs are encouraged to attend this information session about TLA structure and operations that will prepare you for the upcoming Assembly meetings. Agenda items include the unit assessment process, changes to unit bylaws,

technology support for unit activities, the strategic planning process, and discussions with your Executive Board liaisons.

TLA Strategic Planning, Tuesday, July 26, 5:30 -6:30 pm. Join Chair Kathy Hoffman and the Strategic Plan Task Force members in visualizing TLA's mission, vision, and strategic goals for the next three years. Everyone is invited! Dessert will be provided to stimulate the creative process.

TLA Tagline Discussion, July 26, 7:30-8:15 pm. Join Julie Todaro and Lee Shuey, TLA Public Communications co-chairs, for a discussion on tagline (brand) options for TLA.

Legislative Session and TSLAC Update, Tuesday, July 26, 8:30-9:15 pm. Discuss the outcomes of the 82nd legislative session with TLA legislative leaders and learn about the impact on the Texas State Library and Archives Commission from Edward Seidenberg, assistant director of the agency.

All-Assembly Luncheon, Wednesday, July 27, noon to 1:20 pm. Join your colleagues at a luncheon featuring a member of the Texas Legislature. *Pre-registration is required for this ticketed event.*

An Evening on Lake Austin, Wednesday, July 27, 7:15-9:15 pm. Take an amphibious tour of beautiful Lake Austin inside one of Austin Duck Adventures' unsinkable, US Coast Guard inspected, Hydra Terra vehicles. The evening includes a patio dinner at Austin's popular Hula Hut, featuring a fajita buffet dinner.

Hands-on Demo Sessions

Wednesday, July 27

9-10am New Presentation Tools - Eddy Smith, Abilene Library Consortium and Greg Hardin, Texas Woman's University

Learn about and explore new web-based tools to assist with creating and sharing presentations. This session will explore Prezi, Slideshare, Jing, and other cool stuff. So ditch those old bullet lists and add some new life into your presentations!

10-11am Introduction to Prezi - Eddy Smith, Abilene Library Consortium and Greg Hardin, Texas Woman's University

Learn about Prezi, a web-based presentation platform created to show the relationship between ideas in a presentation. We'll work through creating a Prezi presentation from start to publishing. Bring your laptop or get there early to snag a seat at one of the 5 laptops provided by the Central Texas Library System. Your laptop should have Adobe Flash Player 9 or higher, 1 GB memory, and a scroll mouse /touchpad and be running Internet Explorer 7 or higher, Firefox 3.0 or higher, or Safari 3 or higher.

11am-12 Noon Webmaster Training – Mary Ann Emerson, Texas Library Association

Is your unit's web page still showing officers from 2006? See a short introduction to TLA's content management system, followed by individual help in navigating, editing, and publishing to the TLA web pages. This informal session is designed for the webmasters of divisions, round tables, interest groups, and committees.



Come to Austin for Annual Assembly, July 25-27.

FREE CPE

The Leaders in Libraries training with David Bendekovic and the hands-on sessions – excluding TLA Webmaster training – are eligible for continuing professional education credits.

12-1:30pm Webmaster Training – Mary Ann Emerson, Texas Library Association

Is your unit's web page still showing minutes from 2008? *See preceding description.*

1:30-2:30pm Notes in the Cloud – Eddy Smith, Abilene Library Consortium and Greg Hardin, Texas Woman's University

Learn about and explore cool, web-based tools to organize your notes, photos, voice memos, short videos, and all the random pieces of information in your life. This session will explore Evernote, SimpleNote, Notational Velocity, Backpack, and other cool stuff. Catch all that flotsam in your brain and push it to the cloud!

2:30-4pm Webmaster Training – Mary Ann Emerson, Texas Library Association

Is your unit's web page still showing your conference programs from 1940? *See "Webmaster Training" on previous page.*

4:30-5:30pm eBooks and eReaders in the Library – Sandy Farmer, Houston Public Library

Customers are beginning to demand eBooks from their libraries as eReaders and tablets become popular items. Developing a collection of eBooks, teaching your staff and customers to use them and understanding the differences between all the gadgets is becoming a necessary part of any librarian's job. What is the difference between an iPad, a Kindle, or a Nook? Is Overdrive the only e-book vendor? Who are the others and what do they have? How do I get a book from the computer screen to my gadget? Are there limitations to eBooks and eReaders? Please bring your questions and we will attempt to answer them all.



Texas Library Association continues the Strategic Initiatives webinar series with a trio of programs centered on innovations in careers. Visit www.txla.org/CE for registration and listings for premium webinars scheduled.

Summer 2011: Innovation in Your Career

Recent budget cuts have precipitated reductions in staff for every kind of library across Texas. Thousands of librarians now find themselves unemployed or underemployed, even as hundreds of new library school graduates enter the field for the first time. How will you position yourself to succeed in this new environment? Five experts in library career planning will teach you about new opportunities for library professionals. You will learn new ways to describe your skills on paper and in person, and how to maximize your chances of getting and keeping a new job. Each webinar will start at 2 pm CDT.

Librarians in the brave new world of today's job market

Join Cindy Batman and Janet Denny on July 12 as they continue their discussion about redefining your skills and looking in new places. They'll talk in more detail about how to research the job market with creativity, address gaps in your skill sets with practicality, and place yourself in new kinds of positions that harness your personal strengths.

Facing trying times for librarians

On August 4, Ron Pollock will expand on one of the key parts of looking for a new position, the tailored resumé, in a live webinar in August. How can you describe your skills in the best terms for a potential employer? What are some ways that you can translate your library skills into broader terms?

Tell a great story – get a job

In their live webinar on September 15, Kerry McGeath and Cynthia Pfladderer will share more specific steps for introducing yourself professionally and telling your story in terms that fit your potential new position. Learn about common pitfalls and best practices in the interview process, both within the library community and the private sector.

Legislative Summary for the 82nd Session

Budget

The House and Senate voted to approve HB 1, the state's budget bill. The final version settled on the House recommendations for library funding in Article I of the budget (where funding for the State Library is found). The budget restores \$2.5 million over the biennium for TexShare but does not include funding for the K-12 databases, Loan Star Libraries (direct aid for public libraries), or other library programs at the agency.

The final budget did restore the State Law Library.

The budget also makes significant cuts to higher education and public education (as well as all other areas). The Technology Allotment at the Texas Education Agency was eliminated. Instead, a general funding source (the new Instructional Materials Allotment) was created. From this source, textbooks and other instructional materials were to be funded. According to TEA, districts could use this funding source to pay for subscription databases supporting the TEKS. However, HB 6 (which authorized the Instructional Materials Allotment) died in the waning hours of the Regular Session. Sen. Shapiro reintroduced this measure as SB 6 in the Special Session, which was called the day after the end of the Regular Session.



While lawmakers came up with a school finance plan during the Regular Session, last minute Senate action prevented the passage of legislation that would determine how the reduced funding for K-12 education would be implemented among school districts. While HB 1 includes some \$4 billion in cuts to public education, lawmakers are working now to pass legislation to replace the current funding formula with a system to distribute the funds allocated under HB 1. At the time of printing, the Special Session is still underway to deal with the issue of school finance and other matters.

Bills

LEGISLATION THAT PASSED

SB 773(Zaffirini; Sp. Gallego) – Extends current state telecommunications discount program for libraries, schools, institutions of higher education, and non-profit hospitals for another four years.

HB 2139 (Guillen; Sp. Zaffirini): Relating to authorizing the State Library to create an “Adopt-a-Library” program.

LEGISLATION THAT DID NOT PASS

HB 209 (Alonzo): Relating to providing Internet access in certain local public libraries. **Was not heard in Committee.**

HB 493 (Dutton): Relating to evaluation under the public school accountability system of the delivery of library resources. The measure would give the Commissioner of Education the option of including the delivery of library resources as a criterion for district accreditation. **Was not heard in Committee.**

HB 1394 (Castro): Relating to reports concerning the number of full-time librarians, counselors, and school nurses who are employed at a public school. The measure would require that campuses and districts report the number of listed full-time employees and include student ratio information. **Was not heard in Committee.**

HB 1505 (Munoz, Jr.)/ **SB 784** (Hinojosa): Relating to librarians employed by school districts. The measure outlines that districts may employ a



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certified school librarian for campuses of over 500 students. **Was not passed out of Committee.**

HB 2879 (King, Phil): Relating to the abolishment of the Texas Historical Commission and the transfer of its duties to the Parks and Wildlife Commission, the General Land Office, and the Texas State Library and Archives Commission. **Was not heard in Committee.**

HB 3283 (Guillen): Relating to the authority of certain development corporations to undertake projects with respect to community libraries. **Was not heard in the Senate.**

HB 3367 (White): Relating to the repeal of the laws authorizing the imposition of ad valorem taxes, the rates and expansion of the applicability of state and local sales and use taxes, the distribution of sales and use tax revenue to entities formerly imposing ad valorem taxes, and the replacement of ad valorem tax revenue in relation to financing public schools. Note some impact to library districts. **Was not heard in Committee.**

SB 834 (Deuell)/**HB 2765** (Gallego, Chisum): Relating to the update of discounted telecommunication services provided to educational institutions, libraries, hospitals, and health centers. This measure adds a health entity for discount eligibility and amends statute to extend the discounts until 2020. **Merged with SB 773.**

SB 1488 (West): Relating to the purchasing and contracting practices of junior college districts; providing criminal penalties. The bill includes (TLA supported) statutory language permitting exceptions for library purchases. **Did not pass the House.**

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