

Texas Library Journal

VOLUME 88, NUMBER 2 • Summer 2012

preparing
for the
future

83rd Legislature
New Directions in Social Media
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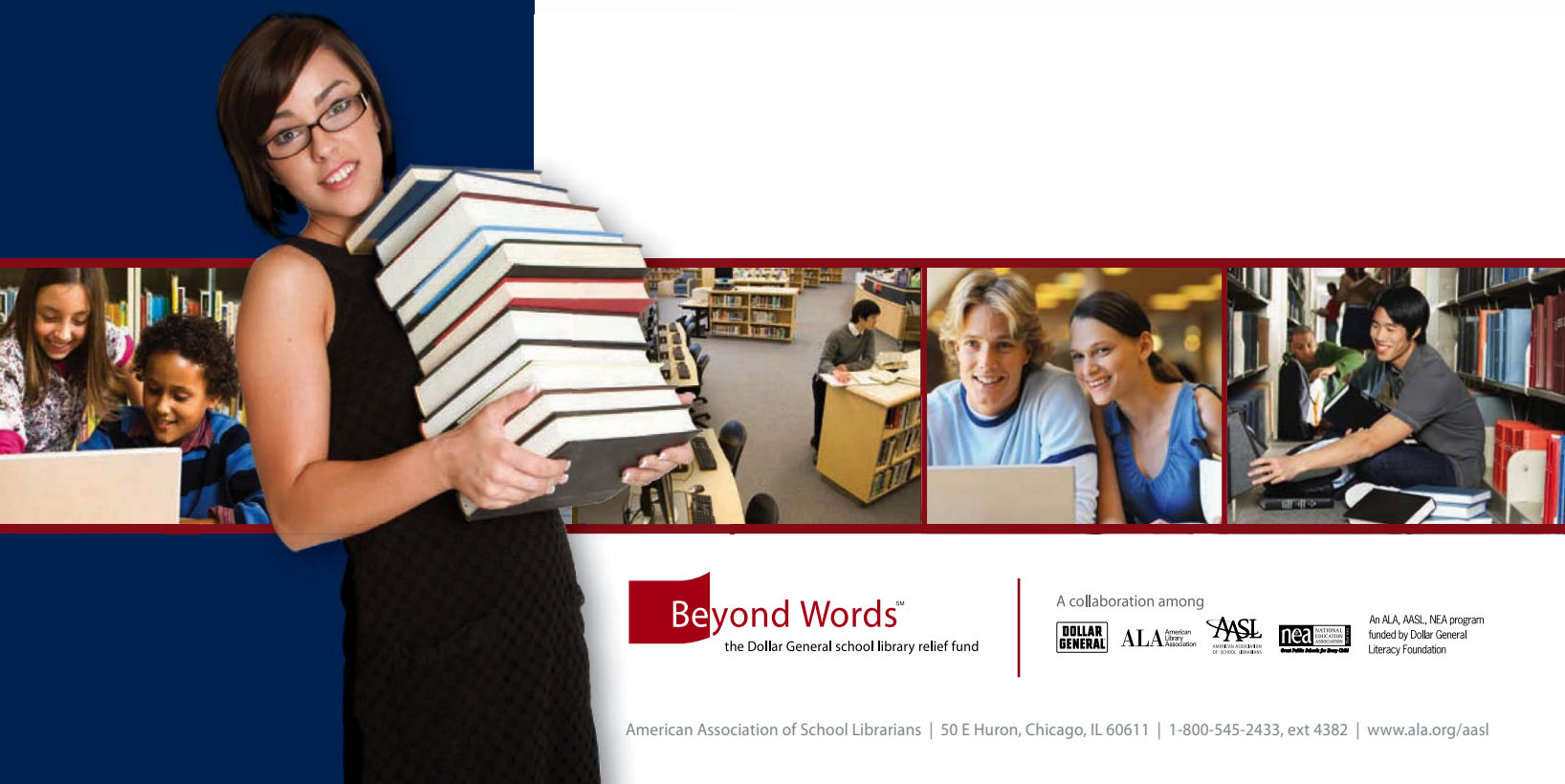
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COVER: From the mural "Flights" installed in 2005 at the Clear Lake City-County Freeman Branch Library – a joint project of Harris County and the City of Houston. Mural artwork is by Pat Rawlings, assisted by Faisal Ali.

<http://www.patrawlings.com/gallery.cfm>

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One of the many privileges of being president of TLA is being able to work with the association's very talented board, staff, and membership to advance the association's mission. We join our state association as individuals, because we believe in its mission and want to collectively support efforts to empower library personnel and supporters to develop library excellence for the people of Texas. TLA is over 100 years old. As we enter our second century and prepare to celebrate the 100th conference in Fort Worth, it is a good time to assess our strengths and consider how we will work together to find library solutions for a sustainable future.

Successful organizations are strategic organizations. The recent good news is that Council adopted a new 2012-2015 strategic plan to guide us in realizing our library community's vision for a future in which "each and every Texan recognizes the value that libraries bring to their lives." The theme of the 100th conference is Promoting our Values, Proving Our Worth. The strength of the strategic plan and the conference theme is that they are community-based efforts to help members demonstrate the relevance and value of library work.

Recently in response to an invitation to speak on collaboration, I began considering the role of partnerships and collective action on the success of libraries and library workers. It is really quite simple. Working together we become stronger. As so aptly put by the African proverb, "to go fast, go alone; to go far, go together." Thought leaders are recognizing that shared efforts produce better results. The word "collaboration" has become a business buzz word and collaboration is frequently the subject of management literature. Library workers are fortunate. Our culture has long prepared us to work together to produce results. We understand the importance of collaboratively identifying the needs

of our communities and aligning services to meet those needs; working together to support mutual goals; sharing information and resources; and learning from each other and uniting to advocate for libraries and library workers.

Collaboration is an inherent professional value. Consider how through professional networking, cooperative cataloging, and purchasing agreements as well as sharing of library resources we have innovatively solved problems for library users and strengthened our profession. It is a shared personal value as well. Many of us freely acknowledge that we are better librarians because we have trusted coworkers and friends from whom we draw strength through mutual give and take. Collaboration is an old asset. We clearly understand that successful collaborations serve the needs of libraries and their communities. What is different is the

fiscally challenging and very dynamic environment in which we operate.

How will we as an association respond to the changed environment? The strategic plan will guide us. As the Executive Board begins planning for the implementation of the plan and we consider how to prioritize and assign action items, you will have an opportunity to choose a role. I urge you to contribute and thank you for considering how to be part of the future we collectively envisioned. ★

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Editorial *From the Ground Up*

BY GLORIA MERAZ

A good friend of mine always cautions, “We get the government we deserve.”

With this in mind, I ask colleagues the following: Did you vote in this past May’s primary election? Did you vote for the candidates that support the issues you value?

I often hear librarians complain about what elected officials do or fail to do in support of education. I share in those commiserations, but in thinking about Rep. Alma Allen’s recent comments – specifically, that educators do not vote in large numbers – I wonder if we as a community really do exercise our power of the vote.

Please understand, I am not telling you who you should vote for or what your priorities should cover. I’m asking that, if you are one of the many librarians, library supporters, or educators who laments the cuts to education and libraries, you ask yourself if your political actions (i.e., voting) work to remedy or aggravate your grievances.

Let me be clear. I believe libraries are a bi-partisan issue. We’ve had support and hostility from both sides of the aisle. I believe we should look at elected officials as individuals and what their actions say about what they support. At one recent library gathering, one out-spoken librarian stated how shocked she was that state legislators cut funding to such an extreme. She repeated how disappointed she was at the attitudes and lack of support of politicians. Another librarian said she personally didn’t understand why people were so surprised at the turn of events. The state’s voters elected legislators who, in the majority, said they wanted to shrink government. Why then, she asked, were any of us surprised that they did exactly what they said they would do.

I certainly support sound budget practices and operating efficient

government budgets. Public institutions have a responsibility to operate wisely and fiscally responsibly. However, I do not believe that the best interests of the people of the state (or the general economic outlook for Texas, for that matter) are served by cutting essential educational programs without understanding fully the impact of those cuts. We cannot ask people to be self-sufficient without giving them the means of helping themselves.

As we move into the fall elections, I urge all of us to vote and to consider what we want from our elected officials. I believe we should hold candidates accountable for their actions and vote for individuals who commit to addressing the values we want to see enacted in law and in the state budget.

Surprisingly, voter statistics show that many educators (and I count librarians as educators) do not vote. We cannot be silent. Next session is likely not going to be much stronger financially than the last one – which all but obliterated statewide funding for libraries.

TLA is often asked “which legislators voted for library funding?” In the case of the budget (in most instances), most lawmakers vote on the entire Appropriations Bill – not just one particular area. During last session, however, there was one specific House proposal to add an amendment to the state budget for library funding that did receive a record vote. The motion failed. The information below is contained in the House Journal for Friday, April 1, 2011.

On the Proposed Amendment to HB 1 by Anchía to appropriate \$3 million/ biennium to Loan Star Libraries (Direct Aid to Public Libraries):

Yeas: Alonzo; Anchía; Anderson, C.; Bohac; Bonnen; Burkett; Burnam;

Castro; Christian; Davis, Y.; Driver; Dukes; Dutton; Farias; Farrar; Geren; Gooden; Gutierrez; Hamilton; Harless; Harper-Brown; Hernandez Luna; Hopson; Huberty; King, S.; King, T.; Kolkhorst; Lozano; Lucio; Margo; Marquez; Martinez; Martinez Fischer; McClendon; Menendez; Miles; Muñoz; Naishtat; Oliveira; Pickett; Pitts; Quintanilla; Raymond; Reynolds; Rodriguez; Scott; Sheets; Sheffield; Smith, T.; Strama; Thompson; Truitt; Villarreal; Vo; Walle.

Nays: Aliseda; Anderson, R.; Aycock; Beck; Berman; Branch; Brown; Button; Cain; Callegari; Chisum; Coleman; Cook; Craddick; Creighton; Crownover; Darby; Davis, J.; Davis, S.; Eissler; Elkins; Fletcher; Flynn; Frullo; Gallego; Garza; Giddings; Gonzales, L.; Gonzales, V.; Gonzalez; Hancock; Hardcastle; Hartnett; Hochberg; Howard, C.; Howard, D.; Hughes; Hunter; Isaac; Jackson; Keffer; King, P.; Kleinschmidt; Kuempel; Landtroop; Larson; Laudenberg; Lavender; Legler; Lewis; Lyne; Madden; Miller, D.; Miller, S.; Morrison; Murphy; Nash; Orr; Otto; Parker; Patrick; Paxton; Perry; Phillips; Price; Riddle; Schwertner; Shelton; Simpson; Smith, W.; Smithee; Taylor, L.; Taylor, P.; Torres; Turner; Weber; White; Woolley; Workman; Zedler; Zerwas.

Present, not voting: Mr. Speaker; Carter; Deshotel; Eiland; Guillen; Johnson; Mallory Caraway; Peña; Ritter(C).

Absent, Excused: Allen; Hilderbran; Alvarado; Solomons; Veasey.

NOTE: Rep. Simpson later introduced his own measure to restore \$3 million in library funding.

I ask that you be politically active in the coming months. Much is at stake. 🌟

NEW DIRECTIONS for the ASSOCIATION

The 2012 - 2015 TLA STRATEGIC PLAN

BY KATHY HOFFMAN AND RICHARD WAYNE

Introduction

In July 2011, TLA President Jerilynn A. Williams appointed a Strategic Planning Task Force to create a new three-year plan for the Association. The task force was comprised of TLA's Executive Board members, four divisional councilors, and two co-chairs. In addition, two subcommittees were initiated: the Environmental Scan Subcommittee and the Vision, Mission and Values Subcommittee. Both subcommittees were made up of members from diverse types of libraries. TLA member input was solicited through a variety of mechanisms, including a member survey.

The Process

The planning process kicked off during the 2011 Annual Assembly with a Hot Topics Focus Group and Idea Lab. The purpose of these activities was threefold: 1) to gain insight into how TLA can remain relevant to its members now and in the future, 2) to understand TLA members' perceived value of membership and what products and services are most useful, and 3) to understand the most pressing challenges TLA members face in their day to day profession. The data generated from these sessions was then used to formulate a survey to gather input on these same issues from the greater TLA membership.

The member survey was posted online from October 28-November 30, 2011. A total of 1,433 responses were received (approximately 20% of TLA membership). Data from the survey clearly pointed to five critical areas that should be addressed in the strategic plan: professional development, annual conference, continuing education, networking opportunities with colleagues, and articulating the value of libraries.

The two subcommittees delved into their work assignments during the fall of 2011. The Environmental Scan Subcommittee was charged to gather and review articles, reports, and other relevant documents related to the technological, societal, economic, educational, and political environment, as well as information relating to academic, public, school, and other types of libraries, and prepare and comment on a written report. The written report provides an in-depth analysis of current trends that will impact our libraries and the Association. Nine key concepts were identified in our environment that could have a strong influence on our future. They include: 1) national and Texas economy and library funding, 2) employment opportunities for librarians nationally and in Texas, 3) changing demographics of Texas and the changing nature of library patron's expectations, 4) demographics of TLA, 5) proving value / accountability, 6) changes in collections from physical to digital, 7) technology in libraries, 8) school librarian certification mandates, and 9) continuous reinvention of our libraries. Data from the scan was used to inform all of the other parts of the strategic plan.

The purpose of the Vision, Mission and Values Subcommittee was to review TLA's current vision, mission, and values statements and redefine and refocus these components as appropriate.

After reflecting on the work of the two subcommittees, the Strategic Planning Task Force further refined the vision, mission, and values statements and developed five strategic initiatives and their action items. Member input on the draft document was solicited via the TLA webpage as well as during the TLA annual conference. The 2012-2015

Strategic Plan was adopted by TLA Council April 20, 2012.

Key Components of the Plan

A **mission** statement defines the core purpose of the organization and addresses who the organization serves, what roles it plays in the lives of its customers, and what the organization is trying to accomplish. Simply, the mission of TLA is to *"empower library personnel and supporters to develop library excellence for the people of Texas."*

Values are the guiding principles and deeply engrained operating rules of an organization. TLA's core organizational values are:

- Diversity and Inclusiveness
- Equity of Access to Information
- Ethical Responsibility and Integrity
- Excellence in Libraries and Librarianship
- Intellectual Freedom
- Literacy and Lifelong Learning
- Social Responsibility and the Public Good

A **vision** statement paints a picture of an organization's success at a future point in time. TLA's envisioned future is: *"Each and every Texan recognizes the value that libraries bring to their lives."* More specifically, a description of TLA's envisioned future is:

"Texans are proud to have the best libraries in the world. The people of Texas and the governments and organizations that represent them enthusiastically work with libraries to make each one a model of excellence. The people who work for and support Texas libraries add significant value to the information seeking needs of all Texans.

TLA is a positive role model and valued leader, partner, resource, and advocate for Texas libraries. TLA reaches Texas communities, expanding access both physically and virtually, to bring literacy and lifelong learning to the forefront. TLA seeks innovation and sustainability of resources to connect and inspire all Texans to grow, learn, and reach for excellence.”

To move the association closer to its envisioned future, the Strategic Planning Task Force identified five key areas of focus:

Strategic Initiative #1:

There are increasing demands from all stakeholders to demonstrate quantitative as well as qualitative value. TLA and its members will convincingly demonstrate the value of libraries and librarians to these stakeholders through advocacy and related actions at the state and local levels.

Strategic Initiative #2:

TLA will develop an online dashboard that reflects the evolving nature of potential and current TLA members and that highlights critical library-related issues.

Strategic Initiative #3:

TLA values, seeks, and develops a diverse leadership and membership. All barriers to full member participation based upon gender, race, creed, age, sexual orientation, national origin, ethnicity, or disability will be identified and eliminated.

Strategic Initiative #4:

TLA will forge new relationships and strengthen existing ones to benefit libraries and the people they serve. TLA will promote collaboration and partnerships within the library community and help individual libraries partner with other groups to strengthen their own services.

Strategic Initiative #5:

TLA will provide online tools for members to participate in association business and events.

Next Steps

With the adoption of the Plan by Council at annual conference, the TLA Executive Board is now planning the critical implementation phase of the plan which includes: prioritization and assignment of action items, monitoring progress on initiatives, assessing our performance, and reporting to the membership. The intent of the Board is to use the plan as a real tool to help TLA move into the future. It will not simply sit on a physical or digital shelf unused and gathering dust. Instead, the substantive changes in direction indicated by the plan will become part of the daily conversation of TLA membership and staff.

Kathy Hoffman is the retired executive director of the Research Medical Library at the University of Texas MD Anderson Cancer Center, and Co-chair of the TLA Strategic Planning Task Force. Richard Wayne (Richard.wayne@utsouthwestern.edu) is the assistant director for strategic planning at UT Southwestern Medical Center Library, and co-chair of the TLA Strategic Planning Task Force.

Links to the planning documents can be found at: <http://www.txla.org/strategic-plan> and <http://www.txla.org/groups/SPTF>

Acknowledgements

The authors wish to thank the members of the TLA Strategic Planning Task Force, the Environmental Scan Subcommittee, and the Vision, Mission and Values Subcommittee for their dedication, creativity, and hard work.



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A Statement of Vision, Mission, Values, and Major Initiatives

*Strategic Plan 2012-2015;
Adopted by TLA Council
April 20, 2012*

FOUNDING PURPOSE

The objective of this Association shall be to promote and improve library service in Texas (TLA Bylaws, Article II)

Mission

The mission of the Texas Library Association is to empower library personnel and supporters to develop library excellence for the people of Texas.

Core Organizational Values

- Diversity and Inclusiveness
- Equity of Access to Information
- Ethical Responsibility and Integrity
- Excellence in Libraries and Librarianship
- Intellectual Freedom
- Literacy and Lifelong Learning
- Social Responsibility and the Public Good

Envisioned Future

Each and every Texan recognizes the value that libraries bring to their lives

Vivid Description of Our Future

Texans are proud to have the best libraries in the world. The people of Texas and the governments and organizations that represent them enthusiastically work with libraries to make each one a model of excellence. The people who work for and support Texas libraries add significant value to the information seeking needs of all Texans.

TLA is a positive role model and valued leader, partner, resource, and advocate for Texas libraries. TLA reaches Texas communities, expanding access both physically and virtually, to bring literacy and lifelong learning to the forefront. TLA seeks innovation and sustainability of resources to connect and inspire all Texans to grow, learn, and reach for excellence.

STRATEGIC INITIATIVES & ACTION ITEMS

The *Strategic Initiatives and Action Items* represent key areas of focus for the Association for the next three years. Accomplishing these initiatives will move the Association closer to its envisioned future. The initiatives are not listed in priority order.

Strategic Initiative #1 There are increasing demands from all stakeholders to demonstrate quantitative as well as qualitative value. TLA and its members will convincingly demonstrate the value of libraries and librarians to these stakeholders through advocacy and related actions at the state and local levels.

ACTION ITEMS:

- Cultivate a diverse community of champions for libraries
- Develop a campaign that will raise awareness of the value of libraries and librarians
- Identify and articulate what users value about library services
- Bolster efforts to enhance funding for libraries and library services
- Develop mechanisms to highlight and recognize best practices in libraries

Strategic Initiative #2 TLA will develop an online dashboard that reflects the evolving nature of potential and current TLA members and that highlights critical library-related issues.

ACTION ITEMS:

- Understand the placement success, career goals, and needs of library school students and others entering the profession
- Understand the evolving skills, knowledge, and experience requirements for library personnel
- Monitor the library environment, identify critical issues and report to the TLA membership for possible planning and action
- Enhance the TLA membership database to include further demographic information and member expectations and interests

Strategic Initiative #3 TLA values, seeks, and develops a diverse leadership and membership. All barriers to full member participation based upon gender, race, creed, age, sexual orientation, national origin, ethnicity, or disability will be identified and eliminated.

ACTION ITEM: Build a diversity action plan

Strategic Initiative #4 TLA will forge new relationships and strengthen existing ones to benefit libraries and the people they serve. TLA will promote collaboration and partnerships within the library community and help individual libraries partner with other groups to strengthen their own services.

ACTION ITEMS:

- Collaborate with the state legislature and other agencies to increase funding for all types of libraries
- Encourage the creation of local collaboratives for resource sharing and enhanced services by showcasing all types of successful partnerships
- Facilitate dialogues between library educators and the library community for mutual benefit
- Identify and collaborate with organizations that complement library services for mutual benefit

Strategic Initiative #5 TLA will provide online tools for members to participate in association business and events.

ACTION ITEMS:

- Explore and deploy a digital solution to capture TLA's organizational knowledge
- Develop a prototype for synchronous virtual tracks for major events, conferences, and meeting

BE YOUR OWN ARCHITECT:

MANAGE RENOVATION PROJECTS INTERNALLY – PART II

BY ERIC C. SHOAF

EDITOR'S NOTE: *Part I of "Be Your Own Architect" appeared in the spring issue of TLJ. To access the article, go to www.txla.org/tlj.*

Larger library building projects usually require an architect to manage design and construction, but these days many libraries find that the results of space planning often are implemented in smaller less-expensive pieces rather than a single large project. Many of these projects involve re-purposing space freed from shelving or other uses, where the total of the project is to remove the shelves and place new furniture. Further, many have realized that architects and engineers are expensive, and when it comes to renovating an open space, it may be possible to use internal library staff to complete the project. Here some ideas to help with planning and designing limited design projects.

The furniture vendor has designers

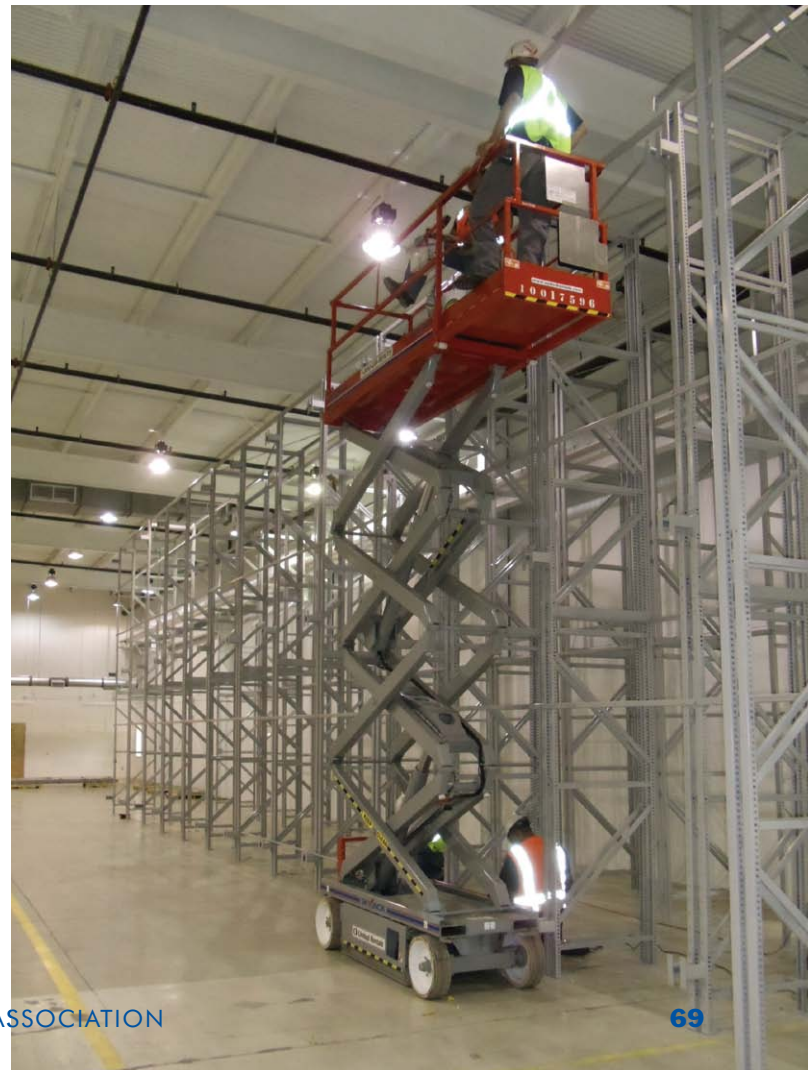
Larger furniture vendors often have an interior designer on staff that can help not only with furniture selection but also placement, and it is usually included as part of the sale – not an extra cost add-on. Library furniture manufacturers and sales companies stay attuned to the marketplace and are ready with new designs and styles of furniture to meet evolving needs. They also provide training to their workforce in new and anticipated changes in space use. Websites can provide a lot of the specifics, but nothing beats the personal

touch. If your local dealer understands the project your organization is planning, they will be able to provide a number of choices in furnishings and also help with color and material selections. The vendor's design staff can share advice on laying out the furniture within the floor plan and show options for the size and type of furniture that would best fit needs. Advances in software mean that the interior designer can provide 3-D drawings of the space from different angles for a better visual indication of the look of the space. This also allows library staff the opportunity to experiment with more than one option for furniture layout before making a purchase decision.

The most important elements to communicate to the furniture vendor and interior designer are the results of the programming work that was done and the resultant criteria of use document that was developed. Function drives the layout of the space and the best outcome comes from taking direction about use that derives from the planning work.

Furniture vendors typically do not charge for these design services, but offer them as a means to drive their business. In short, they assume you will make a purchase once the proper furniture is selected. It is important not to take advantage of this service, and to use it only if the organization is serious about a purchase and intends to follow through. This does not mean the library is obligated to buy, simply that professional courtesy should be extended to vendors and suppliers where possible.

Photo courtesy of Eric C. Shoaf



Interior designers know about furnishings and how to lay out space to meet stated functional needs and criteria for use. However, they are not specialists in building and fire codes. Before finalizing any plan, it is vital to have both the plans and the space inspected by qualified experts.

I'm no expert – I know experts

Major building or renovation projects in the library will require a cadre of experts – the architect, engineer, communications specialist, furniture vendor, construction manager, and project leader. Even for projects that may be manageable by library staff, it is important and necessary for the do-it-yourself architect to “know the experts” in order for the job to be done right. Previously mentioned was the need for an electrician or engineer for planning and placing electrical outlets. Other experts also need to be consulted by the do-it-yourself architect. Fire safety is an important aspect of any space design. There are building codes that govern the size, number, and location of exits. The codes allow for different uses of space. Thus a collection of library shelving ranges has one applicable code whereas removing the shelves and creating a study area changes the code requirements. Public librarians can consult the city or county fire chief for an interpretation of the code in the designated space. At universities, the fire marshal is the one to call. Key things to remember are that furniture cannot block an exit path, that there must be sufficient exits for the number of persons seated in the room, and that exits must be clearly marked with both visual and audible fire alarms. If the area renovated has a sprinkler system, get advice on whether the changes to the space will affect water flow from the sprinkler heads. The fire safety expert will make suggestions and will also appreciate being asked.

Compliance with the Americans With Disabilities Act (ADA) is also a good standard to achieve though it is sometimes not necessary when the size of space renovated is small. The standards for alterations are not



Photo courtesy of Eric C. Shoof

always as strict as the standards for new construction and can depend on costs for the project and marginal costs to achieve compliance with ADA. Of particular interest is maintenance of what is called the accessible path of travel to an exit. Generally, costs for added alterations to the accessible path of travel in a renovated space are considered disproportionate only if they exceed 20 percent of the cost of the overall alteration. Section 8 of the ADA code deals specifically with libraries. Check with the local ADA compliance officer in the local government structure, or at the university or institution where the project is taking place. In designing a study space, a librarian certainly wants to be aware of issues related to access for wheelchairs, and there are specific provisions about this. Most cities, counties, and academic institutions have a designated office responsible for ADA compliance. Consult the expert for best application of ADA guidelines for the planned renovation.

Another important element in planning renovated space in libraries is the load bearing capacity of the floor mentioned in Part 1. Certainly this is an issue when putting up shelving for books or other library materials. Bear in mind that even moving some shelves from one side of the room to another may create an issue with floor loading. It is best to get

copies of the original floor plans for the structure. These are usually maintained by the institution or local government for a public library building, and the document should call out precisely the floor loading as designed. There have been instances where the loading was different in spaces on the same floor, so this is important. If the loading is a question, a structural engineer should be consulted. When shelving is being removed and re-purposed for a reading or study area it is not necessary to be concerned with floor loading.

What a jolt – the electricity!

One of the most common complaints from library users today is a lack of electrical outlets in the library. Users want to charge their laptop computers, cell phones, cameras, tablets, ipods, and other battery-operated equipment while in use and they want to be comfortable doing so. For safety reasons, this means not having charger cables running out from chairs over to nearby walls where they are tripping hazard. Adequate sources of electricity to meet today's needs is something that may or may not be explicitly articulated in the criteria for use brief that is developed in the programming stage, but it is well-documented and deserves scrutiny. Public service librarians will tell you that, at present, you cannot go wrong with adding more electrical outlets. This will require the intervention of specialists – at the very least an electrician, and for larger projects an engineer, to insure that the job is done to code and that adequate circuits are available for additional outlets.

Placement of the electrical outlets requires some consideration because, when it comes to using them, library patrons sometimes forget about walkways. Cluster the electrical sources beside the seating areas. Investigate tables that sit next to the wall and feed electricity internally through cables to the tabletop. Comfy chairs positioned by a pillar or wall wired for electrical outlets is preferable to having wires running across the floor to user's electronic devices. While it is both elegant and convenient to have electrical

outlets in the floor, be aware that this often involves floor core drilling that is rather expensive. Unless involved in a major renovation, this is usually cost prohibitive.

Punch list

Completing the project means a careful review once all the work is done and furniture is installed. Be sure every piece is accounted for, that all work is performed to a satisfactory level and that everything meets the design specifications. A “punch list” is the name given to the list of items left incomplete or not completed as required. Make a list and check it twice. If you have followed the steps outlined above, the new space should be inviting to users and offer the best facility to meet their needs.

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Resources

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2012 PUBLIC RELATIONS Branding IRON AWARDS

Every year, the Texas Library Association honors libraries and library support organization that effectively promote library services. So often, PR activities are seen as an “extra” to daily operations. In fact, promoting libraries and the positive impact they have on our communities, campuses, and state is at the heart of delivering services and ensuring that support for libraries is strong.

The Texas library community has a wealth of talent in the marketing arena. Whether overseeing professional contractors in the design of formal brands and logos or taking the do-it-yourself approach in creating buzz through social media, library staff members are successfully publicizing the diversity of programs and services in today’s libraries.

We congratulate all of the winners of the 2012 PR Branding Iron Awards competition. We encourage all libraries to submit entries next year to share their best practices with the wider Texas community.



BEST OF SHOW *University of Texas at San Antonio, Spring 2011 Social Media Campaign for National Library Week (Non-traditional media promotions)*

Blending virtual activities with physical ones, UTSA created a campus buzz with a slate of social media and live events intended to raise awareness of the libraries’ services. The campaign featured a Facebook Check-in Deal, a YouTube video quiz, secret password postings, and meet-ups. The campaign resulted in a 40% increase in Facebook “likes,” strong turnout at in-person events, and positive feedback on the libraries’ Facebook page.

CATEGORY WINNERS

Outdoor Advertising *Baylor University, Texas Collection Outdoor Banners*

Outdoor banners displayed along The Texas Collection on Baylor’s campus promoted the archives through large and intriguing images of archival materials. The banners were exhibited outside the building in high traffic areas and created a stir among students and faculty.

Editorial Strategies *Larry Justiss, San Angelo Public Library*

For many years, Larry Justiss has cultivated local media. From newspapers to TV, Justiss has made himself available to tell the library’s story. He contributes regularly to the local paper – discussing everything from the latest book additions to programs and services. This is good old fashioned PR at its best – consistent, local, and interesting. In fact, Justiss has been so successful getting the library’s activities noted by local media, the Stephens Central Library has been called “Larry’s Library” – a testament to the institution and the man working tirelessly to make sure those it serves know about all the wonderful activities conducted on their behalf.



Broadcast Advertising

Baylor University, Texas Collection

Treasures of The Texas Collection National Public Radio broadcasting began in November 2009 and now continues to air biweekly. Hosted by Dr. Robert Darden, the broadcasts highlight interesting stories of Texas' past and invite writers on the show to share more history about Texas. The half-hour shows are run by The Texas Collection and feature its historical archives.

Broadcast Advertising Honorable Mention

Denton Public Library, Library Larry's Big Day Summer Reading Club Promotion

Denton Public Library teamed up with Denton Television to produce a commercial promoting the library's Summer Reading Club. The commercial featured popular characters from the library's television show: *Library Larry's Big Day*. Through the promotion, the library achieved record numbers of participants in the summer program.

Non-Traditional Media Honorable Mention

Nancy Jo Lambert, Ruth Borchardt Elementary

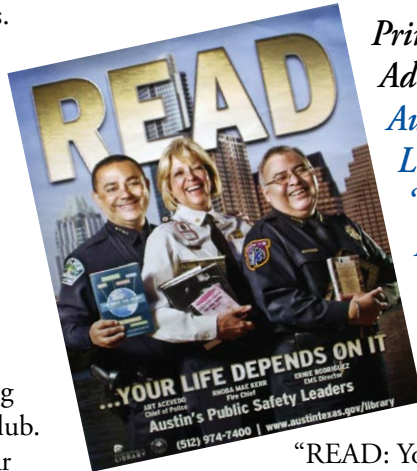
Librarian Nancy Jo Lambert created a new look and feel for her school library. She created a brand ("Read. Learn. Connect.") and logo to unify and identify the library and its services. She created a website, QR codes, a mobile app, Facebook page, and PR campaign to promote the library to students and faculty. The response from students, teachers, and administrators has been overwhelming in appreciation.

PR Plan

Arlington Public Library, "Become a Part of Our Story: Volunteer!"

In 2011, Arlington Public Library (APL) began a campaign to recruit volunteers. The Library decided to take a creative approach and design a program and promotional campaign

to let potential volunteers know what their contributions would mean and to have a choice about how they could volunteer. The library designed creative marketing pieces based on volunteer job descriptions: book wrangler, library concierge, creative consultant, cyber coach, and secret shopper, for instance. The library distributed almost 600 applications and now has a corps of 223 support volunteers.



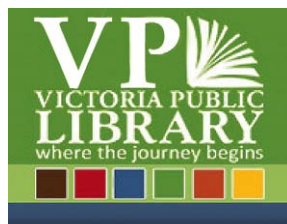
Print Advertising *Austin Public Library, "Read: Your Life Depends on It" Poster*

The poster, titled

"READ: Your Life Depends on It," features Austin's public safety leaders: the police chief, fire chief, and EMS director. Designed in-house, the impressive poster emphasizes the importance of libraries and reading. The poster has been widely distributed throughout APL's system, city departments, and the Austin school district. It has proven to be so popular among city department heads that they are asking if their department can be represented in the next poster!

Brands and Logos *Victoria Public Library, "Where the Journey Begins"*

Victoria Public Library underwent a branding redesign to meet the changing needs of the community. From publicity to signage, the brand and logo were used to promote programs and services and to establish an identifying dynamic image. The colorful scheme provides a consistent yet flexible design for



communicating VPL's mission and values: "Where the Journey Begins."

Brands & Logos Honorable Mention *Friends of Northside ISD, LibraryPalooza 2012*

The Friends of Northside ISD Libraries began a bi-annual teen author festival called "LibraryPalooza: That Author Thing!" After accepting student submissions for a poster and logo design, the planning committee accepted the design by high school students Rafaela Infante and Donald Kowalewski. The logo conveys the festival's purpose of celebrating reading and writing in a fun context. The versatile logo has been used on all print and electronic publicity, including posters, fliers, programs, bookmarks, t-shirts, websites, and Facebook.

Collateral Materials *Tyler Junior College, "LEAP" materials, including tattoos*

Using its new LEAP (Learning Electronic Access Portal) icon, the library created give-aways, including tattoos, for Student Activities Fairs and other events. The LEAP icon echoes a pictograph image of a Plains antelope (the college is known as the TJC Apaches) and embodies fleetness and agility – much like libraries need to be today.



Collateral Materials Honorable Mention *McAllen Public Library*

McAllen Public Library has created diverse products and give-aways that showcase the library's new main library as well as services. Collateral materials included a tote bag, USB drive, word magnet, handouts, postcards, publications, and bookmarks. These colorful and elegant items draw attention to the diverse services available through McAllen Public Library. ✪

See more images at
www.txla.org/branding-iron.

2012 TOP TECHNOLOGY TRENDS in TEXAS Libraries

BY TODD HUMBLE

The TLA Automation and Technology Round Table once again surveyed Texas librarians to assess current technology trends, concerns, and issues. This year's survey revealed the need for continued assessment as well as some concerns over the unintended consequences of some of today's most popular technologies.

Ongoing Assessment. As technologies continue to become more intertwined in our lives we need to stop and evaluate where we are and where we are going. Taking an annual inventory of our progress, or lack thereof, needs to become a force of habit. There is no sense in crying over spilt milk, but moving on and learning from any spills is crucial.

Unintended Consequences. Laws addressing distracted driving, cyber bullying, and other unfortunate,

but common, technology based issues are on the rise nationally. Philadelphia's mayor, Michael A. Nutter, recent April fool's joke the "E-Lane

Initiative" (to reduce the death rate of distracted pedestrians) was taken very serious by many citizens in his community. Although online social networks are growing, real world

personal interaction networks are shrinking and causing a dramatic rise in loneliness. With more time spent on devices less time is available to spend on face to face interaction.

It's not just about using a particular technology; it's about using it well. As librarians

we must address both online social networks and the face-to-face networks in our local community. Although online interaction may be easier for many, it does not mean that all 893 of your online "friends and followers" are actually reading your comments or care what you have to say on a daily basis. Each of our libraries has the "regulars" that utilize our technology services, but do we actually make them feel welcome? When was the last time you asked if they found what they were looking for today? The greatest social network we have at the library is our local community, and when we realize this fact, communicating with them becomes more productive.

Combine old school and new school. Technology based social networks are shifting to Twitter and Google+ communities which contain close personal circles with more immediate feedback. Facebook cannot be ignored, but Facebook features such as game invites and other meaningless

posts are driving people slowly away from it. Will Microsoft's new So.cl service catch on (<http://so.cl>)? People are overwhelmed with communications and to be certain yours are not simply ignored be sure to utilize the most important method, face-to-face interaction.

QR with purpose. QR codes are not proving to be much more useful than

short URLs at this point to the average person. When considering the use of QR codes, be honest with yourself as to why you are planning on using them. How many of the QR codes in this article did you use? To improve their utilization, we must make it clear to patrons what these types of links can provide to them (movie/book trailers, no need to type in URLs, potentially faster access to information, etc.). To be successful you need to point people to mobile-optimized pages with clearly related results that benefit the patron so they have a positive experience.

QR with caution. When considering QR codes, be aware that since no one can easily decipher a QR code's destination, imposters could be easily posted to launch malicious programs without your knowing. Be certain to check posted QRs for imposters on a regular basis and verify the QRs you generate work on multiple mobile device platforms. Although augmented reality targets have similar weaknesses, the potential for them to provide detailed library tours and material location assistance is something we need to test and develop now. Both of these technologies make no allowances for the digital divide as many people still do not have internet enabled devices of their own. Neither should replace traditional signage, they should enrich our patron's library experience.

The raw data from this year's survey in PDF format is stored online at: <http://bit.ly/KJ2iO5>

The clips from this year's presentation are available online at: <http://bit.ly/KJ2cWU>

Google Analytics training video courtesy of Deborah at App Sumo: <http://appsumo.com/googlevid/>

The 2012 International RFID survey is available courtesy of Mick Fortune at: <http://libraryrfid.co.uk/2012.html> 🌟

Todd J. Humble is a library supervisor at North Richland Hills Public Library.



<http://bit.ly/MB3KCW>



<http://bit.ly/bv1OoW>



<http://bit.ly/HQoxAm>



<http://bit.ly/HpUvy3>

SNAPSHOTS

PHOTOS
by TLA Staff



TLA President Jerilynn Williams addresses General Session II.

Over 7,000 people attended TLA's 2012 conference in Houston this past April.

With over 300 sessions, events, programs, and networking opportunities, attendees learned about the latest trends, technology, and best practices. Keynote speaker and bestselling author Brad Meltzer captured the passion of the audience as he discussed his writing and the power of books and libraries.

The second general session offered a provocative view of the e-revolution and the impact of changes in the publishing industry. International library expert Stephen Abram moderated a lively discussion with ALA President Molly Raphael, *Library Journal* Movers and Shakers Eli Neuberger and Richard (Ric) Hasenyager, and the University of Houston's Billy Hoya. The group described the changing expectations of library customers, the instability of current e-formats, and the difficulty the library community faces in unifying to partner productively with the publishing industry.

Other favorite events included the School Administrators' Conference, the annual bookcart drill team competition, and fabulous all-conference parties. This year, TLA held the first-ever official Exhibits Grand Opening and Welcome Party in the exhibit hall. With a barbecue dinner for attendees and entertainment on hand, exhibitors

set up early in time to start visiting with conference goers and offer a fun and relaxed opening to conference. The President's Party was styled as a 1920's Speakeasy. Complete with casino style gaming and Roaring 20's music, attendees stepped back in time, kicked up their heels, and partied!

This year also saw new interactive programming for attendees. A geocaching event was hosted in the TLA exhibit hall, and librarians were thrilled to locate clues and complete the search. The battledecks competition allowed talented – and brave – librarians to showcase their public speaking skills. Armed with their wits and charm, participants had to make up a presentation on the spot based on previously unseen PowerPoint slides. Now, that's a challenge!

TLA's Exhibit Hall With one of the world's largest library tradeshow, TLA offered attendees unparalleled access to the companies that supply the resources, content, and equipment to run libraries. With hundreds of companies exhibiting at TLA, the Exhibit Hall was a must stop shop for attendees! Check out TLA's online *Buyers Guide* today!



Jerilynn Williams passes the gavel to Sherilyn Bird at the close of Council II.

AWARDS *Presented at Annual Conference in April*



TLA Distinguished Service: **Patricia Tuohy** (Central Texas Library Systems)

TLA Lifetime Achievement: **Julie B. Todaro** (Austin Community College); shown with Mary Jo Venetis (RIGHT).



Anne Peters, Communications Coordinator for UTSA Libraries accepted the *TLA PR Branding Iron BEST OF SHOW Award* (see page 72).



TLA Librarian of the Year: **Ofilia Barrera**, Rita and Truett Smith Public Library (Wylie, TX)



TLA Libraries Change Communities: **Heather Schubert**, Hill Country Middle School (Eanes ISD) (Austin Teen Book Festival)



TLA Wayne Williams Library Project of the Year: **City of Bedford/Bedford Public Library**. **Barbara Johnson** and **Maria Redburn** are pictured.

TLA BENEFACTOR AWARDS

Five *Benefactor Awards* were presented this year at the Library Friends, Trustees, and Advocates (LiFTA) Opening Luncheon. In addition to the recipients pictured below, honorees were **Allan Saxe**, Arlington Public Library; **The Dodge Jones Foundation**, Abilene Library Consortium; and **Charles Butt** and **HEB**.

PHOTOS ON THESE PAGES BY TLA STAFF UNLESS OTHERWISE NOTED.



Steve and Pollyanna Stephens, Stephens Central Library (San Angelo, Texas) are being congratulated by committee member **Annette Nall** (LEFT).



Susi Grissom, Awards Committee chair, stands between recipients **Loyce Ince** and **Dan Parman**, Parman Branch Library at Stone Oak (San Antonio Public Library).



A *Highsmith Award* for Sloan Creek Middle School's *Summer Reading Project* (Lovejoy ISD) was accepted by **Shawnea Jackson** and **Dianna Weber**.



Grace Lillevig and **Linda Stevens** of Harris County Public Library accepted the *Highsmith Award* for "*Bookhunters! Your Personal Reading Consultants.*"



Children's Round Table *Siddie Joe Johnson Award*: **Kristi Betts**, Kinkead Early Childhood School, Irving ISD.



James Stewart presents one of the *J. Frank Dobie Awards* to librarian **Merla Watson** on behalf of Dickens County-Spur Public Library.



Demco TLA Research Grant: Awardee **Myongho Yi** of Texas Woman's University is shown here with Demco's **Janet Nelson**.



TASL's *Distinguished Library Service Award for School Administrators*: **Dr. Neva Kelly**, Aransas County ISD.

Small Community Libraries Round Table named **Gloria Solis**, Potect Public Library as, the *2012 Small Community Librarian of the Year*.



Reference Round Table selected *FAST: Financial Allocation Study for Texas* for the *Texas Reference Source Award*. **Susan Combs**, Texas Comptroller of Public Accounts, accepted the award in a special presentation at General Session II.

Library Instruction Project of the Year Award: **UTD** for "Meet Your Librarian"

Outstanding Service in Library Instruction Award: **James Red Wassenich**, Austin Community College.

The Woll Memorial Grant: **La Vernia Primary School Library**

Outstanding New Librarian Award: **Mandy Watson**, Decker Prairie Elementary – Tomball ISD.

Visit the TLA website (www.txla.org) for additional announcements of TLA unit awards, including a listing of conference stipend and Texas Book Festival grant recipients. 🌟

Preparing for the 83rd Legislative Session

BY GLORIA MERAZ

Information infrastructure for the economic and educational growth of Texas

The Texas library community is working hard to prepare for the 83rd Legislative Session. As most of you know, this coming session is critical for libraries. Along with education, libraries took steep cuts in 2011. Our aim is to begin rebuilding state support for libraries of all types. While the financial situation is looking more favorable in the state (i.e., tax revenues are up), budgeters are indicating that appropriations for the 2014-2015 biennium will still be very lean.

The approach undertaken by the Texas Library Association (TLA) has been to develop an agenda built on the outcomes libraries can achieve to help the state reach its goals of an educated populace, growing economic vitality, and workforce development. The TLA Legislative Committee approved at conference a platform that speaks to the vitality of libraries but that also serves to help the library community build state support over the long term.

The Committee recommends that the Association undertake a unified approach to seek state support for library services built on equity and economies of scale that promote economic vitality, workforce readiness, and educational attainment. The requested elements of the platform (i.e., the things we ask for in the session) should not only be targeted and streamline; it should achieve the following:

- Forms one broad vision and offers a clear and unified message for all libraries
- Establishes a means to build immediate and future support for libraries
- Contains a plan for digital inclusion (i.e., connectivity, infrastructure, content, and information services)
- Focuses on workforce development, college readiness, and education
- Addresses the need to improve literacy statewide

Main Components (open to all types of libraries)

- E-content (i.e., digital content and digital delivery, including e-books, databases, training) for learning, college readiness, and workforce development
- Provide the people of Texas with enhanced resources for literacy, workforce development, and college readiness (refers to a block of funding which would have provided incentives for libraries to collaborate to address local needs and would be allocated through competitive process).

The Texas State Library and Archives Commission and TLA have been working collaboratively to develop budget requests to address these two critical areas for libraries. As state agencies now begin working on their budget requests for the next biennium, it is crucial for libraries of all types to galvanize supporters and to begin forging relationships with elected officials, candidates running for office, and their staff.

The TLA Legislative Committee has developed the following calendar of activities for the coming year:

June 1 (after May primaries)- After May primaries, TLA members should begin contacting legislative candidates about library needs – more funding for electronic content and funding to support local workforce and learning initiatives.

Summer - As much as possible, members should identify key

legislators and their aides. After Annual Assembly, TLA will have a sample resolution posted on the TLA website that library supporters can take to support groups and governing bodies for adoption.

Begin using Facebook and Twitter to promote advocacy.

Be sure to sign on to Texline (TLA's state legislative affairs email alert). Just send a message to gloriam@txla.org and ask to subscribe to Texline.

June-July – Library supporters should begin a mentoring program to help increase involvement in advocacy. Who is active in your PTA, Friends Group, local groups? Get them to join the cause!

July 15-17 (Annual Assembly) – Discussion of TLA's Platform

July 27-29- PTA Conference in Austin, School librarians are scheduled to present and will make advocacy part of their presentation. Also, information will be available at the TASL booth.

Last week in August - Supporters should invite legislators and candidates to an event at the library or should set up a visit with them.

Fall – Participate in TLA's advocacy trainings (online and at district meetings)

October 15 – December 15: Events/meetings take place

November 15- Make appointments with legislators. Have support groups also make visits and continue letter-writing campaign.

December 15- Send follow up emails and letters to elected officials.

January- Set up visits for the home office.

January 8, 2013 – Start of the 8rd Legislative Session.

February 12, 2012 – Virtual Campaign: **Making the Case for Libraries**

May 27, 2013 – **End of the Regular 83rd Legislative Session.**

VIRTUAL CAMPAIGN: Making the Case for Libraries

For this event, we ask supporters to conduct a virtual campaign on that day. While some library supporters may opt to come to Austin for in-person visits, the focus on this day will be to have statewide virtual advocacy.

TLA will post information on activities (training) for anyone who wants to travel to Austin to make visits with their own representatives on this day.

This session, we want to emphasize grassroots activities and have advocates make strategic visits at home districts prior and through the session. So, while an actual Legislative Day will not be held in 2013, TLA will offer many opportunities for advocacy and visiting with legislators during strategic times throughout the session.

If you would like to come to Austin on February 12 and would like to bring fellow supporters, please contact Gloria Meraz (gloriam@txla.org) for more information.

Issue papers as well as other advocacy materials will be posted on the TLA website after Annual Assembly.

The “I” in Library IS Personal! Your Imagination and Innovation

Let’s put aside the realities of prudent budgets and quantifiable outcomes for just a moment. While such matters are essential in proving the value of libraries, let us also maintain the passion for learning that brought us all in one way or another into the world of libraries and learning.

As we tackle the difficulties of promoting our services in the coming state legislative session, let’s channel back to that ineffable magic that happens in libraries – when a kid suddenly believes she can become an astronaut; when someone who has never left his home shores can experience the exotic tastes, sights, and sounds of distant lands; when a person reads the passage that will change her life; and when the universe of ideas, possibilities, and opportunities is discovered. These small miracles of thought and learning happen every day at our libraries. They happen through print resources, digital ones, and programming.

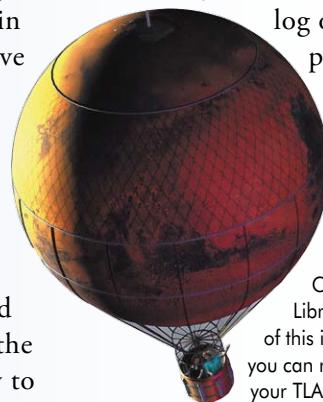
Over the years, I’ve heard stories – amazing stories. One man, now an elegant and respected San Antonio architect, shared how he “earned” his degree by visiting the “university” of the San Antonio Public Library, where he read the entire architecture section. The library not only provided him with the resources to begin his professional pursuits; it gave him the encouragement to dream and the opportunity to make that dream a reality. I remember another story about a small-town inventor in Victoria. He had an idea that seemed far off and intangible – until he went to the library. There, he learned how to transform his idea into an invention

and how to patent, market, and sell his labor. We’ve all heard authors talk about drawing inspiration from the books they read at the library. One of my favorite Latina authors mentioned how the library – the house of dreams – was her stepping stone to the world of words, storytelling, and truth.

Libraries are – and will always be – at heart a place for individual potential and passions. That’s as true for the people who work in libraries as the people who use them. There aren’t many institutions built around the notion that every individual’s dreams and goals, big or small, personal or professional, practical or fanciful are important to the institution BECAUSE they are important to the individual. In libraries, we believe helping one person achieve their goals helps bring about a productive, educated, and progressive society. I’ve written before that libraries are instruments for innovation and self-fulfillment. They are also channels for imagination; they are dream makers. What could be better?

So, take a moment, INDULGE. Think about all the extraordinary moments – the ones that don’t fit easily into spreadsheets – that make your library such a wonderful place for fancy and flight! If you want to share your favorite library moments,

log on to our Facebook page and tell your stories. ☺



Imaginations take flight in the fanciful mural (Clear Lake City-County Freeman Branch Library) featured on the cover of this issue. Perhaps you can recognize two of your TLA colleagues in the balloon’s gondola.

The **ROLE** of **LIBRARIES** in **Career & Technical Education**

BY DANNA MCCARTNEY

Career and technical education (CTE), often referred to as vocational education, is a sector in higher education that prepares students to work in specific career fields. Courses focus on teaching industry-specific skills. Programs in CTE are essential for training masses of students to enter the 21st century job market. With jobs in traditional economic sectors decreasing rapidly, people with marketable technical skills are needed more than ever to support the U.S. economy. Opportunities are increasing in fields such as alternative energy, information technology, mobile communications, and healthcare.

Students and faculty at CTE schools need high quality library services to support the curricula, ensure successful learning outcomes, and develop lifelong learners. This article describes some unique qualities of CTE institutions, illuminate the need for further study of this growing area of higher education, and discuss how libraries may serve these learning communities.

CAREER AND TECHNICAL EDUCATION: INSTITUTIONS, STUDENTS, AND FACULTY

CTE institutions range from community colleges and public technical colleges to for-profit schools. They are the leaders in awarding degrees in career and technical education. Many CTE programs culminate in an associate's degree; however, bachelor's degrees are commonly available. Graduates are

prepared for entry-level positions in fields such as allied health, information technology, and criminal justice.

Students who attend CTE institutions form a different demographic than students at traditional four-year colleges. CTE students often fit in to the category of "non-traditional" students. These students are likely to be older than the average college age, have children of their own, be the first in their families to attend college, work full-time, or have a significant number of years since their last academic experience. Also, a large percentage of these students are from minority groups that are underrepresented in the U.S. college population. Therefore, there is much diversity in students' life experiences and academic skills. These factors contribute to the challenge of educating such a heterogeneous group of students. Many CTE programs employ concepts of andragogy, which focuses on the specific needs and learning styles of adult learners. These learners need to understand the reason for learning a concept, learn by applying knowledge in various ways, and know that concepts are relevant to their careers or personal lives (Merriam 2001, 5).

Also, the faculty of CTE institutions differs from their four-year university counterparts. A high percentage of CTE teachers are part-time employees or adjunct professors. These adjuncts often work full-time in their industry. They are subject experts and are highly qualified to teach students who will be entering their field. They are generally not involved in scholarly research, which allows them to focus on teaching and guiding learning outcomes.

Also, the faculty of CTE institutions differs from their four-year university counterparts. A high percentage of CTE teachers are part-time employees or adjunct professors. These adjuncts often work full-time in their industry. They are subject experts and are highly qualified to teach students who will be entering their field. They are generally not involved in scholarly research, which allows them to focus on teaching and guiding learning outcomes.

EXISTING LITERATURE AND FUTURE AREAS OF STUDY

LIS literature devoted specifically to career and technical education is virtually nonexistent. The literature

that does exist tends to focus on vocational education programs in high schools and is often published before the proliferation of electronic information sources. While there is much written about the general workings of community college libraries, the literature does not focus on services for CTE or workforce training. There is even less literature that illuminates the information needs of students at technical colleges. Anyone who is interested in this topic must find applicable information within articles about community

college libraries, distance education, and adult education.

Branch and Gilchrist's (1996) article provides an excellent overview of the information literacy efforts of community and technical college libraries. This article explains the varied roles of community college and technical libraries. The authors

write about the challenge of meeting the information needs of an extremely diverse student body that is enrolled in a myriad of degree programs.

An article by Leslie A. Warren (2006) picks up this topic 10 years later. Warren expands on the incorporation of information literacy in to the curricula. This concept has gained acceptance from educators, administrators, and accrediting bodies. Also, this articles discusses the expansion of online options for students, whether it be online courses or digital libraries, and how this technological change requires new instructional methods.

Another interesting article was written by a group of librarians at career colleges in Minnesota (Aho, Bennet & Wakefield 2005). This article is rare in that it focuses specifically on "career colleges," also known as technical colleges or for-profit career colleges.

It is key to the health of our nation's economy that librarians and educators are aware of how best to teach and retain students.

Though it is a short article, it is unique in that it is about the role of librarians in a technical college environment.

There is quite a bit of literature in the area of adult education that is applicable to the topic of CTE students. One example is a recent article by Kenner and Weinerman (2011). This article defines what it means to be a “non-traditional” student and supplies reasons that adult learners have difficulty integrating into an academic environment. Using tacit theory and informal theory, the authors provide ideas for helping non-traditional students learn more effectively. These techniques include framing exercises in such a way that students recognize their purpose and are able to apply new skills in multiple situations, allows students to compare academic and non-academic information, and uses competition and repetition to test new learning strategies.

Going forward, it will be important for the CTE library community to research information needs, information seeking behavior, and assess the outcomes of information literacy instruction. Because CTE students are overwhelming non-traditional, we need to learn more about their information seeking behavior and information needs. According to a 2010 report from the U.S. Census Bureau, non-traditional students are less likely to have access to the Internet at home. 42.5% of households in which a high school diploma is the highest level of education attained do not have Internet access. Further, as non-traditional students are more ethnically diverse, this affects their likeliness to have Internet access at home. Almost half of Hispanic and African-American households did not have Internet access at home at the time of this study (U.S. Census Bureau 2010). These facts certainly contribute to non-traditional CTE students’ learning and information needs.

It is key to the health of our nation’s economy that librarians and educators

are aware of how best to teach and retain students. It is becoming harder than ever to secure gainful employment without post-secondary education. CTE institutions must be equipped to educate the masses and provide them with skills that will engender career and personal success. Librarians’ work teaching information literacy skills, supporting the curricula, and developing lifelong learners aids in providing quality educational experiences.

INFORMATION LITERACY AND LIBRARY SERVICES FOR CAREER AND TECHNICAL EDUCATION

Many CTE institutions call their libraries “Learning Resource Centers.” This communicates the variety of roles they play within their educational communities (Branch & Gilchrist, 1996, 476). Their main goals are to support the curricula, promote successful student learning outcomes, and develop lifelong learners. This mission is met by providing materials and services complementary to the programs of study. Also, students expect to find assistance in improving their study skills, tutoring, the technology “help desk,” information about other departments of the school, and general academic support.

Teaching information literacy skills is important to the future career success of CTE students. Many of these fields are technological and constantly evolving. Employers will expect students to be able to find job-relevant information, share information, solve problems, think critically, and communicate effectively. Developing information literacy skills and ensuring that students become lifelong learners is an important goal for CTE libraries.

The fact that the majority of CTE students are considered non-traditional adds a level of challenge to teaching information literacy skills. As the statistics from the Census Bureau’s report on home Internet access point

out, students from this demographic are likely to be at a technological disadvantage. It can also be assumed that students that have been working and out of school for a significant time period have forgotten basic knowledge and possess weakened study skills. Another point to consider is a wide range of ages, backgrounds, and life experiences.

These characteristics provide complications to librarians and faculty working to impart information literacy skills. It is essential that librarians are able to apply some of the concepts from andragogy, such as demonstrating how learning the material will apply to real life situations and giving students the opportunity to learn by performing tasks repetitively. Also, creating information literacy instruction is not a “one size fits all” undertaking. Lessons must be flexible enough to meet the needs of those with less exposure to information technology while still

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engaging those with more advanced skills.

Libraries at CTE institutions must partner with faculty to incorporate information literacy in to the curricula. Studies of librarian-faculty collaboration in academic libraries show that students learn more when information literacy is embedded in the curriculum. This interaction is also important in CTE programs. The first step in this process might involve talking to faculty about learning objectives for particular courses or programs of study. This will reveal which skills are already being taught and which skills should be included in the curriculum. From there, faculty and librarians can work together to create lessons and plan instruction sessions.

When involving faculty in the development of information literacy skills and the promotion of library resources, it is important that they are also knowledgeable of these skills and resources. As noted before, many CTE teachers are adjunct faculty. Therefore, the library must be able to train employees with limited hours on campus. For face-to-face meetings, libraries must be able to offer multiple training sessions with flexible scheduling. In addition, asynchronous learning modules accessible through the Internet can provide training available at the convenience of the faculty member.

Career and technical education libraries provide students with materials that support the curricula. Collection development is an ongoing process. Since curriculum at CTE schools is market-driven and employs the latest technology, collections must be constantly reviewed and developed. In order for students to learn skills necessary for the job market, they must have access to the latest information. In fitting with the andragogy concept of information needing to be relevant to careers or personal life, it is important to provide students with industry-specific career materials.

Libraries for career and technical education offer print and electronic collections. Though students are generally non-traditional, they are like the majority of today's college students in that they are likely to go first to an Internet search engine to find information. As information sources migrate to an online environment, students must learn to adapt their research skills. In order for students to be successful in their academic programs and careers, they need to be able to access various types of information effectively and efficiently.

Reference services play an important role in delivering quality libraries services to CTE students. Both face-to-face and virtual reference services can help to meet the goals of providing students with information and teaching information literacy skills.

On campus, librarians can maintain a presence that promotes library services and develop relationships with students

and faculty. Also, there are a great number of students who will utilize virtual reference. Non-traditional students often work full-time and will have information needs in remote locations. Reference transactions create an opportunity to teach information literacy skills and librarians must take advantage.

CONCLUSION

Librarians have an opportunity to contribute to a positive, enriching learning environment in career and technical education. This unique area of higher education is growing and becoming an important way of training our future workforce. Further research and discussion needs to be undertaken to augment resources for CTE librarians and educators.

Danna McCartney is a librarian at ITT Technical Institute in Austin.

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Pioneering New Directions: Creating a Social Media Strategy

BY GREG HARDIN, BRANDY KLUG,
AND URSULA WILLIAMS

Even as staffing and operating budgets continue to shrink, the need to utilize social media to market library services will increase over time, especially as distance education continues to grow. According to the Social Networking Librarian blog, there will be an increase in “libraries using social media to educate rather than just to market resources and services.” The use of social media tools helps library staff uphold the mission of Texas Woman’s University Libraries, which is to “provide global information services, education, and resources for teaching, learning, and research to prepare students for success in their professional and personal lives.” These tools can be utilized to reach

“... we found it essential to create a unified social media presence.”

out to on-campus students, distance education students, and alumni to inform them of programs, services, and the resources available to help them succeed in school, after graduation, and beyond.

Texas Woman’s University is a public, doctoral/research university founded in 1901. It is the nation’s largest university primarily for women and has campuses in Denton, Dallas, and Houston, Texas. Notable programs include nursing, education, allied health (OT/PT), women’s studies, library science, and dance. TWU boasts 10 consecutive years of growth and has a current enrollment of 14,718. Of that, over 50% of students are taking a combination of distance education and face-to-face classes. It is important also to mention that the image and concept of the Pioneer has a strong presence at TWU. The internal intranet is called the Pioneer Portal, there are Pioneer Proud

awards for staff, Pioneer Camp is the name of freshmen orientation and the athletics building is named Pioneer Hall. The 15-foot-tall Pioneer Woman statue unveiled on campus in 1938 in honor of the Texas Centennial stands as a tribute to the spirit of pioneer women of Texas.

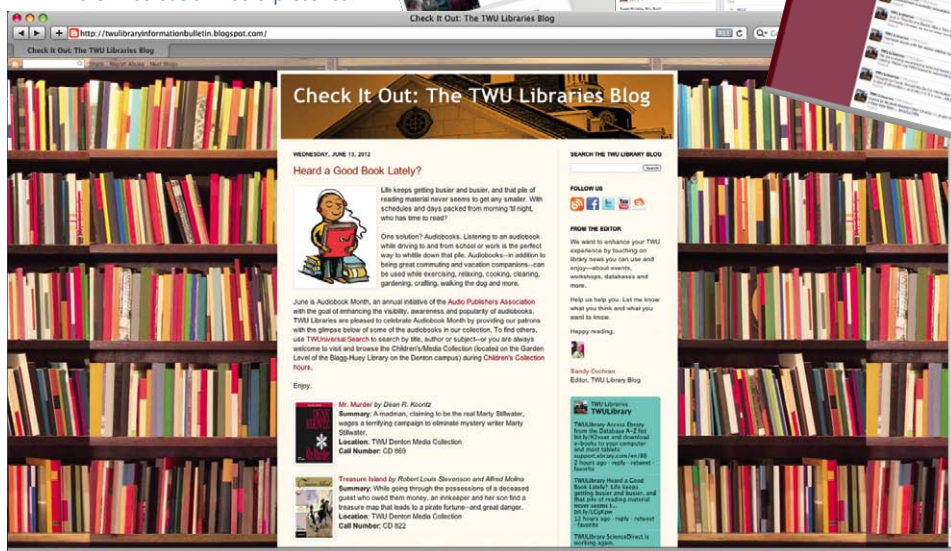
The TWU Libraries has implemented various social media tools that can be used to market resources and educate users; however, in order to accomplish these goals, we found it essential to create a unified social media presence.

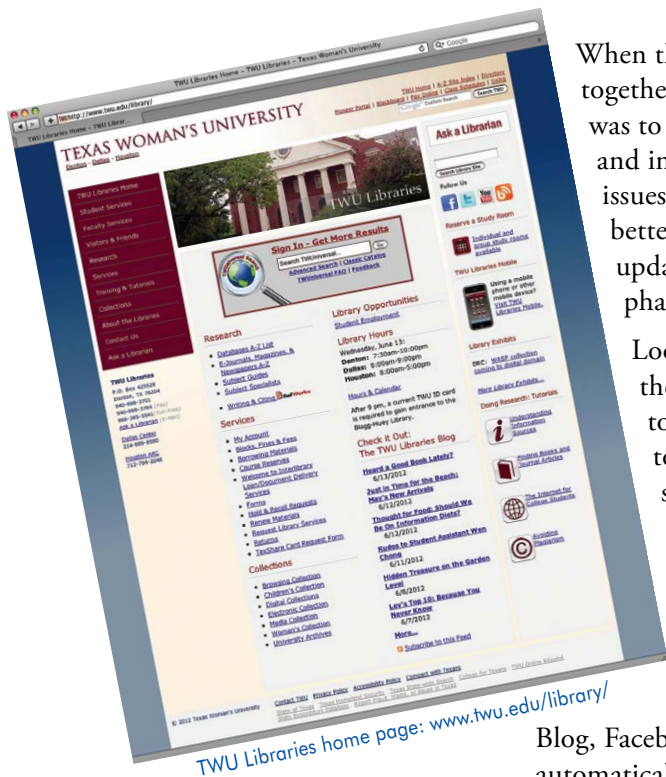
Our team is currently responsible for managing the library blog, YouTube, Twitter, and Facebook. In the beginning, members of our team were assigned to or gravitated towards the responsibility of these services because of interest or expertise, but we soon discovered we were working totally independently of one another. This not being very social or making much sense was what lead us to come together as a team, and we began to draft a social media plan.

A Brief History of TWU Libraries’ Social Media Tools

Prior to 2007, the reference staff uploaded PDF files called Research Information Bulletins to the library website every two weeks as a way to share information with faculty and patrons about library instruction and new services. In the summer of 2007, we decided to turn these bulletins into a blog so this information could be shared more easily. The blog started out as a “reference blog,” but it has changed quite a bit over the years. The social media team has worked hard to solicit input and stories from all library staff, and now it is more of a “library blog” and not just a “reference blog.”

We began our YouTube service in March 2010, as a means to market





When the social media group came together, one of the group goals was to phase out the help blog and inform users about technical issues using Twitter which is better suited for these quick updates. The Help Blog was phased out in August 2011.

Looking forward with Twitter, the social media team needs to continue to look for ways to make the information we share meaningful to our patrons. In order to do this, we have incorporated our other forms of social media into Twitter. Using Twitterfeed, we have set it up so the Library

Blog, Facebook account, and YouTube automatically post to Twitter. Having a richer mix of content has helped us reach out to a wider audience, and we finally hit the hundred follower mark earlier this year. As of June 2012, we have 120 followers.

Facebook is a great way to access TWU Libraries' information whether it is for distance education students, researchers, faculty/staff, or a business or organization from the community. And TWU isn't the only library providing services through Facebook. According to the 2012 State of America's Libraries, "Facebook had more than 15,000 URLs with the word 'libraries' in them." And according to Facebook's own statistics, there were over 845 million users as of December 2011.

Facebook's mission is "to make the world more open and connected, discover what's going on in the world, and share and express." Shouldn't we, as a library, be complementing that? Rather than relying on the old standard of having users come to library Web pages, we are putting the library out there where there's already an existence of information.

So how much time are those 845 million users spending on Facebook? One out of every eight minutes online

is spent on Facebook and 350+ million users access Facebook via a mobile device. Some of the details Facebook fans of our library can utilize, whether mobile or not, include:

- Photos of library events and displays
- Pages we like (suggestions to others)
- Tab for TWUUniversal (the TWU Libraries' discovery system)
- Link to WORLDCAT
- Link to JSTOR
- Fan of the Week app
- Event listings (coffee breaks, workshops, and lectures)
- Suggestion Box

As a result of efforts on Facebook, it is easier for the library to get feedback from students in order to improve services. Comments recently submitted to Facebook resulted in a new soft drink machine for the library.

Goals

Moving through our strategic planning process, our team looked towards Michael Stephens' Hyperlinked Library as we needed to connect with one another, collaborate with each other, communicate with all, have many conversations, and above all care. In doing so, the social media team worked through 2011 to draft a social media plan. As part of our strategy, we outlined a few core values (*see next page*) with which we approach social media.

These core values will also support the social media mission statement developed during this process. TWU Libraries Social Media Mission Statement:

The mission of the TWU Libraries Social Media Team is to connect, communicate, and collaborate with our users to contribute to their professional and personal lives.

and document library happenings. According to YouTube's statistics, 60 hours of video are uploaded every minute, or one hour of video is uploaded to YouTube every second. We have shot and released videos ranging from short segments of student interviews where we asked questions such as "what does a librarian look like?" or "what is your favorite book?"; videos to coincide with the Texas Library Association's Library Snapshot Day; a marketing segment for our mobile Web app; and videos to document library events.

The library Twitter account is the result of a Help Blog we used to have whose purpose was to provide information, updates, and reports on technical issues. According to Twitter's about page, there are approximately 175 million registered Twitter users. With a 140 character limit for each tweet, Twitter is a very quick and simple way to communicate. Although using Twitter is very simple, we have learned that making Twitter content meaningful so that our users will follow us is far more difficult. In summer 2010, a Twitter version of the Help Blog was created. At this point, we had two blogs with two very different purposes and one Twitter account.

Guidelines

The guidelines section is aimed at the staff managing these social media tools and is currently divided into three parts. It includes guidelines to follow when posting content, guidelines for managing social media tools, and guidelines when using images and media in posts. Some of these guidelines might seem like common sense, but we tried to write this from the point of view of a new employee who may be managing or using one of these tools for the first time.

The social media team guidelines include:

Posting Content

- Social media team members will do their best to ensure that all posts are factual, accurate, and relevant to the mission of TWU Libraries. It is important to remember that social media team members are representing the library through these social media outlets, and *TWU Policies and Procedures* must be followed.
- When posting items, team members must carefully consider who the target audience is and ensure posts are free of spelling and grammatical errors.
- Team members may post items of interest they feel are relevant to the TWU Libraries' audience without supervisor approval.
- Team members will correct any errors in posts as soon as possible.
- Team members will never post any information that is considered confidential (e.g., logins/ passwords, etc.).
- Team members must get permission from colleagues before posting pictures or stories about them.
- Team members will utilize due diligence in terms of writing, citing, and copyright issues.

CORE VALUES

PIONEER new directions by using social media to:

Promote

Provide content that will promote scholarship, programs, and services to attract students, faculty, funding, and recognition.

Inform

Provide content that will alert readers about resources, programs, events, and services.

Openly Communicate

Use social media tools as a way to communicate with students, staff, and the community. We would like to allow for comments and open dialog with our users so we may learn more about our patrons and their needs.

Nurture

Foster a learning environment for utilization of social media tools through training and education in order to prepare users to live, work, and lead in a diverse and complex world.

Educate

Use social media tools as a way to teach our users about the library and related educational opportunities.

Explore

TWU Libraries' social media team staff will stay current on new social media tools in order to ensure we are using the right tools to effectively communicate with our audience.

Relationships

Engage our users with meaningful library-related content to encourage connections among students, faculty, staff, alumnae, and the TWU community.

Managing Social Media Tools

- Team members will work together in order to create a more unified social media presence and brand for TWU Libraries. Team members will meet at least once a month and communicate as needed in order to do this.
- Team members will be responsible for managing social media login and password information, increasing followers, and collecting statistics in order to share this information with the appropriate personnel.
- Team members will work to solicit ideas from other staff members throughout the library in order to ensure these tools are utilized to promote library materials, programs, services, etc. Team members will work together as needed to ensure items are posted using the most relevant social media form(s).

- Team members are responsible for making sure new content is posted as consistently as possible (weekly, monthly, etc., depending on the tool).
- Team members will periodically look at how other libraries/ companies are using similar tools in order to get ideas on how these tools might be better utilized by TWU Libraries.

Using Images / Media in Posts

- In general, you don't need permission to use a photograph of a person if your use is editorial and does not defame or invade the person's privacy. An editorial use is an informational use, in which the photo is used to elaborate or illustrate an article or story.
- Release forms are required when the individual in the photograph is under 18 years of age.

- Staff members managing social media will only use photographs that they deem appropriate to educate and entertain, as well as to help promote library products, programs, and services.
- If a photograph is posted and a team member is asked to remove the photo, it will be removed as soon as possible.
- Vendor supplied images may be used as needed to promote library products (such as databases or RefWorks, for example).
- Other images/clipart may be used provided we credit or have permission from the original source, the image was created by a staff member at TWU, or the image is available from an open source such as Open Clip Art Library.
- Videos may be used provided that they are appropriate to educate and entertain, as well as to help promote library products, programs, and services.

Evaluating and Reporting

In the summer of 2011, the social media team surveyed staff to find out impressions, opinions, and suggestions concerning social media. We presented all of our findings to library administration and staff with the hopes that not only would we gain approval for our plan, but also set a precedent for process.

Team members are responsible for collecting user statistics in order share this information with the appropriate personnel. It is important to carefully track and measure statistics so we can look for ways to increase our subscribers, followers, fans, etc. We need to regularly look at how other libraries and companies are using social media tools in order to determine how we might better utilize these tools to communicate with our users. We will also need to periodically evaluate the tools we are using. What works for one library won't necessarily work for another, so it is important to be flexible

and willing to adapt and change social media tools as the needs of TWU Libraries and our users change.

Future Plans

Now that the social media team has created a more unified presence we realize how important it is to work collaboratively to maintain and strengthen it. Our future plans include exploring how we might use other social media tools such as Flickr and Pinterest to promote TWU libraries. The social media team is currently bringing in two new members to test

these services during the summer and fall of 2012. As we expand the team and test additional social media tools, we must remember it is crucial to connect, collaborate, communicate, continue having conversations, and care in order to keep our unified presence and not repeat our old mistakes.

Greg Hardin is a reference librarian, Brandy Klug is an electronic resources librarian, and Ursula Williams is the electronic resources assistant at Texas Woman's University Libraries.

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School Librarians: I-DO-make-a-difference!

- Want to hone your skills in an interactive and convenient (at home or at your desk) learning experience specifically created for school librarians?
- Want to be a part of a new cadre of school library professionals who share ideas and best practices?
- Want to receive training and knowledge that will help you market yourself to your campus and district administrators?

TASL and TLA are proud to unveil an intensive and high quality continuing educational experience for school librarians. The program goals are to:

1. Promote school librarians and their role as education specialists to school leaders (principals, administrators, and superintendents).
2. Increase the ability of school librarians to develop highly collaborative instructional programs that are TEKS related and improve collaboration between school librarians and teachers.

Mary Long, librarian at McMillen High School (Plano ISD) and adjunct instructor at Sam Houston State University, is the project coordinator. The program is designed in five modules, each of which will be covered in a three-week period, for a total of a 15-week CE experience. Each week, participants will receive two-hours of online training (for which CPE credit will be assigned) and up to an additional two hours per week of highly-recommended asynchronous discussion (i.e., posting questions, examples of work, discussions through an online wiki). The instructor will monitor asynchronous activities and will help participants interact with their peer network for best practices and learning.

Dr. Long will serve as the lead instructor for the program, and co-instructors will assist in the training. The co-instructors are: Jennifer LaBoon, Stacy Cameron, Teresa Diaz, and Renee Wood.

Program Description and Module Details

i-DO-make-a-difference: Take charge of your professional future. Using an interactive online learning environment, enhance your skills and find out how to convert your expertise in delivering concrete curriculum-related services to marketable outcomes that will help demonstrate your influence in the educational process.

1. **i-DO-lead:** Find the leader in YOU. Learn how to prepare to take your seat at the instructional and leadership table.
2. **i-DO-collaborate:** Connect standards to curriculum implementation; learn to design curriculum you can use.
3. **i-DO-manage:** Establish and meet the “big picture” of administering a strong school library program.
4. **i-DO-teach:** Unpack the standards

and identify the fit for school libraries in the classroom. Learn how to develop and promote your role as an instructional expert.

5. **i-DO-tech:** Find out how to become tech savvy, convert skills into quality instructional tools and infrastructure, and learn to become recognized for your technical leadership.

The first module “i-DO-lead” will be open to TASL members at no cost. Participants will receive six hours of CPE credit for participating in the full “i-DO-lead” module. Modules 2 through 5 will be available to TASL members at a discounted price. Completion of each module entitles the participant to six hours of CPE credit.

Each module will be taught in classes of up to 25, with a maximum of two classes per module. Requests will be filled on a first-come, first-served basis. Depending on demand, the whole “i-DO-make-a-difference” program may be repeated in the spring. Participants who complete the whole program will receive a certificate of completion.

To register or learn more, go to: www.txla.org/ce.

The cost is as follows:

Membership	Basic Discount	Cost Per Module	Total Cost	Series Discount	Cost Per Module	Total Cost
TASL Member	20%	\$80	\$400	15%	\$68	\$340
TLA Member	10%	\$90	\$450	15%	\$76.50	\$382.50
Non-Member	0%	\$100	\$500	15%	\$85	\$425

The schedule is as follows:

Module 1: i-DO-lead, July 30 – August 17, synchronous discussion, 7 – 9 pm: Mondays, Section 1; Tuesdays, Section 2 (if Section I is filled)

Module 2: i-DO-collaborate: August 27 – September 14, 7 – 9 pm: Mondays, Section 1; Tuesdays, Section 2 (if Section I is filled). Note: synchronous discussion on Sept. 3 will be moved to 5 – 7 pm on Tuesday, September 4.

Module 3: i-DO-manage: September 24 – October 12: Mondays, Section 1; Tuesdays, Section 2 (if Section I is filled).

Module 4: i-DO-teach: October 22 – November 9: Mondays, Section 1; Tuesdays, Section 2 (if Section I is filled).

Module 5: i-DO-tech: November 19 – December 14: Mondays, Section 1; Tuesdays, Section 2 (if Section I is filled).

Annual Assembly

The 2012 Annual Assembly will be held in Austin, July 15 - 18, at the Hyatt Regency Town Lake. This event is an important planning conference for the Association's officers and any members interested in volunteering for and learning about TLA's activities over the coming year. Additionally, educational programming will be available for CPE credit (see CE at Assembly section below). Attendees will also have the opportunity to visit with exhibitors on Tuesday, July 17, 9 am - 4 pm.

Registration: The Annual Assembly registration form is now available through the Members-only section of the TLA website. Even though registration is free, all attendees should complete the form online or mail it to the TLA Office as soon as possible. The Assembly schedule can be found on the Annual Assembly website (www.txla.org/annual-assembly-highlights).

Special Assembly Events

SUNDAY, July 15

Chairs Planning Session

7- 9 pm

All TLA committee and unit (division, round table, district, interest group) chairs are encouraged to attend an information session designed to help you articulate how your committee or unit will contribute to actualizing TLA's new strategic plan. Additionally, this session will provide you with resources to help you navigate smoothly through TLA's operations. Small group discussions with your Executive Board liaison will provide an opportunity to have all your questions answered.

MONDAY, July 16

Hot Topic Session on TLA's Strategic Plan

5:30 - 6:30 pm

Join TLA Strategic Plan Task Force Chair Kathy Hoffman and President Sherilyn Bird in brainstorming how TLA committees and units can help implement the strategic plan by identifying important partnerships and activities for the Association. Everyone is invited to this session to ensure that we contribute positively to the lives of librarians and the libraries we serve. Dessert will be provided to stimulate the creative process.

Dine-Around Dinners

For the first time, TLA will be making reservations at four popular local restaurants for attendees who pre-register and are interested in joining other attendees for no-host dinners on Monday, July 16. The four restaurants are Moonshine Grill (www.moonshinegrill.com), Eastside Café (www.eastsidecafeaustin.com), Clay Pit (www.claypit.com), and Threadgill's (www.threadgills.com). TLA will not provide transportation. All four restaurants have agreed to offer separate checks. You may pre-register for a restaurant of your choice. Because full parties must be present before being seated, it is important that TLA staff be notified of any cancellations before the dinner.

TUESDAY, July 17

All Assembly Luncheon

12 noon - 1:20 pm

TLA President Sherilyn Bird invites you to join her and our guest legislator, Representative Rafael Anchía for a Dutch-treat lunch of Seasonal Greens Tossed with Tomato Wedges, Julienne Carrots and Sunflower Seeds With Chenin Blanc and Ranch dressings; Pan Roasted Chicken with Lemon Thyme Sauce, Roasted potatoes, Asparagus, Bread Presentation with Lavender Butter, Chocolate Cake with Raspberry Sauce or Lemon

Pound Cake; Iced Tea, Coffee, and Decaf. Vegetarian Option - Vegetable Wellington. For those of you choosing the vegetarian entrée, you will be given, along with your ticket, a brightly colored slip of paper that will list your menu selection. You will need to give this identifier to the server for your table to ensure that you are given your requested menu option. Ticket price is \$32 and preregistration is required for this ticketed event.

An Evening at County Line on the Hill

7:15 - 9:15 pm

Join us for a no-host social outing to County Line on the Hill on Tuesday evening. Located in an historic old "Speak-easy," this County Line offers an incredible 20 mile view of the beautiful Texas Hill Country. Sunsets are spectacular! The pre-determined menu includes Brisket (lean and 2nd cut), Chicken, Potato Salad, Cole Slaw, Beans, Homemade Bread, Homemade Ice Cream, Fresh Fruit Cobbler, Iced Tea, Coffee, and Soft Drinks. County Line will provide a Veggie K-Bob as a vegetarian alternative for the chicken and beef, if requested on the registration form. Cash bar is available, and transportation will be provided. Price is \$42.00 per person.

FREE CE at Assembly

Make the most of your visit to Annual Assembly by registering for one of these free classes. Association-specific training is available on TLA budget processes and unit webmastering; continuing education credit is available for all other sessions.

SUNDAY, July 15

Excellence in Library Management

1 - 5 pm, Texas Ballroom 1

Ron Pollock, Subject Matter Expert at the Williamson County Institute for Excellence in Nonprofits, presents an outline for effective strategic planning based on continuous real data collection and authentic understanding

of your library's value to your patrons, community leaders, and employees.
(4 HR TSLAC, 4 HR SBEC)

Introduction to TLA Finances

5 – 6 pm, Texas Ballroom 1

Chairs are invited to a training session to learn about TLA budgeting and financial policies and practices that impact units and committees. Presented by Glenda Genchur, new TLA Director of Administration.
(NON CE SESSION)

MONDAY, July 16

Introduction to Pinterest

8 – 9 am, Texas Ballroom 1

Pinterest is a photo-sharing web site but it has become so much more. Learn how Pinterest is used for marketing, creative development, and both business and personal communications. Presented by Carolyn Brewer, Executive Director, North Texas Library Partners.
(1 HR TSLAC, 1 HR SBEC)

Content Curation

9:30 – 10:50 am, Texas Ballroom 1

Content Curation: Share Online Resources with Style (Monday, July 16, 9:30-10:50am) Learn about a host of cool applications for web publishing and presentation, including Scoop.It, Storify, Paper.li, Readlist, Streamified, Flipboard, LiveBinders, etc.
(1.5 HR TSLAC, 1.5 HR SBEC)

Introduction to Project Share

9:30 – 10:50 am, Foothills 1

Check out this free online environment of educational resources contributed by your colleagues around the state. Presented by Lannon Heflin, Program Manager of Instructional Technology, Education Service Center XIII.
(1.5 HR TSLAC, 1.5 HR SBEC)

Webmaster Training for TLA Units

10 am – 11:20 am, Texas Ballroom 2

TLA Webmaster Mary Ann Emerson will demonstrate how to update your unit web page.
(NON-CE SESSION)

Introduction to DeskStats

11 am – 12 noon, Foothills 1

Learn how librarians use this application to track their reference services, get detailed statistical analyses, and make better management decisions. Presented by Gail Johnston, Associate Director of Libraries, and Sarah Northam, Interim Head of Reference, Texas A&M University Commerce Libraries.
(1 HR TSLAC, 1 HR SBEC)

LibGuides / Subject Guides

11 am – 12 Noon, Texas Ballroom 1

Offer research support, subject guides, and more through these tried-and-true online tools.
(1 HR TSLAC, 1 HR SBEC)

Adobe Content Server for eBook Circulation

1 pm – 2:20 pm, Texas Ballroom 1

Learn the benefits and pitfalls of employing Adobe Content Server to distribute eBooks and other digital content at your library. Presented by Paul Waak, Director of Resource Sharing Services, North Texas Library Partners.
(1.5 TSLAC, 1.5 SBEC)

Keeping Up with 23 People

1 pm – 2:20 pm, Foothills 1

Inspired by the popular “23 Things” training on social media, this session introduces you to 23 influential people whom you can (and probably should) follow through social media to read their latest ideas.
(1.5 HR TSLAC, 1.5 HR SBEC)

Librarians and Private Investigators Are Not That Different

2:30 pm – 3:20 pm, Texas Ballroom 1)

Carolyn Brewer, Executive Director of North Texas Library Partners, has recently obtained her Private Investigator's license, and she returns from her studies with startling news: librarians already use several PI techniques in research & reference, and she will share more that can help you track down those fugitive facts.
(1 HR TSLAC, 1 HR SBEC)

Introduction to TLA Finances

2:30 pm – 3:20 pm, Texas Ballroom 2

Officers are invited to a training session to learn about TLA budgeting and financial policies and practices that impact units and committees. Presented by Glenda Genchur, new TLA Director of Administration.
(NON-CE SESSION)

Introduction to MovieMaker

3:30 pm – 4:30 pm, Texas Ballroom 1

Use this free software to offer video training, programming, marketing, and more.
(1 hr TSLAC, 1 hr SBEC)

Intro to Audacity and Best Practices for Audio

4:30 pm – 5:20 pm, Texas Ballroom 1

Introduction to Audacity and Good Podcasting Practices (Monday, July 16, 4:30-5:20pm) – Make sure that your audio social media are top quality by adopting these tools and tricks.
(1 HR TSLAC, 1 HR SBEC)

Webmaster Training for TLA Units – Individual Consultation

4:30 pm – 5:20 pm, Texas Ballroom 2

TLA Webmaster Mary Ann Emerson will work one-on-one with you (as time and attendance allow) on how to update your unit web page.
(NON-CE SESSION) 🌱

JUNE 1 - AUGUST 10, 2012

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SUMMER *of* READ. WRITE. WIN.

Choose an influential Texan to read about this summer,
and send in your essay explaining why you think they have had
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Go to heb.com/read3 for entry application and contest rules.

Grand Prize:

A \$15,000 scholarship.
(2 available, 1 for the High School Division
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First Prize:

A \$6,500 scholarship.
(2 available, 1 for the High School Division
and 1 for the Junior High Division)

Honorable Mention:

A \$1,000 scholarship
(7 winners, 1 for each grade)

High School Division = Grades 9 - 12

Junior High Division = Grades 6 - 8

No purchase necessary to enter or win scholarship competition.
Must be TX resident, age 11-18. See www.heb.com/read3 for
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Enter by 8/10/2012. 11 winners will share in total prize amount;
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