

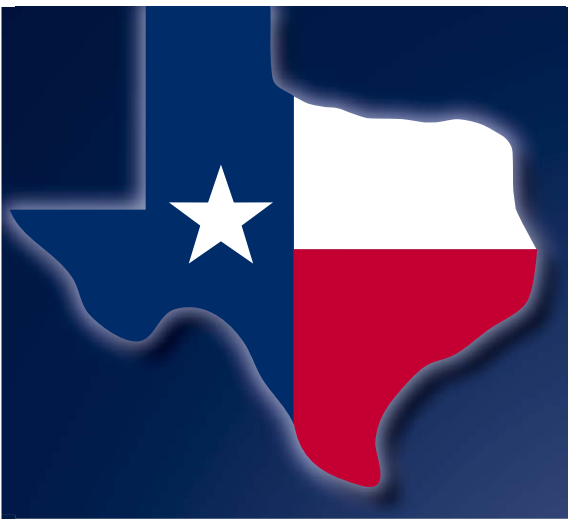
Texas Library Journal

VOLUME 89, NUMBER 2 • Summer 2013



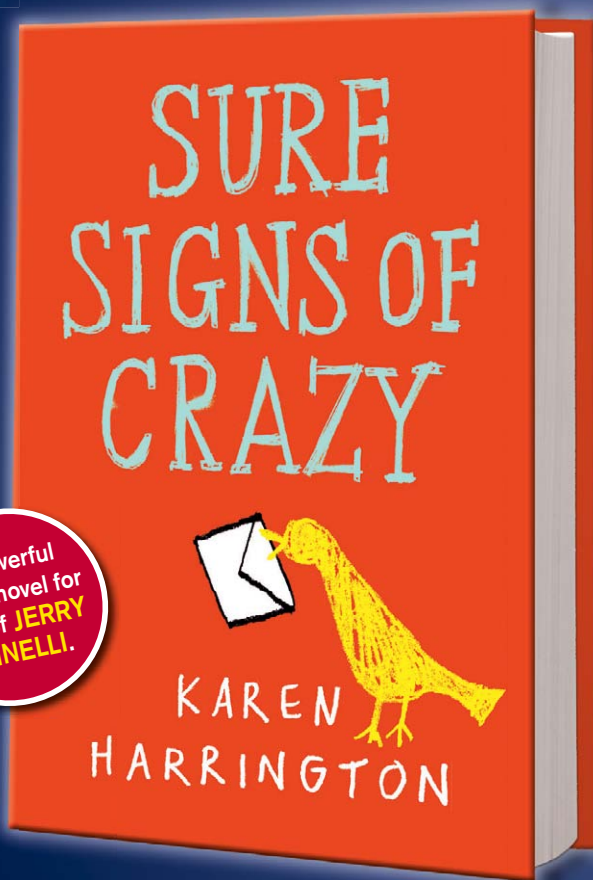
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In this issue: Technology Trends, Library Support Services, Augmented Reality Tours, Legislative and Conference Wrap-ups, Awards Announcements



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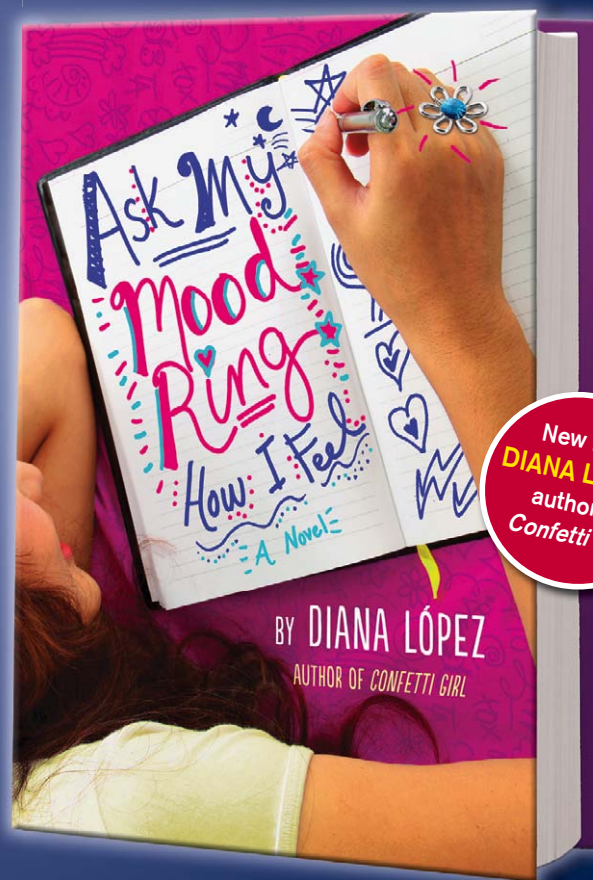
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A directory of TLA membership is available in the "Members Only" section of the website.

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

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COVER PHOTO: Don Emerson

Summer is the perfect season to catch up on reading! A good book makes long flights to vacation destinations zoom past; and who would even think of taking a road trip without audiobooks to ease the miles. We salute the librarians and parents who keep their children actively engaged with reading through summer programs and resources at their libraries. Don't forget the TLA Reading Lists while you're looking for that next read! There is a librarian-selected list of current titles for all ages, from toddlers to adults.



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What a fantastic return to Fort Worth! The 100th Annual Conference of TLA was a resounding success. The 2013 conference definitely provided TLA members with challenging and revitalizing learning opportunities. TLA members returned to our own libraries ready to “prove our worth” and “demonstrate our value” to the citizens and communities of Texas. Thank you and congratulations for a successful conference to Past President Sherilyn Bird and her hardworking Program and Local Arrangements Committee members and other volunteers. Great job!

We now begin again with a new year of work for TLA members and officers. I am honored to serve as your president and look forward to a fulfilling and successful year. During the 2011 Legislative Session, I watched along with all librarians and citizens in the state as funding for our Texas libraries was jeopardized and ultimately reduced. I was fortunate to testify before the Senate Finance Committee during the 2013 Legislative Session in support of increased funding for libraries. These experiences shaped my thoughts for the theme of my presidential year – LEADERSHIP. I chose “leadership” as my touchstone concept because the definition of the verb – LEAD – is “to guide the way by going in advance.” This exemplifies the role of TLA and each TLA member to be recognized and valued as the foremost leaders and experts in information provision, research, service, and technology. We each can be a leader in our library, community, city, state, nation, and association.

The 2014 Conference theme is *Lead Out Loud*. The goal is to develop a program agenda addressing how our association and each of us individually can be leaders to proactively respond to the challenges facing our profession.

The challenges to the profession have never been greater than in these times of shrinking budgets, layoffs of librarians, and expanding responsibilities for information professionals. Librarians contribute in ways big and small to the financial and educational good of Texas, but we must redefine this role in the information age. The explosion in the number of information creators is driving the greatest revolution in the generation and communication of knowledge since the advent of the printing press. Texas librarians must sustain their educational and support role for citizens amidst the revolutionary changes of the digital information world. This task means continuing our leadership in the profession's ongoing mission of making resources accessible while seamlessly blending digital materials so that information can be objectively and comprehensively provided by a fully integrated library.

It is critical that librarians be at the forefront of information innovation to protect information users' rights and abilities to access, disseminate, and use information in a knowledge economy. What should our response be to these challenges? Proactive – not reactive. From school librarians to website developers and bloggers to library directors and to library school educators, guided by our association, we must be creators of the next generation of information technologies and resources as well as writers of the policies to insure accessibility for every citizen. As members united in an association and as individual librarians, we need to **LEAD OUT LOUD**. The theme “L.E.A.D.” is an acronym for a four point vision for TLA: L standing for LEARNING, E for EMPOWERMENT, A for ADVOCACY, and D for DIVERSITY. The Conference Program Committee and all of our TLA constituencies will be designing programming addressing



bold, shall we say *loud*, leadership through these four concepts.

- **Learning.** Librarians must support the educational and information needs of all Texans – be they digital natives or digital immigrants – in urban or rural environments. Education and training is needed to meet and leverage the challenges of the changing information environment. Programs will be created to provide rich learning opportunities for librarians as well as our users through high quality programs
- **Empowerment.** Programs will be offered to expand professional development and continuing education opportunities to support an empowered library and information workforce for our knowledge-based economy. These programs and experiences will empower librarians to take leadership roles and to form collaborative relationships. An exciting program is being created to support the next generation of librarians and information professionals. This program will offer a unique interactive workshop experience on everything from resumé writing to networking.
- **Advocacy.** We must all be advocates. TLA serves as the collective voice for Texans with our proactive work for libraries including collaboration with organizations who share our values and lobbying the legislature on budget and policy issues affecting the profession. Advocacy skills are crucial to equip librarians with the relevant tools to be advocates for the profession and their OWN communities.

- **Diversity.** We must embrace the facets of a diverse society in our programs and services, with a workforce that mirrors its communities and can anticipate the information needs of a multi-cultural Texas. The Executive Board has taken a monumental step in defining the importance of diversity efforts to TLA. The Diversity Action Plan was approved by the TLA Council at the annual conference, including the creation of the Diversity and Inclusion Committee. The importance of this committee is exemplified by the Board's decision to follow the recommendation of the Diversity Task Force to appoint a member of the Executive Board to serve as the first chairperson of the committee. Two board members, Sherilyn Bird and Jesús Campos, are serving as co-chairs in order to insure successful implementation of the action plan. The committee will be composed of one representative from each of the ethnic and cultural roundtables of TLA : the Black

Caucus; Gay, Lesbian, Bisexual, and Transgendered Interest Group; and the Latino Caucus. The implementation of the plan will begin immediately, and conference programming will include sessions reflecting the diversity of Texas librarians and communities.

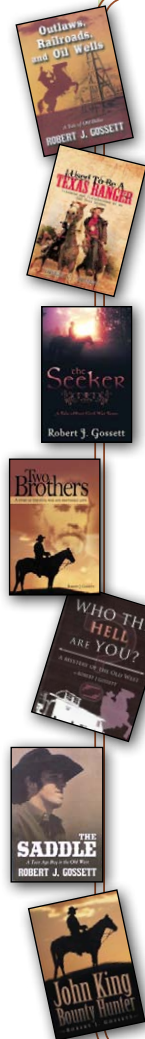
I encourage every member to join me and take advantage of the camaraderie, networking, education, publications, and forums provided for professional growth brought to you by TLA – to help you be the best information professional! Let us all participate through our committees, roundtables, interest groups, and divisions in the program planning of the spirited 2014 theme – LEAD Out Loud – and attending the 2014 conference. “Remember the Alamo!” – That’s OK, but in April 2014 there is “Nowhere Else But San Antonio.” Meet you in San Antonio where we are going to *Lead Out Loud.* ✪

The 2014 Conference Program and Local Arrangements committees are already hard at work *leading out loud* as they plan for the TLA conference in San Antonio, April 8-12, 2014.

Hotel and booking information is now available on the conference website. As an early announcement, the Program Committee has released that international best-selling author **James Patterson** will keynote the opening general session.

LEAD OUT LOUD

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EMPOWERMENT
ADVOCACY
DIVERSITY



Robert J. Gossett

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Kathy Pustejovsky

Note: One of the hallmarks of the library community is the wonderful and long tenure of the people who help make Texas libraries strong. From librarians and library supporters to vendors and TLA staff, the “citizens of libraryland” are diverse in their backgrounds and roles but similar in their passion for TLA and libraries.

I offer a personal thank you and congratulations to a friend and colleague, Kathy Pustejovsky, who retires as of June 30. I asked her to share a few of her favorite TLA recollections.
— Gloria Meraz

First and foremost, I extend to everyone a big purple hug for 30 years of fun, laughter, and family. My thanks to you all. There are so many memories, it’s hard to narrow them down, so I’ll pretend I’m writing a scope note for the conference programs and get down to the essentials!

- Getting hired and working at the office at 8989 Westheimer, Suite 108 in Houston in that cramped 600 sq. ft. office.
- Doing the conference registration in-house for the first time on executive director Ada Howard’s portable Osborne computer with a 4-inch screen.
- Having Jerre Hetherington as my mentor and friend; she taught me everything I needed to know about TLA.
- In September 1984, packing up the office and my home to move from Houston with the help of District 8 and unpacking in Austin with the help of District 3.

30 Years of Memories

- Working out of Ada Howard’s house until our complex was finished; I worked in the dining room.
- Helping hire Cindy Boyle to help with unit finances and exhibits; we interviewed her in Ada’s living room.
- Moving into 3355 Bee Cave, Suite 603; yahoo!
- My first TLA Conference in Corpus Christi in 1984. What an eye opener! So many librarians!
- Walking in downtown Dallas with Margaret Nichols in 1985 and trying to solve our dilemma of TLA items for sale disappearing off our display table. I suggested we have a small area set aside, and that was the beginning of the TLA Store.
- Bringing the membership in-house after many years of outsourcing it to Don Yarnal of Lanray Computer Services.
- Getting our first computers, then later getting our first network; being the first network administrator.
- Working with programmers; the beginning of our treasure-trove of databases and programs!
- Helping hire Elise Walker to help with phones and membership; we were a big office of four by then!
- And many years of conference program proofing parties....they were so insane!
- Moving into 3355 Bee Cave, Suite 401 – our new home... and I got a purple accent wall; the color is called “june berry.”
- Getting to meet some really cool people – Steven Covey, Gloria Estefan, Julie Andrews, Bill Cosby, Jamie Lee Curtis, Barbara Bush, Laura Bush, Jenna Bush; Marlee Matlin, and many, many others.
- And all my members and all my member’s children – watching families develop and “my kids” get married, get careers, have children.

I have been blessed to have had the privilege to work with some amazing

library professionals, and I have loved every minute of it. I’ve had the best job in the world with the greatest group of people, to whom I wish much success. Half of my life has been spent at TLA; I don’t see how anything else could ever top that! ✨

Resolution

HONORING

KATHY PUSTEJOVSKY

Whereas, Kathy Pustejovsky (affectionately known as “Kathy P.”) started her employment with the Texas Library Association in 1983 in Houston; and

Whereas, Kathy P. left her hometown of Houston to move to Austin when TLA headquarters relocated; and

Whereas, Kathy P. has served as TLA’s conference goddess for these many years; and

Whereas, Kathy P. has greeted every member of TLA with a smile and a kind word of encouragement, regardless of the deadlines missed or mistakes made; and

Whereas, Kathy P. has exhibited the highest fashion sense in all things purple and sparkly; now, therefore, be it

Resolved, That the members of the Texas Library Association commend and gratefully acknowledge Kathy Pustejovsky for her 30 years of enthusiastic, dedicated service to TLA and wish her all the best in her retirement.

Approved by the TLA Council
April 27, 2013 ✨

Technology Trends and Big Data: A Farmer's Approach

BY TODD HUMBLE

You, me, us, them, and the people over there make up the group we call our community. In thinking about trends, it is important to recognize there is never a single answer on how to meet the needs of our diverse customers. This year's Technology Trends Survey (brought to you under the auspices of TLA's Automation and Technology Round Table) included demographic information not previously collected. These data were gathered to help relate the idea that, although we are all similar, we are also unique based on our experiences.

Due to advances in healthcare, most communities are now populated with members of six living generations. This leads me to ask a number of questions. What should we do with this type of information? Who are we reaching and, more importantly, who are we not reaching with services and why?

The generational makeup of our communities certainly affects the technology trends that are most important to support. It really does come down to figuring out what and how to grow the informational sustenance needed locally. Do we simply add some water to our information fields and see what springs up? Unfortunately, that is what many of us do.

For us to succeed, we need to sow strategically-selected seeds and apply the proper nutrients needed for the crop being planting. This cannot be done without first surveying the soil's unique nutritional composition and what will and will not work. Furthermore, picking the crop is just as important: having a successful yield with little to no demand for the resulting harvest is another potential mistake to avoid.

Let's say we have decided to plant wheat, because everybody needs wheat. We all expect that having that wheat will guarantee bread. What happens when we learn that a large portion of our demographics only consumes gluten free products? Will that wheat sustain them? What are the meat and potato trends that are currently sustaining many (Facebook, Twitter, Flickr, Pinterest, etc.)?

We often modify our services without long range considerations. Although high yield seeds can provide a big return on investments, what is the impact of that crop on customers? Are we producing what is needed? Are our efforts judiciously using existing resources that might be used differently? In terms of gaps in our information landscape that we can consider, many studies are showing that personal interaction skills are at all-time lows and loneliness is at all-time highs even though communications are at record highs.

Get your hands dirty and grow local. We should take time to analyze our community's makeup a little closer and determine the nutrients we already have and those that are needed. Is there another local agency that produces missing vitamins or minerals? Do they own a needed plow? Can we create a partnership with them to benefit all parties?

The Farm's Future. The small farms that survive have learned to provide a quality and service not equaled by the mega-farms. When they communicate the superior nutritional benefits they offer, many still do not listen. We are in the same boat. Librarians can and should offer superior services of local importance and interest but will never be able to determine this

accurately without digging into Big Data (some of which is conveniently prepared – or I should say reaped – for you and is available by links published at the end of the article). Local trends are always the most important; and the volume, variety, and velocity of information Big Data trend monitoring provides can help us to discover connections we may not have known existed.

C⁴: the Known Nutritional Deprivation. While not a symbol for a new form of explosives, C⁴ refers to a cluster of skills – critical thinking, communication, collaboration, and creativity – that employers are finding lacking in many of the young people entering the job market. Pointing, clicking, pinching, pulling, and numerous other means to access information “nutrients” quickly does not necessarily translate into applicable knowledge on how to use said information.

Harvest Futures. The GI Generation, born 1901-1926, the children of World War I veterans, survived the Great Depression and saved the world as fighters in World War II. GIs are community-minded, moral leaders with excellent team skills. The Silents, born 1927-1945, seek value and quality, are retired, enjoy taking things at their leisure, and want technology services that are familiar. Baby Boomers, born 1946-1964, are crossing over into retirement and have an overall feeling of economic security. The Boomers' willingness to spend money to retain their youth and their desire to stop mental aging make technologies that stimulate their minds the most likely to be appreciated. Generation X, born 1965-1980, learned technologies and desire quality, convenient, and cheap services to meet their everyday needs. Generation Y, born 1981-2000, has expectations that technology is just there for them to use, and this is helping create the C⁴ deprivation that many managers are seeing in those just starting their careers now. Generation Z, born 2001 or after, doesn't just expect technology; they are technology. Generation Z typically leaves the world of Barbie and Lego by

age three, moving to computers and tablets before even entering pre-school. This lack of physical world experiences is potentially creating an even greater deprivation than just C⁴ skills. How can all this fit together?

Crop Forecast. Although libraries will always be known for the variety of produce available to nurture the mind and heart, they cannot continue indefinitely if they don't reach the soul of their local consumers. Simply providing access to the same products will not guarantee sustainability. An important trend to consider in these coming years is the Maker Movement. There have always been people who tinker and make things on their own, and the reward for making something themselves is different for each generation. Providing a way for older generations to pass on skills no longer taught to current generations is a key unifying factor that a MakerSpace can cultivate.

Creating content is a service that higher educational institutions have done through university presses for years. Information Commons provide an intellectual MakerSpace where research and scholarship foster innovations and Big Data discoveries that may never have

evolved in our past. Archives are learning that the digitization of their content is leading to the rediscovery and recreation of lost thoughts and ideas as well.

Tilling the Soil. MakerSpaces should not simply be access to 3D printers and soldering stations; they need to be unique to the interests of the local community they serve. Sewing machines, Lego piles, robotics clubs, cooking classes, painting, ceramics, calligraphy, cursive writing skills, and hundreds of other possibilities are waiting to be rediscovered. Let's take ownership of skills that are being lost by providing meaningful activities that foster friendships, connections, and community interactions that can only happen in the physical world. We can encourage a love of libraries not just as sources of reading materials but as community partners connecting the varying interests and skills of our very diverse generations.

Tithing. In looking at the summary documents of the 2013 Top Technology Trends in Texas Libraries Survey, consider how all of this information can be tied together to unite your community. What pieces should you save for future use and which pieces have outlived their usefulness?

2013 Top Technology Trends in Texas Libraries Survey

All Generations combined:

<http://tx-northrichlandhillslibrary.civicplus.com/DocumentCenter/View/68>

Baby Boomers answers:

<http://tx-northrichlandhillslibrary.civicplus.com/DocumentCenter/View/67>

Generation X answers:

<http://tx-northrichlandhillslibrary.civicplus.com/DocumentCenter/View/69>

Generation Y answers:

<http://tx-northrichlandhillslibrary.civicplus.com/DocumentCenter/View/70>

Mister Rogers' Opinion:

<http://www.youtube.com/watch?v=OFzXaFbxDCM> 🌟

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

We look forward to surveying the technology fields of Texas libraries next year!



THE NEW LIBRARY SUPPORT SERVICE:

A Partnership between Amigos and the Texas State Library and Archives Commission

BY LYNNE CRADDOCK

“Local law enforcement wants our computer records to be an open book. Can they make us do that?”

“We need help with EnvisionWare – now!”

“Do we need to be on Pinterest?”

Take heart, Texas public libraries. Thanks to the Texas State Library and Archives Commission (TSLAC) and Amigos Library Services, you now have resources – *free* resources – available to help you deal with just about any issue that confronts and confounds you, from sheriffs to shared folders, from servers to customer service, and a whole lot in between.

Under contract to TSLAC, Amigos provides a program of support and assistance to Texas libraries. Focusing on the needs of small to medium sized public libraries, the program offers free-of-charge advice, referrals, and brief consultations by phone or e-mail from an Amigos team that I am privileged to lead. The desk is staffed from 8:00 a.m. to 5:00 p.m. Central Time, Monday through Friday, and is committed to responding to all requests within 24 hours. The Library Support Service (LSS) desk was

established to assist libraries by addressing questions related to all areas of their operations.

Sample of Topical Areas for LSS Consultation

- Management
 - * Personnel issues
 - * Board relations
 - * Friends groups
 - * Etc.
- Facilities
 - * Renovation
 - * ADA requirements
 - * Etc.
- Basic Services
 - * Reference
 - * Youth services
 - * Reader advisory
 - * Etc.
- Outreach
 - * Social media
 - * Partnering with community organizations
 - * Having a library open house
 - * Etc.
- Technology Planning
- E-books
 - * Collection Development
 - * E-book Vendors
 - * E-book readers
 - * Budgeting for E-books
 - * Etc.
- Library Standards
- Emerging Trends

Amigos taps into expertise statewide to assure prompt, thorough, and accurate responses to questions. Adjunct subject matter experts address specialized, in-depth questions. The primary partner in this effort is Jeanette Larson, a 30-year library veteran and owner of Austin-based Larson Consulting. Larson’s expertise extends through several areas, including collection development, children’s services, young adult services, library management, policy development, building construction, and advisory board relations. Requests for assistance pertaining to TSLAC programs and services are referred to TSLAC staff, as are requests for relevant materials from TSLAC’s Library Science Collection,

TexShare, and the TexNet Interlibrary Loan Network, and Discovery Texas.

The service aims to assist with requests for assistance regardless of difficulty. Basic assistance is designed to address needs of library staff and stakeholders in a prompt and responsive manner by email, phone, and other communications methods as appropriate. The goal is to provide basic assistance within 24 hours.

Complex requests usually require in-depth research and lengthier responses. The goal is to provide assistance for these requests within one week or within a mutually-agreeable timeframe.

LSS also assists with needs that are specific to a particular library situation. These “custom requests” are usually multi-faceted, involving considerable background knowledge and research, requiring knowledge of or research into a local situation. Requests in this category also may be addressed by providing referrals to appropriate resources, experts in the field of the request, and/or consulting organizations that may charge for their services. Funding does not allow for in-person consulting that would involve travel to the library location, and it is not included as a form of the free assistance LSS provides.

To date, the LSS team has fielded over 80 requests for assistance from more than 60 Texas public libraries. Most seek help in the areas of library expansion and renovation, Internet filter ratings, e-book and laptop use policies, e-book collection development, technology planning, policy manuals, and grants.

Some requests for assistance have greater ramifications. One library contacted the LSS desk asking about the Texas Open Records Act. This past February, Barbara Crossman, library director at the Jacksonville Public Library, had received a request for patron information from a local law enforcement agency.

We were hesitant to give out any information. I called for advice; Lynne sent me an e-mail with the appropriate citations. I took this information to our city attorney so that we would all be on the same page.

Pleased with the support she received on her initial inquiry, Crossman again sought assistance from the LSS desk, reporting,

In March we were in a quandary as to the preservation of old college annuals, dating back to the early 1900s from the now defunct Lon Morris College here in Jacksonville. In an effort to be good stewards of these books, I called upon Lynne Craddock again. She advised me about book care and also put me in touch with an archivist who was very helpful. Lynne has been very prompt in helping us with our problems.

Deb Flowers, library director of the Jennie Trent Dew Library in Goldthwaite, needed some quick answers to numerous questions she had surrounding the library's upcoming move into new facility.

I am a two-year, non-MLS librarian and former educator working part time, with an even less part-time assistant. Our small rural library is finally moving into a larger facility after 63 years in our current location. We've had so many questions and concerns about renovating, funding, weeding, packing, moving, and setting up our beautiful new space. We needed lots of help, and needed it fast.

Flowers contacted the service and quickly became a big fan. She is especially complimentary of the help she has received on multiple occasions from Jeanette Larson.

The Public Library Support Service has been an invaluable resource for us. We needed prompt, accurate, trustworthy answers to our questions. The advice we received from Jeanette has been all of these things and more. We feel assured that the helpful advice she gives us comes from many years of personal experience. We also appreciate the security of knowing that her recommendations come from not only her own expertise, but also those of others with whom she consults on our behalf. This service continues to be something for which we are eternally grateful as we forge ahead in this major project.

"Heaven sent" is how Angie Lugo describes the new support service. Said

Lugo, library director of the Ethel L. Whipple Memorial Library in Los Fresnos:

We have used the service when doing our grant writing, planning our remodeling, weeding our collection, and various other general consulting matters. Just knowing that there is someone we can call who will actually pick up the phone has been a relief. We lost a valuable partner when we lost the South Texas Library System, but the Texas State Library is on the right track to getting libraries the help they so desperately need.

Her positive experiences have made Lugo an enthusiastic ambassador for the program. "I often mention these invaluable services to other public librarians in my area." She said while some of her colleagues have seemed a little skeptical at first, she urges them to "just give it a try." She tells them, "I know you will be pleasantly surprised at how they (support service staff) can help you in so many areas of library operations." Lugo commends TSLAC for doing a "great job

in looking out for the small libraries that need all the help they can get."

Funding for the LSS service comes from the Institute of Museum and Library Services through the Grants to State Library Administrative Agencies program of the Library Service and Technology Act.

The Library Support Service now provides Texas public libraries a much-needed resource for timely, knowledgeable assistance and expertise on a remarkable range of topics critical to their operations. All it takes is a call or email. As librarians, we are pleased and excited to be part of the LSS team in providing support services to public libraries. It's been wonderful hearing from public library colleagues across the state and assisting them in whatever way we can. 🌟

Lynne Craddock is the public library specialist at Amigos Library Services.

Library Support Service
800-969-6562
TexasPL@amigos.org

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Augmented Reality Tour: Using New Technology to Impart Old Information

BY KAREN BERRISH, WITH NEETA JAMBHEKAR AND CHLORIS YUE

Introduction

How many times have librarians answered questions such as these?

Where do I check out books?

How can I get the articles my professor put on reserve?

Do you have any children's books?

Some of us wish we had a recording for these and other explanations that we give to new customers every day. Trying to address this need, we have created recordings using videos, still photos, and text files, and then linked them to icons to make an augmented reality library tour. Here is what we learned along the way.

Being in charge of library digital services, I (Berrish) was given the task of creating an online library tour. My first multimedia library tour was a Flash video. It incorporated silent video, still photos, and a voiceover recording to explain services and resources. Available on our library website, this tour is fine for someone who wants to spend a little over eight minutes to learn all about Neumann Library. Thinking about those often-answered questions previously mentioned, I wanted to do something similar that divided information into smaller chunks that could stand on their own so a customer could find relevant information instantly. Part of my daily work involves seeking out new technologies that might be useful to customers. The question in the context of this desired new resource was: could I find

a new technology that fit with our staff capacities to turn this idea into a useful segmented library tour?

I considered creating webpages and making QR codes linking to them. QR codes had already been around for a while when I started the project but were not, in themselves, visually grabbing – just squares with random black patterns. They wouldn't be attractive to customers. I wanted something eye-catching that would entice customers to explore. I wanted to use a newer technology. "What about this augmented reality thing" became a refrain I increasingly heard in my investigations; but the question I had to answer was: would it work?

According to oxforddictionaries.com, augmented reality is "a technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view." ("Augmented reality," n.d.). Techopedia.com says "Augmented reality (AR) is a type of interactive, reality-based display environment that takes the capabilities of computer generated display, sound, text and effects to enhance the user's real-world experience" and "Augmented reality combines real and computer-based scenes and images to deliver a unified but enhanced view of the world." ("Definition - What does *Augmented Reality (AR)* mean?" n.d.)

After reading a few articles, I decided that AR sounded promising but somewhat difficult to implement. I knew nothing about creating 3D images or programming in PHP. I didn't know if I would have the time or the ability to learn these things in the time frame involved. Most of what I read about using AR outdoors involved using GPS coordinates. Would that work inside a building? I decided to look at the available tools for creating augmented reality. Maybe I could find one that would fit our needs and that would prove workable from a staff perspective.

Tools

My research led me to further investigate three possible tools: Wikitude, Layar, and Junaio. Wikitude

consisted of an augmented reality software developer's kit and a browser app. It had won awards, was well documented, and best of all, it was free for non-profit use. On further inspection, however, I realized that my programming skills were not up to speed for using this toolkit. I could handle HTML and CSS, but Javascript and jquery would require too long a learning time for me to master within my goals. Another limitation, it worked on geo-location, GPS coordinates, which I was not sure would work inside a building. Although Wikitude does now have that capacity, at the time of my review it did not include image recognition and tracking. (More about this shortly.)

Layar looked good at first. Like Wikitude, it also had creator software and a browser app. Although Layar could be used with geo-location, it was more oriented toward adding augmented reality to print media, so at least it would work indoors. Had I found my tool? Well, no. The free version was supported by advertisements, but I did not want anything popping up during the tour. With no funds to spend, this option was off the table.

I was getting discouraged when I looked into the last tool, Junaio. Like the other two, it also offered creator software and a browser app. Junaio used various coding such as PHP, Javascript, and jquery. One of its promotional pages said one could use existing knowledge to create augmented reality, although I feared I did not have sufficient background knowledge for the task. Upon further reading, I saw information about Junaio Glue, a method to attach 3D images or video to a picture of a physical object or an image having characteristics that Junaio's browser could recognize. (This feature is the image recognition and tracking I mentioned earlier.) A good feature of this function was that it will work indoors without GPS coordinates. The best part was that the Junaio creator would do all the programming, and I would not have to write any code at

all. Learning that the creator was free convinced me that Junaio would be the library's augmented reality tool. (Sadly, the creator is no longer free. There is now a charge of \$530 for it.)

More software was needed to create the graphics to place in the creator to make the tour. I already had Photoshop, but even a simple drawing or photo editing program would work. I used Photoshop to edit the photos taken of various paintings and sculptures in our library. I intended to use these as the images the Junaio browser would track to display the tour videos or text files. During testing, I found that this process was not such a good idea. If anyone was standing in front of the sculpture or if we pointed the mobile device camera at it from a very different angle from that of the photo, the browser would not read it. I settled on creating graphic images in Photoshop that depicted the subject matter of the video or text file. These are working well.

For the videos, any video camera and movie making software will work to start. I used Windows Movie Maker because that is what we already had. Junaio very helpfully posted instructions on turning the movie file into the correct format using a program called Handbrake, a free open-source product that is easy to use. This program turns the Windows Movie Maker file into an mp4 file. If your movie making software can create an mp4 file, you do not need Handbrake.

Since I wanted to include a text file listing the types of ID cards we accept, I used the Microsoft Word text editor. You can use any text editor for this task. A text file is displayed in place of a 3D image in Junaio. Once you know how to make a text file show up properly, you can also make a 3D image display. All you have to do is make the 3D image! That's not so easy to do, and there is no free software that I found to do it for you. I chose not to use any 3D images for that reason and also because I could not find anything that would only work if shown in 3D. I hope to someday add this element. You might already have software and the skill to

use it, or know someone who can do it for you.

Content and Display

Once the software investigation was completed, a task force committee was formed with the digital services associate director as the team leader and the technical director of the team, while two public services librarians, Jambhekar and Yue, were recruited to assist with tasks such as choosing items to photograph, writing short movie scripts, and helping with the shooting of movies.

The committee met for the first time in early November of 2011. We considered Michael Gorman's third law of librarianship: "Use technology intelligently to enhance service" (Crawford & Gorman, 1995) as a guiding principle for this project. What could we tell new or returning customers in this way to help them use our library? What services are of most interest to customers? Which questions do we answer most repeatedly? We explored topics and areas of interest that could potentially be highlighted in the virtual tours. The initial brainstorming session generated many possible ideas, such as including a welcome video message from the library director and highlighting services such as borrowing, returning, reserve, printing, reference, etc.

We then grouped the possible topics into categories. For example, "popular student hangout" area will include information about the public workstation area, study rooms, and laptop friendly area; "highly requested services" will include information such as borrowing, paging, interlibrary loan, and reserve; "core services" will include information such as welcome message from director, Ask a Librarian or reference services, university archives, and curriculum library or easy book room. We also decided to include information related to equipment and location. On a spreadsheet, each team member gave individual ranking of topics so that we agreed on a priority list. On the same spreadsheet, we also

put in possible locations to place the AR icons. We ultimately came up with four tiers of priorities, with the first tier focusing on creating a welcome message, highlighting services regarding borrowing and returning, e-reserves, and accepted IDs.

Creating and designing icons as anchors for video or text information was the next important step for this project. We agreed the icons should have a uniform look for easy identification of self-help tours. They would vary just sufficiently to differentiate from each other, and they needed to be placed on a stable and permanent location. Initially, we thought we would create some smaller sized icons with just an arrow pointing to whatever we want them to look at and some larger ones with a few descriptive words.

Following our guiding principles, we created our first set of icons. They were round in shape with the university green as the background color and a picture of a realistic looking cell phone. The only thing that distinguished the icons was the descriptive text such as "borrowing" or "returning." We were excited when the first icon tested using the Junaio browser provided exactly what we expected. Yet we were puzzled when the second and third icons scanned were giving us the exact same message as tied to the first icon. It finally dawned on us that the icons are just too similar for the browser to distinguish one from another.



This followed with more experimentation using different icons. The next set of icons would keep the original background color and wording, but we would replace them with different pictures of cell phones. It did not work

well either. So we knew we needed to start afresh and create very unique icons for each tour. We gave up the idea of using the university green as the background color. Instead we chose to use a plain white background to make the image more outstanding. We also gave up on the round shaped concept. Instead, we selected from the free clip art we could locate, and we also took realistic photographs of objects when needed. We were relieved when all the icons provided correct content after the changes. They were finally unique enough for the browser to differentiate them.



Team members then wrote very short scripts for their chosen tour areas. We utilized Microsoft OneNote as the platform for us to post our work, to make comments, and to do editing. When the scripts were ready, we invited other staff members and library student workers to play roles in the movies. We also made sure we got their supervisors' approval for their involvement in this project; and as a university policy, we obtained their signatures on the image release forms.

The next agenda item for this project was to decide on the display area for these icons. A location, we decided, has to be close to the library entrance, where it attracts people's attention for self-help tours. They should also be placed at eye level to work with the cell phone. This became another difficult task for us because the library is short of empty wall space near the entrance area. The library entrance is, in fact, embraced by two service desks (the reference desk and the circulation desk) while the main walkway leads to the public computer clusters where the only wall space facing the entrance are the columns where electric cables are hidden. The first column is already home to a huge mobile phone poster.

The second and third columns behind are much narrower in size, and they are hidden from public view by the first bigger sized column at the entrance. We do not want people to have to turn around to ask for these tours since the objective is to provide the help that people need right at the moment when they walk into the library. So the only feasible area was the wall space in between two librarians' offices next to a glass faculty book cabinet, an area normally attracting some traffic already. The wall is white there, so the colorful icons with an attractive banner will definitely engage some of the walk-ins. This location became home to the icons for Borrowing>Returns, E-Reserves, Accepted IDs, and the Welcome from the Director, along with QR codes for downloading the Junaio browser. For the second tier of tour content, which involves areas on the second level of the library such as the curriculum library, the university archives, etc., we decided to place icons on two vertical stands at the bottom of the stairs. Even though this location is not right by the library entrance, it is a high traffic area since it is located close to another popular public computer cluster, next to the only stairway to the upper floors, and easily visible from the reference desk.

After several rounds of testing by us and other library staff at the staff development day, we refined the tour some more. In the fall semester of 2012, we felt it was time to unveil the product. The first opportunity for us to make a big announcement to the university community was through a university sponsored event, the "I heart UHCL" day on October 17, 2012, where booths of various departments were set up in a big open atrium setting. To attract visiting students, staff, and faculty, each department had to create a unique activity related to their department. We downloaded the free Junaio augmented reality browser onto two iPads. We invited, trained, and paired with other library staff to showcase this product in the event. Doing so, we got other library staff to learn how AR works, getting them excited about AR, and at

the same time, impressing the university community that the library again leads in employing new technologies to promote our services in a fun, useful, and engaging way.

Final Product

For the final version of the tour's first phase, most of the icons had videos that included some still images. One had a text file, and another had a QR code. The icons and what they show are:

- *Welcome*: a video welcome message from the library director
- *Borrowing*: a short video that explains how to borrow books and media from the library
- *Returning*: a short video showing locations of drop boxes in the building
- *Accepted IDs*: a text file listing the multiple IDs that are accepted by the library
- *E-Reserves*: a short video explaining how to access items placed by faculty on reserve and electronic reserve
- *Renew*: a QR code that displays the webpage where patrons log in to renew borrowed books and media

Also, we posted instructions that include QR codes for downloading the free Junaio augmented reality browser onto several mobile devices.



Photo and images courtesy of Karen Berrish

When the tour was presented to the library administration, we got an enthusiastic response even though there were some hiccups. These we found to be caused by our Internet access via the university's wireless network getting interrupted, and, in one case, the wrong version of a video being uploaded. After all the quirks were corrected, a large

banner advertising the new media-friendly tour was printed and displayed above the AR icons on the wall near the library entrance. Handouts were made and placed on the service desks, promotional table tents were printed and placed on tables in the library, and this brand new service was announced on the library homepage as well.

At this point, our university is in the process of a four-year expansion initiative. The new freshmen and sophomores will dramatically change our student demographic profile. With the incoming students who are more tech savvy, we expect the demand for media services to rise sharply. As Gorman said in his second law, "Respect all forms by which knowledge is communicated" (Crawford & Gorman, 1995), we anticipate our new patrons to use this form of communication more than verbal communication.

Our plan to use new technology to impart old information is a work in progress, and we will add more segments to the tour in the very near future.

Suggestions

We have a few suggestions for those who might be considering an augmented reality project. First, involve your supervisor in your initial discussions. Of course you need to get approval for the project, but you might also learn about available resources you can use of which you were not aware. This is especially true for funding. Even though you can still do this with very little money, you might want to look for funding sources. Your supervisor might know of available money in the library budget that can be used. Perhaps there are grants you can try to get. Any money you can spend will enable you to get better software and equipment that will enhance the look and functionality of your result. You must be aware of your budget before you start.

Another important step to take is to find out what skills exist within the library that are relevant to the project. Do you already have staff members who are good at video photography, creating

graphics, or writing scripts? Determine what skills are needed. Recruit the library staff members who have those skills to work on your project, and then figure out how you will fill the gaps. Who will learn the rest of what you need? Can you hire or outsource some of the production?

After your project team is assembled, have them talk to others on the staff as needed to gather information with which you will make decisions about what content to include, how to structure the content, and which sections you should work on first. Ask the appropriate staff to either write a short paragraph about a service or resource or to edit what you wrote about it. Involving library staff in the process gets them interested in seeing the final result. They can be a good source of publicity for your AR tour. There's nothing better than word of mouth to spread the news.

Finally, be sure to test the end result of your project with staff before putting it out for the customers. Their feedback can be quite useful. Create some way for them, and ultimately your customers, to easily comment on and make suggestions for your tour. We are making a short comment form webpage for this feedback. A QR code icon will be placed in each of the tour icon areas to display the form and encourage feedback.

We consider the augmented reality tour to be another way to communicate with our customers. Our goal is to get our message out in as many ways as possible to reach as many customers as possible. AR is a means of communication that especially appeals to younger students, faculty, and staff. It fits in nicely with our upcoming university expansion to welcome freshmen and sophomores to our campus. We encourage you to try augmented reality for some of your communication needs.

Karen Berrish, Neeta Jambhekar, and Chloris Yue are librarians at the University of Houston-Clear Lake.

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The 83rd LEGISLATURE:

A New Chapter for Libraries

BY GLORIA MERAZ

The 83rd Regular Legislative Session concluded on May 27, 2013. The session yielded important victories for libraries.

The finalized Appropriations Bill for 2014-15 funds current State Library operations and increases funding for Shared Digital Content by almost \$7.5 million (covers additional funds for TexShare, K-12 database programming, and e-content), \$600,000 for three FTE archivists, and \$1 million for repairs to the Sam Houston Center in Liberty. The Legislature also approved an increase in the salary level for the state librarian position.

One of the outcomes of this funding increase is for the K-12 community, which will be able to participate once again in statewide access to library databases. Lawmakers approved an operational model built on the TexShare system. School districts, like public and academic libraries, will be asked to cost-share some of the expense for database access. The great value of the statewide purchasing arrangement through the State Library will mean that districts will be able to access quality resources for a minimal but strategic investment.

Currently, public and academic libraries contribute about 30% of the overall cost of the databases. The fee structure is created by librarians statewide and is based on the size and capacity of individual institutions. So, the less affluent and smaller institutions pay on a smaller scale. The fee structure and the date of implementation for school libraries (probably sometime during the 2013-14 school year) are among the issues the State Library and the TexShare Advisory Board will address.

Another result of the funding increase is that the State Library will be able to include the new appropriations level in

its request to the Institute of Museum and Library Services as the State Library moves forward to seek a waiver for Texas on the maintenance of effort requirement. By way of background, Texas failed to meet the maintenance of effort requirement for federal funds for 2012 (and beyond) because of the budget cuts last session (the 82nd). A waiver is needed if the State Library is to receive all or most of the funds for which Texas is eligible for library services. The waiver petition is due in Washington at the end of June.

The Governor has called back the Legislature for a special session to deal with redistricting. It is possible that the Governor may open up the session to other areas for action. The Governor has until June 16 to sign or veto any legislation from the regular session, including the Appropriations Bill. Any bills not signed by that date automatically become law.

Bill Summary

HB 374 (Guillen): Allows local development corporations the option of undertaking projects related to community libraries. Status: Bill left pending in Committee on Special Purpose Districts.

HB 693 (Phillips): Allows a city water utility to include a customer donation option for a local library. Status: Passed.

HB 1025 (Pitts): Supplemental bill for current biennium; increase state librarian's salary level. Status: Passed.

HB 2127 (Howard)/**SB 1055** (Watson): Allows adjunct faculty who are professional librarians to participate in group benefit programs at a public institution of higher education. Status: Passed.

HB 2519 (Springer): Changes current statute to allow a county commissioners court to refuse to establish a county library even when a majority of voters submit a petition. Status: Left pending in the committee.

HB 2760 (Branch)/**SB 922** (Birdwell, et. al.): Allows Texas Technical State College and Community Colleges to partner for the delivery of technical education, including the sharing of library resources. The statute would remove any statutory barriers that might prevent such collaboration. Status: Passed.

HB 2826 (King of Hemphill): Extends existing state telecommunications discount from January 1, 2016, to January 1, 2020. Status: Left pending in committee.

HB 2902 (Thompson of Brazoria): allows for the imposition of fines and civil penalties for lost, damaged, or overdue county library property. Status: Passed.

SB 286 (Hinojosa)/ **HB 1029** (Bonnen): Includes professional educator (definition specifies full-time librarians as specified in the Education Code) as eligible for affordable housing loan program. Status: Passed.

SB 583 (Carona): Repeals Section 56.025 of the Utilities Code. Committee substitute eliminated text regarding the creation of a commission to study the need for including Internet, high-speed Internet, or broadband services through the Universal Service Fund. Status: Passed.

SB 667 (Seliger): Requiring a study by the Coordinating Board on the feasibility of collecting published research. Status: left pending in House Calendars Committee.

TLA THANKS

We offer our deep gratitude to **librarians and library supporters** who gave of their time and talent to be counted for libraries by accepting the critical task of testifying before the various committees. These model advocates are: Steve Brown who recently retired from North Richland Hills Library, Jesús Campos of South Texas College, Yvonne Chandler of UNT, Waynette Ditto of the Hewitt Public Library, Maegan Ellis of the Central Texas Literacy Coalition, Rhoda Goldberg (retired) of Harris County Public Library, Bonne Gonzales (CEO of Workforce Solutions in South Texas), Jennifer LaBoon of Fort Worth ISD, Susan Mann of Hillsboro Public Library, Gretchen Pruett of New Braunfels Public Library, Kyle Ward of Texas PTA, and John Trischitti of Midland County Library System,

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TSLAC Commission Members and the group's **Legislative Subcommittee:** Mike Waters (Commission chairman), Sharon Carr (Commission vice-chair), Sandy Pickett, and Martha Doty Freeman

TSLAC Staff, including Interim Director Ed Seidenberg, Library Development Director Deborah Littrell, and Public Information Officer Cesar Garza among many others

TLA offers its deep thanks to **legislators and their staffs** who supported funding and initiatives to benefit libraries. They include: Rep. Jim Pitts (R-Waxahachie); Rep. Sylvester Turner (D-Houston), Rep. Ruth McClendon (D-San Antonio), Rep. Larry Gonzales (R-Round Rock), Rep. Susan King (R-Abilene), Rep. Oscar

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THANKS to **Baker & Taylor**, TLA 2013 Virtual Action Day Sponsor

A special thanks to Susan Mann, chair of the TLA Legislative Committee; Rhoda Goldberg, vice-chair of the Legislative Committee; and the members of the Legislative Committee. ❖



PHOTO by Cesar Garza (TSLAC)

Texas House of Representatives in session viewed from the chamber gallery.

100th TLA Conference Wraps Up



Approximately 6,500 librarians, library supporters, authors, and vendors gathered in Fort Worth for an outstanding week of professional development, networking, and fun. The event marked the 100th conference of the Association and was celebrated with birthday cake and exceptional programming.

This unprecedented conference featured three general session speakers: retired soldier and motivational speaker J.R. Martinez, internationally-recognized researcher Dan Ariely, and celebrated author Neil Gaimon. Library experts from across the state and nation discussed issues such as information literacy, advancements in library support of the curriculum, copyright, programming, assessment, demonstrating value, advocacy, and technology initiatives.

TLA's Connect to Know hub in the exhibit hall allowed members to visit with each other, meet TLA's

An attendee sits in the Brodart "lounge" at the Connect to Know TLA membership booth.



membership coordinator, ask questions (and get answers) about TLA and conference, and contribute video observations. Participants were entered into a drawing for several prizes. The top prize consisting of furniture (Fireplace, Jet Chairs, Jazzy Carpet, and a Linx Coffee Table donated by Brodart Company) went to Milena Davis, director of the Heavener Public Library in Heavener, Oklahoma.

TLA members can continue to benefit from conference activities by accessing handouts of conference programs and shopping the Exhibit Hall. By July 1, TLA's online exhibits area will feature 2014 exhibitors. This TLA resource allows librarians to shop by category and to contact representatives directly. 🌟

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TLA Awards 2013

TLA congratulates all of the outstanding 2013 award winners, and we gratefully thank the sponsors who make several of these awards possible. The listing of award recipients here is based on the submission of winners by unit chairs as of conference 2013.

Association-Wide

Lifetime Achievement Award Gleniece A. Robinson

The TLA Lifetime Achievement Award recognizes an individual with an exemplary career in the profession. **Gleniece Robinson** has demonstrated passion and enthusiasm for service over the span of 40 years in academic, special, and public libraries; championed local culture and history;

Distinguished Service: Steve Brown

and has served as an ambassador for libraries, literacy, and learning for almost two million clients. Despite funding challenges, she has delivered high quality programs and leveraged private and grant funding to implement community-based literacy initiatives, homework and teen centers, and outreach to underserved neighborhoods.

Distinguished Service Steve Brown

This award honors an individual who has demonstrated substantial leadership to the profession and provides outstanding and continuing service to the library profession. Over his 40 years of service to libraries, Steve Brown amassed many titles and honors: president, director, chair, trustee, treasurer, consultant, and board member. To the state and national library community, he's known as a true public servant, an advocate, a crusader, and transformer. His contributions have been many and yet somehow he's managed to find a balance between working really hard for libraries and

Librarian of the Year: Lydia Tucker

maintaining a centered and balanced life as evidenced by two of his other less known titles – master brewer and guardian of the groove.



Lifetime Achievement:
Gleniece Robinson

Librarian of the Year Lydia Tucker

*Neil Armstrong
Elementary School*

This award honors extraordinary leadership or service within the library community in the past 12-18 months. Lydia Tucker is described by colleagues as “our great librarian,” “an important presence at

faculty meetings,” and “a true jewel.” Her programming has included night watching parties in partnership with the San Antonio Astronomy Society, the Rock around the World Project where students send rock samples to Arizona State University for analysis, a Chess Club to foster deep thinking and strategy, and a gift drive for needy families. She's also known for her excellent grant writing, receiving an Office Max grant for \$20K used to purchase Smart Boards for ten teachers.

Benefactor: Maribel Castro (presenter) with Scott Johnson, Friends of the Plano Public Library



**Wayne Williams Library
Project of the Year Award
“Portal to Texas History”
UNT Libraries**

The TLA Wayne Williams Library Project of the Year recognizes the highest levels of achievement, professional standards, and inspiration to other libraries. The **UNT Libraries** “Portal to Texas History” provides a digital gateway to rich collections held in Texas libraries and other institutions; tools to enable collaboration; and learning materials and resources for students and educators. Its libraries are recognized as national leaders in digitization and for their research in the areas of digital preservation, Web archiving, and information seeking behavior.

**Libraries Change
Communities Award
Bell Whittington Public Library**

The Libraries Change Communities Award recognizes a collaborative community effort to promote outstanding library-based initiatives in Texas. The Bell Whittington Public Library’s Seniors in Cyberspace program delivered specialized training to adults

Libraries Change Communities: Brenda Davis and RoseAleta Laurell,
Bell Whittington Public Library (Portland)



Spectrum Scholar: Marisa Mendez Brady

over the age of 50. In addition to providing the training within two libraries in the county, this award recipient took training to four other sites in the county – including two Dairy Queens. Because of this work, participants are now more connected to family and friends, and the library has seen a big increase in Friends memberships and volunteerism.

**Benefactor Award
Friends of the Plano Public Library**

The **Friends of the Plano Public Library** made their first contribution of \$100 to their local public library in

1967 to purchase one set of *Encyclopedia Britannica*. Since then, it has continued working to help their library offer first-class resources and services. Last December, after an extremely successful library book sale, the group presented a check for \$100,000 to the city council. Over the last ten years, the Friends group has gifted almost \$1 million to benefit the community through enhanced library programs and materials.

TLA’s Spectrum Scholarship recipient this year is **Marisa Mendez Brady**. A graduate from Haverford College and current MSIS student at the ISchool at the University of Texas at Austin, Mendez Brady has worked at both the Tarlton Law Library at the University of Texas and the Austin Public Library. She is looking forward to completing her graduate studies and pursuing her passion for studying information. By embarking on a career in librarianship, she aspires to help ensure and protect the accessibility of information.

Wayne Williams Library Project of the Year: Dreanna Belden
and Martin Halbert, University of North Texas



Project and Personnel Awards

Christina B. Woll Memorial Grant was awarded to **Austin Discovery School Library** for the acquisition of biographies to enhance its Texas history collection.

The Texas Media Awards Bob Bennett Best of Show recipient is **Maddy Ullman** of June Shelton School, Dallas. The award recognizes the best in creativity in all media categories. Ullman's video "Alter Ego's Victory" was outstanding and exemplary.



The Texas Media Awards winner for logo creation is **Skai Brown** of R.L.

Turner High School, Carrollton Farmers Branch ISD.

The award recognizes the best in designs that were submitted

for consideration as TMA's new logo. Brown submitted a logo that will be used for years to come.

Additional information on Texas Media Award honorees is published at <http://www.txla.org/tma-winners>.

The Upstart Award Committee (formerly Highsmith) has awarded two Upstart Innovative Programming Awards. The first has gone to **Liz Harrison**, librarian at Hebron High School, Lewisville ISD. Harrison created the Read-a-Coaster project to promote reading for fun among high school students, which quadrupled circulation and dramatically increased traffic in the library.

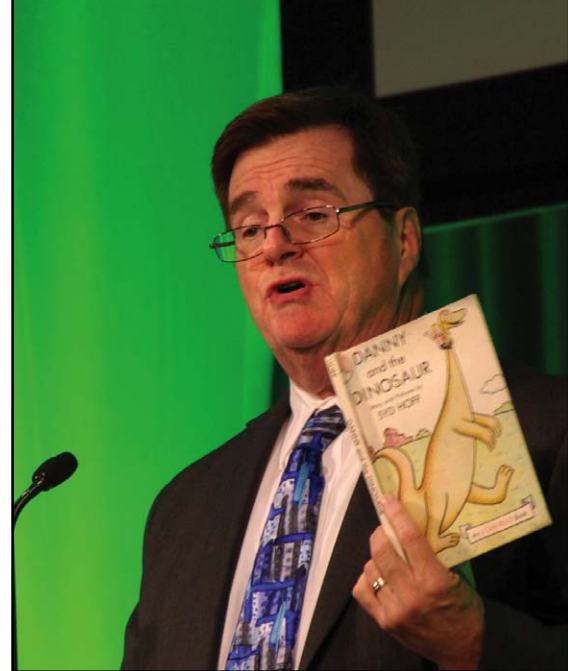
The award recognizes a school library which has implemented creative marketing project and/or promotion to enhance their visibility within their service area. She received a \$1,000 award.

The second Upstart Innovative Programming Award was given to **Eileen Lee**, children's librarian, South Regional Library, Montgomery County Memorial Library System. Lee developed the Sensory Storytime project to introduce children with sensory processing disorder and their families to storytimes that were geared for their special needs.

The award recognizes a public, academic, or special library which has implemented creative marketing project and/or promotion to enhance their visibility within their service area. She received a \$1,000 award.

Siddie Joe Johnson Award: Carol Richmond (Woodrow Wilson Elementary, Denton ISD)

Upstart: Eileen Lee (Montgomery County Memorial Library System), Matt Mulder (Upstart), and Jerilynn Williams (Montgomery County Memorial Library System)



TASL Distinguished Administrator: John Ringhauser (Davis Elementary, Irving ISD)



Upstart: Liz Harrison (Hebron High School)



Judi Moreillon and **Teresa Starrett** of Texas Woman's University received the TLA/Demco Research Grant. The Texas Library Association partners with Demco, Inc., in offering the grant to advance professional knowledge, provide data on libraries for planning and development, and provide for better libraries and improved services in libraries. Moreillon (assistant professor, SLIS) and Starrett (assistant professor, Teacher Education) submitted a proposal to research "Principals' Perspectives on the Value of School Librarians in Teaching and Learning Case Study."

The Texas Association of School Librarians Distinguished Library Service Award for School Administrators was presented to **John Ringhauser** of Davis Elementary, Irving ISD. This award recognizes school administrators who actively support school library programs on their campus or in their district. Ringhauser was selected for because of his vigorous support for the library program on his campus.

The Texas Association of School Librarians (TASL) Media/Virtual Presence Award recipient is **Erin Segreto** of Coyote Library, Cinco Ranch Junior High School, Katy ISD. The award is given to honor a school librarian who shows excellence in their virtual presence.

TLA/Demco Research Grant: Teresa Starrett (TWU), Janet Nelson (Demco) and Judi Moreillon (TWU)



SCLRT Librarian of the Year: Denise Milton (Jasper Public Library) pictured with Darryl Tocker (Tocker Foundation)

The 2011-2012 Shirley Igo Librarian/PTA Collaboration Award was presented to **Doss Elementary of Austin ISD** last July by TASL Chair Mary Woodard, and honored at the PTA annual summer leadership conference in Austin. (See *Newsnotes*, page 88.) The Doss Elementary librarians, Bonnie Lang and Jane Willis, and Doss Elementary PTA teamed up, formed the Read across Doss (RAD) committee, and devised a plan to expand existing PTA activities and events.

The Children's Round Table's Siddie Joe Johnson Award has been given to **Carol Richmond**, Woodrow Wilson

Elementary School. During her tenure at Wilson, Richmond has demonstrated outstanding instructional leadership, has been a recipient of numerous educational grants for reading programs and always stays abreast of the best practices in librarianship, technology tools, and technology applications for children and adults.

The Library Instruction Round Table's annual Devin Zimmerman Award has gone to **Sara Schmidt** of Schreiner University (San Antonio). The award recognizes outstanding work in library instruction services. The recipient is awarded a \$400 cash award.

The New Members Round Table's Outstanding New Librarian Award goes to **Kit Coates**, Cedar Park Public Library. This award recognizes excellence in librarianship by a professional librarian in his or her first five years of service. During her tenure, she has created a Teen Library Council, started a children's area blog, increased children's program attendance, developed special family events, assisted in writing and securing grants for her library, revamped an afterschool program, and spearheaded planning and implementation of activities for her library foundation's fundraiser.

The Reference Round Table's Texas Reference Source Award has gone to **Profiles of Texas**, 3rd edition, published



by Grey House Publishing. The Texas Reference Source Award recognizes an outstanding reference tool in Texas history, culture or commerce. *Profiles of Texas* is a major source of demographic and statistical data, based on Census and other governmental sources, for over 1,700 Texas localities.

The Small Community Libraries Round Table Librarian of the Year this year is **Denise Milton** of Jasper Public Library. During her 26 years as a librarian, Denise Milton has been a leader in disseminating information about libraries not only at the local level, but at the System and State level as well, serving on numerous committees, and in 2012 attended the Project Compass National Convening in Washington DC to learn about challenges and solutions to support local economics. The Tocker Foundation sponsors the award and bestows on the winner and her library a \$1000 award each.

The TALL Texans Round Table's Standing TALL honor has been awarded to **Carolyn Davidson Brewer**, executive director of North Texas Library Partners. Davidson-Brewer has strengthened community partnerships with libraries.

Conference Stipends and Professional Development Awards

The College and University Libraries Division's CULD Melody Kelly Support Staff Conference Stipend has been awarded to **Suzi Townsdin**, University of North Texas Libraries.

The Public Libraries Division's conference stipends have been awarded to **Billy Cryer** of McAllen Public Library, **Cindi Wynia** of Amarillo Public Library, **Laura Matson** of Harris County Public Library, **Bette H. McDowell** of Pflugerville Public Library, and **Mary Vernau** of Tyler Public Library.

District 3's annual conference stipends have been awarded to **Michelle Beebower** from Austin Public Library and **Diane S. Hance** from Grisham Middle School, Round Rock ISD.

District 5's annual conference stipends have been awarded to **Alyssa Schertz** of Smith Public Library and **Andrew A. Smith** of Texas A&M University – Commerce.

District 10's annual conference stipends have been awarded to **Hilary Crowder** of Baylor Health Sciences Library and **Karyn Lewis** of Spring Branch ISD.

Archives, Genealogy, and Local History Round Table's conference stipend has been awarded to **Laura Smith** of Harris County Public Library.

The Black Caucus Round Table's conference stipends have been awarded to **Peace Ossom-Williamson** and to **Kymerly Keeton**.

Cataloging and Metadata Round Table's conference stipends have been awarded to **Ivon Cecil** of the Harrington Library Consortium (Amarillo) and **Constance Matheny** of the Texas Comptroller of Public Accounts, Data Services Division.

The New Members Round Table's professional development grant has been awarded to **Heather Shaw** at North Texas Community College.

The New Members Round Table's conference stipend has gone to **Hollie Gardner** with the University of Texas in Arlington.

The New Members Round Table's student conference stipend was awarded to **Laura Bott** of San Jose University's MLIS program.

The Reference Round Table Reference Round Table's conference stipend has been awarded to **Susan Whitmer** of University of North Texas Libraries.

The Young Adult Round Table's annual conference stipends have been awarded to **Amy Thorne** of San Antonio Public Library and **Jacqueline Higginbotham** of New Caney ISD.

The Small Community Libraries Round Table's Biblionix stipend has been awarded to **Dianna Coldiron** of Grapeland Public Library.

Other

Dobie Awards

Coleman Public Library
Cross Plains Public Library
Haslet Public Library
Wolfe City Public Library

Texas Book Festival Winners 2013

Collections

Bay City Public Library
Woodland West Branch, Arlington Public Library
Wells Branch Community Library
Jacksonville Public Library
W.O. Haggard Library, Plano Public Library System
Dr. Hector P. Garcia Memorial Library
Pauline & Jane Chilton Memorial Marlin Public Library
TLL Temple Memorial Library and Archives

Dustin Michael Sekula Memorial Library

Literacy

Arlington Public Library System
Elgin Public Library
Forest Hill Public Library
Technology
Bastrop Public Library
McMullen Memorial Library
Flower Mound Public Library
Lakeshore Library, Llano County Library System

Love Awards

Grapeland Public Library 🌟

PBS LearningMedia Survey Reveals Teachers Are Embracing Digital Resources

BY MELISSA MILLS
AND CAMILLA JONES

Technology is a critical part of learning and teaching in today's classrooms. Teachers today need access to high-quality digital content to keep pace with schools' investment in interactive whiteboards, tablets, and other devices to maximize the educational benefits of technology in classrooms.

Earlier this year, PBS LearningMedia released findings from a national survey of Pre-K-12 teachers that provides a snapshot of how teachers are embracing technology in America's classrooms. The survey probed several aspects of technology usage among teachers including the types of technology being accessed, the underlying purpose for using technology, and the prevailing attitudes about using technology to enhance teaching.

Three-quarters of teachers surveyed link educational technology to a growing list of benefits – indicating that it enables them to reinforce and expand on content (74%), it helps them to motivate students to learn (74%), and it enables them to respond to a variety of learning styles (73%).

Teachers are integrating digital learning into their classrooms more than ever before. Nearly half (48%) of teachers surveyed reported using technology to access to online lesson plans - and just under half use technology to give students access to web-based educational games or activities (45%). Additionally, teachers are using online video, images, and articles (43%). Sixty-five percent of teachers reported that technology allows them to demonstrate something they cannot show in any other way.

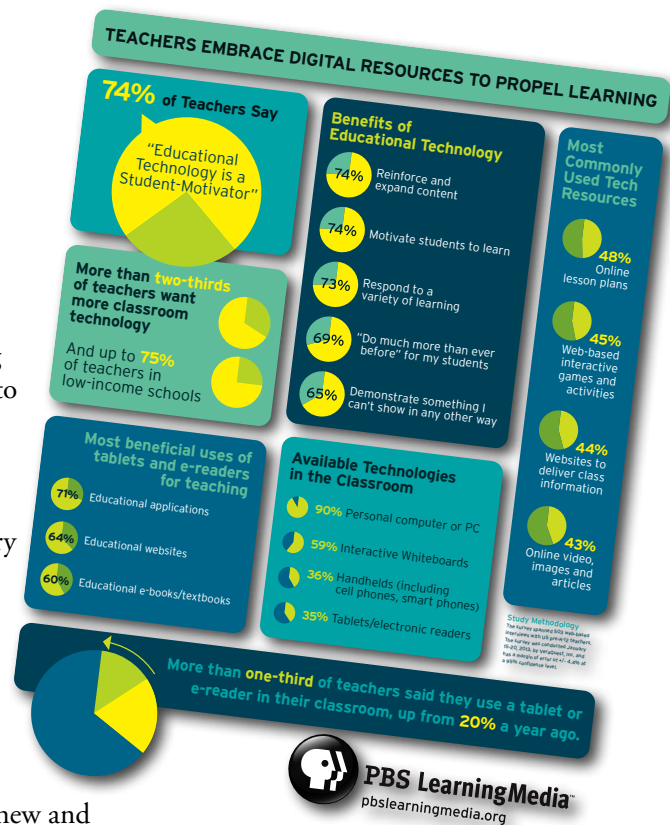
"Technology is changing the education landscape and positively impacting the way teachers teach and students learn," said Alicia Levi, managing

director, PBS LearningMedia. "We are committed to offering educational tools and services to equip teachers teaching in the for 21st Century and enhance student learning."

For the most part, there are very few drawbacks that teachers associate with educational technology: almost seven-in-ten teachers (69%) say that educational technology allows them to "do much more than ever before" and 62% say that "technology is a new and exciting way of communicating with and motivating students." Only 6% say it requires too much planning and 7% describe it as a distraction.

A growing number of educators have access to and are adopting new technologies and platforms to support instruction. Ninety percent of teachers surveyed have access to at least one PC or laptop for their classrooms, and six in 10 teachers (59%) have access to an interactive whiteboard. Tablets and e-readers saw the biggest increase among technology platforms available for classroom instruction. More than one-third (35%) of teachers said they have access to a tablet or e-reader in their classroom, up from 20% a year ago. Among teachers with access to tablets, 71% cite the use of educational applications as the most beneficial for teaching, followed by educational websites (64%) and educational e-books/textbooks (60%).

Most teachers surveyed (90%) have access to at least one PC or laptop for their classrooms, and six in 10 teachers (59%) have access to an interactive whiteboard. More than two-thirds (68%) of teachers expressed a desire for more classroom technology and this number is even greater in low-income schools (75%).



As more educators are adopting technology into their 21st century curriculum, the accessibility of educational content – on a variety of platforms – is key to bringing lessons to life in classrooms.

PBS, a leading provider of free teacher resources and digital content for use in the classroom, has regularly surveyed educators on their use of digital media and technology since 2002. PBS LearningMedia is the go-to destination for free and instant access to more than 30,000 classroom-ready, digital resources including videos, games, audio clips, photos, lesson plans, and more. Learn more about PBS LearningMedia at <http://www.pbslearningmedia.org>

Survey Methodology

The survey spanned 503 Web-based interviews with US pre-K-12 teachers. The survey was conducted January 15-20, 2013, by VeraQuest, Inc. and has a margin of error of +/- 4.4% at a 95% confidence level. The survey is online at: <http://to.pbs.org/TeacherTechSurvey>.

Melissa Mills and Camilla Jones are with PBS Learning Media.

Texas Library Association 2013 BRANDING IRON AWARDS

Texas libraries offer an incredible array of programs and services. A vital and exciting component of delivering these resources to the people of Texas is the work of promoting them. The library community is filled with talented and innovative people who market libraries. 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 creating and conducting successful public relations efforts statewide.

Every year, the Texas Library Association honors libraries and library support organizations that effectively promote library services. The TLA Branding Iron Awards recognize diverse and quality work in the area of marketing and public relations. We congratulate all of the winners of the 2013 PR Branding Iron Awards competition. We encourage all libraries to submit entries next year to share their best practices with the wider Texas community.

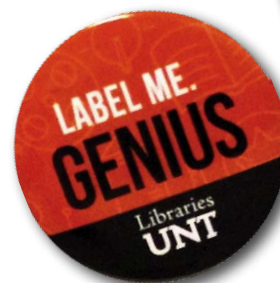
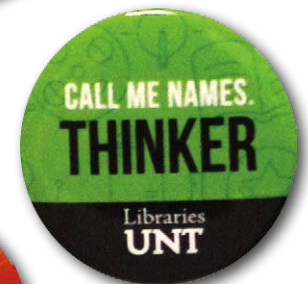
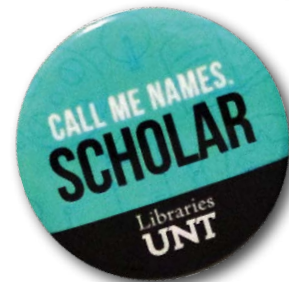
BEST OF SHOW

UNIVERSITY OF
NORTH TEXAS LIBRARIES

PR Plan and Related Activities

Caroline Booth, *Director of Communications and Marketing*
Dreanna Belden, *Assistant Dean for External Relations*
Martin Halbert, *Dean of Libraries*

UNT Libraries developed a comprehensive approach to marketing that involved careful planning, research, documentation, and production of resources and products. From a stylistic guide for creating consistent and professional communications to campaigns and promotional items celebrating librarians, libraries, and the institution's community, the library pushed forward on many fronts. These efforts were creative, energetic, unique, and successful!



Martin Halbert (dean of libraries, UNT) and TLA President Sherilyn Bird following the Branding Iron Best of Show presentation at General Session II

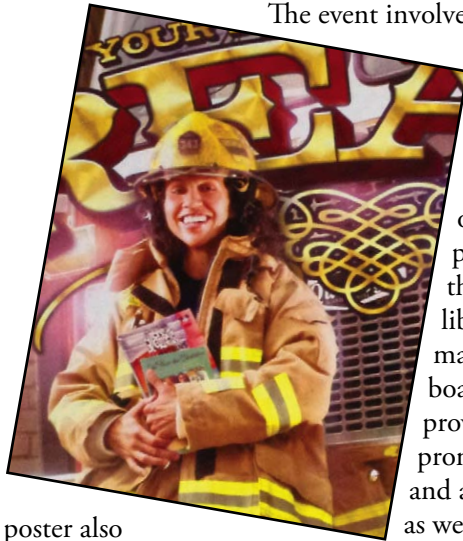
CATEGORY WINNERS

Print Media Category AUSTIN PUBLIC LIBRARY

Set Your Imagination on Fire: READ posters with local firefighter Xochitl Hernandez

Toni Grasso,
*Administrative
Manager, Office
of Programs and
Partnerships*
Brenda Branch,
Library Director

The poster, titled *Set Your Imagination on Fire: READ*, emphasizes the importance of libraries and reading. Featuring a local Austin firefighter, the poster also serves a recruiting purpose for the Austin Fire Department by providing information on where to go to become a firefighter as well as informing adult and children about the different types of stories to find in a library. The poster has been widely distributed throughout APL's system, other city departments, and the Austin Independent School District.



Special Events LARRY J. RINGER BRANCH LIBRARY, BRYAN AND COLLEGE STATION LIBRARY SYSTEM

Library Card Sign-up

Kathy Nixie, *Larry J.
Ringer Branch Library*
Larry Koeninger, *Library Director*



In 2012 at the end of August, the region's city councils and commissioner's court made public proclamations encouraging the citizens to get a library card. The library promoted the act of passing the proclamations as a kick-start event for our library card campaign.

The event involved local leaders in photo and media opportunities. Political figures held up library cards for a photo opportunity and provided a chance for them to visit with the library director, branch manager, and library board members. It also provided a forum for promoting new e-book and audiobook selections as well as updates on library activities.

Editorial Strategies TAMMY KORNS PLANO PUBLIC LIBRARY

"Ex Libris" Column in Plano Profile Magazine

Tammy Korn, *Plano Public Library*
Cathy Ziegler, *Library Director*

The "Ex Libris" column featured in each monthly issue of *Plano Profile Magazine* highlights Plano Public Library System's activities, events, materials, and new services available to the community. The publication's circulation is 50,000, comprising 47,000 direct mail pieces to Plano, Frisco, and Allen households and 3,000 for direct distribution to area businesses and organizations.



Non-traditional Media AUSTIN PUBLIC LIBRARY

Literature Live Puppet Show/ Booktalk Trailers

Toni Grasso, *Administrative
Manager, Office of Programs
and Partnerships*
Brenda Branch, *Library Director*

The Austin Public Library has created trailers for each of its puppet shows, produced as part of the Literature LIVE! programs in the Youth Services Division. The trailers are posted on YouTube and shared on the library's blog. Like video booktalks, the puppet show trailers use still photos and a dynamic series of captions to attract viewer interest. Colorful and fun, the puppets (and their creative puppet masters) draw increasing large audiences and serve to educate people about literature and this wonderful art form.



PR Plan

UNIVERSITY OF NORTH TEXAS LIBRARIES

UNT Libraries' "Identity Guide"

Caroline Booth, *Director of Communications and Marketing*
 Dreanna Belden, *Assistant Dean for External Relations*
 Martin Halbert, *Dean of Libraries*

After months of research and planning, the Communications and Marketing Office UNT Libraries' External Relations Division developed a comprehensive *Identity Guide*. By crafting consistent messaging and defining stylistic means to reach target audiences, the library increased the perception of UNT Libraries as a progressive, professional, service-focused, and innovative academic library. The guide helps ensure that branding – including messaging, marks, colors, fonts, and design styles – will be consistent across all platforms and media.



Campaign

TEXAS CHRISTIAN UNIVERSITY MARY COUTS BURNETT LIBRARY

TCU READ Campaign

Shelda Dean, *Texas Christian University*
 Tracy L. Hull, *Associate Dean*

The TCU Library launched a READ campaign in 2010-2011 to promote the true spirit of education. The goal was to encourage reading and to increase college preparedness for potential future TCU Frogs (as well as current ones). The library partnered with the athletic department to develop, distribute, and promote the campaign and produce numerous READ posters featuring student achievement on and off the field.

Collateral Materials UNIVERSITY OF NORTH TEXAS LIBRARIES



UNT Library Liaison Posters

Caroline Booth, *Director of Communications and Marketing*
 Dreanna Belden, *Assistant Dean for External Relations*
 Martin Halbert, *Dean of Libraries*

In 2012, UNT Libraries kicked off an in-house campaign to connect students with librarians who specialize in their field of study. Catchy copywriting and photography were used to present the library liaisons and relevant information, including their specializations and contact information, to students. The posters are scattered throughout and give a great and easy take-away. QR codes, which are included in the posters, also help students on the move walk away with information they need about their librarians and library services.

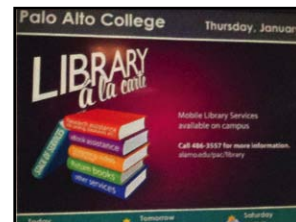
Outdoor Advertising PALO ALTO COLLEGE, ALAMO COLLEGES

Library à la Carte

Camille Fiorillo, *Chair of Library and Information Studies*

Tina Mesa, *Dean of Learning Resources, Ozuna Library*

The Library à la Carte is an extended service offered via a utility cart to promote the library on campus. The Carte is wrapped in the library's signature color purple, and librarians offer a menu of à la carte library services (i.e., research assistance, instruction, interlibrary loan, TexShare cards, databases, etc.) across campus.



Offering free refreshments, participating in outdoor campus events, and generally being a vision to behold and a place to stop, the Carte has heightened awareness of the library and its services.

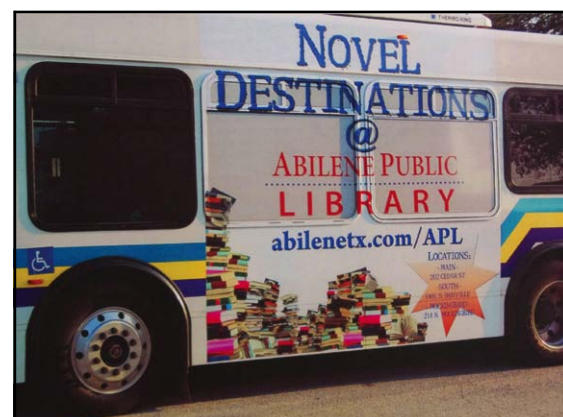
Honorable Mention:

Recipient: **ABILENE PUBLIC LIBRARY**

"Novel Destinations" Bus Wraps

Janis Test, *Information Services Manager*
 Ricki Brown, *Library Director*

"A picture is worth a thousand words" describes Abilene Public Library's moving billboard campaign. The Friends of the Library commissioned the wraps for two city buses as one way of implementing a library marketing strategic goal. These mobile billboards have been on the move since July 2012 and feature the slogan "Novel Destinations." Colorful and easy to read, the wrap allows the library to promote its services throughout the city. 🌟



Annual Assembly

Aaah, summer in Austin is ...well... hot, but it can be red hot with fun, action, and planning. TLA's Annual Assembly is a gathering of TLA officers and any interested members to discuss upcoming activities, plan for the Association's initiatives over the coming year, and flesh out the 2014 conference program.

Assembly takes place at the Hyatt Regency from July 7-10. Special hotel rates start at \$135/night for a single or double. To secure a room reservation, call 888-421-1442 and ask for the TLA rate.

TLA divisions, various units, and committees meet at Assembly, and several special programs and CE events are also open. Activities include a no-host party night out with colleagues, a hot topics session, and the annual luncheon with a legislator who fought the good fight for libraries this past session. Additional information is on the TLA website.

What's New at TBF

The Texas Book Festival has named a new executive director and a new literary director to lead the organization. Lois Kim, formerly associate director of University Extension at the University of Texas at Austin, now serves as the Festival's chief executive, responsible for managing staff, programs, operations, external relations, and resource development. She reports to the Festival's board of directors, chaired by Marc Winkelman.

Kim has a Ph.D. in English from the University of Texas, did master's coursework at the Bread Loaf School of English, and has a bachelor's degree in English from the University of Michigan, Ann Arbor. Over more than a decade with University Extension at UT, Kim most recently managed

academic and student affairs in the college credit wing of the university's continuing education division. She also served as vice president of the board of the Austin Public Library Friends Foundation, and has been a member of her book club for more than 15 years.

Steph Opitz, formerly the programs and strategic communications director for the Council of Literary Magazines and Presses, is the literary director of the Festival. Opitz will create, develop, and implement year-round literary programming in Austin and other Texas cities, including the annual two-day Texas Book Festival in Austin.

Texas Book Festival, in partnership with the University Interscholastic League, is also now accepting entries for its 12th annual Fiction Writing Contest, sponsored by Kirkus Reviews, to encourage and reward creative writing in Texas schools. This year's theme is "From the Back of the Truck."

Texas junior and high school students (grades 7-12) are invited to submit a piece of original fiction, no more than 2,000 words in length. Entries must be submitted online via the form on the Texas Book Festival's website no later than July 27, 2013. Submitted entries are considered in three divisions: grades 7-8, grades 9-10, and grades 11-12.

Winners in each division will receive a cash prize: \$250 for first place, \$100 for second, and \$50 for third. In addition, first place winners will be awarded a plaque, will have stories published on the Texas Book Festival website, and will be invited to participate on a panel during the annual fall Festival weekend October 26-27. Accommodations for one night will be provided for the first-place winners and their family.

For more information about the Fiction Writing Contest, rules for participation, or to submit entries, please visit texasbookfestival.org/Fiction_Contest.php or contact Kendall Miller, (512) 477-4055.

Partnerships and Opportunities for Intellectual Freedom

The National Coalition Against Censorship (NCAC) is an alliance of more than 50 national non-profit organizations, including literary, artistic, religious, educational, professional, labor, and civil liberties groups. NCAC's mission is to promote freedom of thought, inquiry and expression and oppose censorship in all its forms.

NCAC offers direct assistance and counseling for those who are actually confronted with censorship and can take on even the most difficult cases and censorship issues that others cannot. The group:

- Provides educational resources and advocacy support to individuals and organizations responding to incidents of censorship
- Educates and empowers the public to fight censorship
- Documents and reports on current censorship issues
- Expands public awareness of the prevalence of censorship and suppression of information
- Works to influence judicial opinions about free expression and access to information by submitting *amici* briefs.

The NCAC also sponsors "Our Kids' Right to Read" program, which focuses on children's and young adult books. NCAC assists with writing letters of protest; fielding questions from the press; providing helpful resources to those involved; and talking to parents, librarians, school board members, and others about the merits of keeping books on the shelves. The group also sponsors a censorship awareness project for teenager called the *Youth Film Contest*. Winners are flown to New York to showcase their video entries.

Shirley Igo Librarian/PTA Collaboration Award

BY ROBIN DWIGHT
Chair of the Shirley Igo Committee

The Shirley Igo Librarian/PTA Collaboration Award was presented to Doss Elementary of Austin ISD in July 2012 by TASL Chair, Mary Woodard, and honored at the PTA annual summer leadership conference in Austin. The Doss Elementary librarians, Bonnie Lang and Jane Willis, and Doss Elementary PTA teamed up, formed the Read Across Doss (RAD) committee, and devised a plan to expand existing PTA activities and events. A true collaborative partnership began during the 2011-12 school year between the librarians and the PTA.

Goals were set and a timeline for the entire school year was created. Plans for the new program included: author visits (Doreen Cronin, Nick Bruel, and Mike Artell), thematic units, special reading programs and incentives, plus enhanced communications to promote literacy to parents and students. Upon reviewing the yearlong plan, the PTA graciously committed \$3,000 to support the program. The joint RAD team surpassed all of their goals for the year with huge success. The results were amazing and support was tremendous.

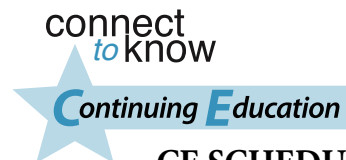
The RAD team began by brainstorming activities and special events that would

greatly enrich the student body and campus community without creating additional work for teachers. Several nationally acclaimed authors presented to the students in large groups and one-on-one to inspire an enthusiastic connection with writing and reading. To generate ongoing enthusiasm, RAD created monthly celebrations and incorporated these events into the yearlong plan. The list included library card sign up in September, Read-A-Mystery book in October, Winter Reading Program in December, and national poetry month in April. Every celebration met tremendous participation and enthusiasm for students and teachers.

Success was seen all around campus and RAD developed a community-building program. The relationship between the PTA membership and the library staff and its supporters grew dramatically. Students and teachers experienced a vibrant library program that reinforced the love of reading and excitement about discovering a new book, genre, and author. They made a connection in the library and knew that books were an endless source of pleasure. This RADical collaboration was the highlight of the school year and a great source of pride for all involved.

Congratulations to Doss Elementary PTA in Austin and librarians, Bonnie Lang and Jane Willis, for a fantastic collaboration!

Karen Prairie (Read Across Doss co-chair), Shanda Breazeale (Doss PTA president), Bonnie Lang (Doss Elementary librarian), Sherrise Palmer ("Read Across Doss" co-chair), and Jane Willis (Doss Elementary librarian)



CE SCHEDULE FOR ANNUAL ASSEMBLY

MONDAY, JULY 8

8:30 – 9:20 am

Using Infographics in Education

(Texas Ballroom 1)

We will examine using and creating infographics to foster students' information literacy development. We will define what a good infographic can do, analyze infographics for effectiveness, and discover the tools and processes involved.

*Leslie Barrett, Education Specialist,
Technology & Library Media Services, ESC 13*

Social Media Marketing Made Simple

(Foothills 1)

This seminar offers a basic review of the essential strategies and best practices a business or organization should understand to successfully get started with social media marketing. The session covers what social media marketing really is and why it's important, how to evaluate social media networks and tools for use by your organization, and how to incorporate social media marketing without losing productivity.

*Mary Beth Harrington, Nonprofit Consultant,
501c3 – Taking Nonprofits to the Third Level*



9:30 – 10:50 am, July 8

Legal Issues in Social Media

(Texas Ballroom 1)

The world of social media is expanding and changing every day and introducing a wide range of legal issues that the law is simply not prepared to address adequately. Learn to spot red flags when you and your students engage in a variety of social media issues.

Gretchen McCord, MSIS, JD
Digital Information Law; author of Copyright in Cyberspace: Questions & Answers for Librarians and Privacy Law Handbook for Educators & Librarians (forthcoming)

Disaster Preparedness/ Service Continuity (Foothills 1)

In an emergency, people come to the library! Are you ready? This session includes information on preparing for, responding to, and recovering from emergencies. Learn how to conduct a basic risk assessment, craft an emergency preparedness plan, locate resources, and work with first responders.

Michelle Malizia
Associate Director, NN/LM SCR

11:00 – 11:50 am, July 8

Introduction to LinkedIn

(Texas Ballroom 1)

LinkedIn is a social media tool that allows members to network professionally. LinkedIn can be used to expand your network even beyond your profession, allowing you to explore the implementation of your skills and experiences on a broader range.

Sarah Northam, business reference librarian and Craig Wheeler, assistant professor
Texas A&M University-Commerce Libraries

No More Yawning: Designing and Delivering Successful Presentations

(Foothills 1)

Do people fall asleep or check their watches during your presentations? This train-the-trainer workshop gives you the tools to engage your audience and increase learning. Four steps of class development and delivery will be discussed: Understanding, Designing, Developing, and Revising. Participants will analyze audience needs and create lesson plans.

Michelle Malizia

Associate Director, NN/LM SCR

1:00 – 1:50 pm

Pinterest (Texas Ballroom 1)

Pinterest is an online (visual) bulletin board. You can share your boards and what you pinned with friends or make a board “secret” and only available to those you invite. This session outlines the basics and explores ways to use Pinterest in the library. The possibilities are endless: share images of library interior designs, share a reading list, or pin a virtual tour of historic libraries.

Sarah Northam, business reference librarian and Craig Wheeler, assistant professor
Texas A&M University-Commerce Libraries

1:00 – 2:20 pm

Grant Research at the Foundation Libraries (Foothills 1)

Join Ellen Moutos-Lee from the Division of Diversity and Community Engagement at UT-Austin for a tour of the incredible resources at the Cooperating Collections. These treasure houses of grant and scholarship information are terrific places to identify and research potential grants.

Ellen Moutos Lee, Regional Foundation Library, The University of Texas at Austin

2:30 – 4:20 pm, July 8

Facebook & Twitter (Texas Ballroom 1)

Facebook and Twitter let you connect with your clientele, share events and information, and market services and resources. Learn how Texas A&M University-Commerce Libraries has leveraged social media to connect with clientele.

Sarah Northam, business reference librarian and Craig Wheeler, assistant professor
Texas A&M University-Commerce Libraries

3D Printers in Libraries (Foothills 1)

3D printers have become hot issues as more and more institutions expand their makerspaces. Learn about the technology, policies, and procedures for these revolutionary devices from librarians who are actually using them.

Paul Waak, Waak Enterprises, and Paula Waak, director of Saginaw Public Library

4:30 – 5:20 pm

Special Event - TBD (Texas Ballroom 1)

Make a Wish – Getting Staff to Welcome New Volunteers (Foothills 1)

In every organization, there is someone who resists using volunteers. In this session, we will discuss how to hold an intervention for your staff to show them how volunteers could save them time and money as well as increase the programs and services you offer. Let's go beyond having volunteers shelve books and read to children!

Mary Beth Harrington, Nonprofit Consultant,
501c3 – Taking Nonprofits to the Third Level

7:30 – 9:00 pm

Education Forum: Shaping the LIS Graduates in the Next Decade

What LIS graduates do we need in the next ten years? What skills, competencies, personality traits, and attitudes are essential for our future librarians? All attendees of Annual Assembly are invited to provide input to help shape the LIS education in Texas.

TUESDAY, JULY 9

9:00 am – 4:00 pm

TexShare Tuesday at Annual Assembly! (Foothills 1)

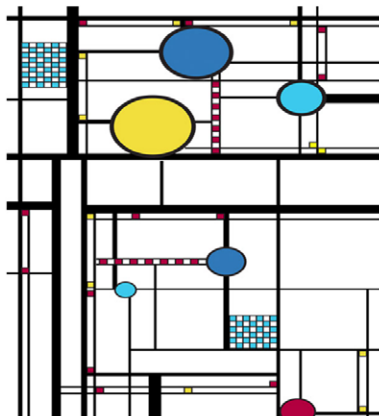
TexShare Databases are more useful than ever with new tools for career development! Library customers looking to improve their skills, re-enter the job market, or prep for standardized tests can now take advantage of new, up-to-date, interactive resources from LearningExpress and EBSCO. TexShare's Workforce Readiness Information Center on the 17th Floor provides hands-on demonstrations of these databases along with personalized training by experts. Come for the databases, but stay for the snacks and the panoramic view of Austin.

9 – 9:30 am: *Intro to Learning Express*

1 – 1:30 pm: *EBSCO Update*

One-on-one training and consultation available at all other hours.

Tom Burnosky, director of sales
LearningExpress, LLC
and Lisa E. Jones, training specialist
EBSCO Information Services 🌟



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"We are using OPALS open source ILS, and like it."

"It's totally blown the dust off the books and made them come alive with its strong visuals, comprehensive data base and interactive style."

