

Texas Library Journal

VOLUME 90, NUMBER 2 • SUMMER 2014

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

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Journal Staff

Editor..... Gloria Meraz
Layout/Graphics ..Mary Ann Emerson
Advertising Mgr.....Kasey Hyde
Printer.....Capital Printing

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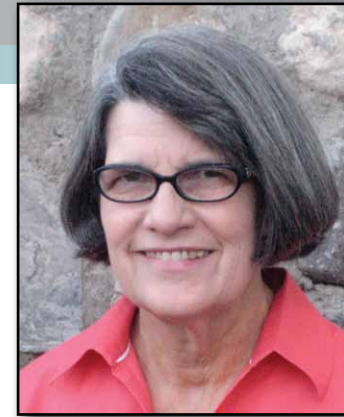
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Groundbreaking for Austin Public's New Central Library
COVER: Architect's rendering of the interior of the New Central Library; Lake Flato Architects and Shepley Bulfinch collaborated on the library's design.
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One of the unexpected bonuses of becoming TLA president has been the number of people who have come up to me and said, “Let me know if I can help you.” Actually, as librarians, that’s something we say many times each day, so I shouldn’t have been surprised.

So, if you did offer to help me – or even if you didn’t – I have an assignment for you: Recruit just one new member to TLA or bring a former member back to our association.

This assignment springs from both our Strategic Plan and my personal goals for my presidency. Adding to TLA’s membership will increase our association’s reach to all corners of our state, strengthen membership involvement at the grassroots level (even in the parts of Texas like mine, where we have very little grass), and add to our association’s diversity in myriad ways, including ethnicity, age, experience, and language.

TLA has proven to be an effective advocate for libraries and librarians, and, as members, we must also advocate for our professional association. I know you’re already a member because you’re reading this column, so I’m asking you to just take one more step to become an advocate and recruiter for TLA.

Why join TLA? You can probably come up with your own list of reasons – and I’d love to hear them! Here are some of mine.

- Being a librarian, especially in schools and in one-person public libraries, can be a very isolating position. In middle school, I had a wealth of teacher colleagues; but aside from a parent assistant, there were no other adults who were doing what I did. TLA provided me with **professional contacts and friends** who became mentors, colleagues, co-conspirators, and partners.
- Every spring, TLA sponsors what is nationally regarded as **the best state library conference** and our

Program and Local Arrangements Committees are working now to make sure that our 2015 Conference provides our members with program sessions, speakers, events, and networking opportunities that meet this high standard. On April 14-17, 2015, you’re invited to **Sync Up!** in Austin.



- Membership in the Texas Library Association also provides you with **access to a great staff**. I’ve never met a librarian who hasn’t been impressed by the cheerful and knowledgeable support our staff gives to our association, to us, and to our libraries.
- Logging on to www.txla.org will link you to varied resources that will help you participate in TLA and advance both your career and your library. “Members Only,” a password-protected section of **our website**, helps you connect with librarians from El Paso to Houston, from Amarillo to Brownsville. Our robust membership directory once helped me locate a librarian I sat with at a Texas Bluebonnet Award luncheon – and I only remembered her first name!
- Also on the website, you’ll find a fantastic set of librarian-created **reading lists**. From *Two by Two* through the *Lariat List*, TLA publishes great reading ideas for Texans of all ages. As a middle school librarian, I always made sure my students had the books from the *Lone Star* list. My students quickly learned that books with the *Lone Star* sticker were ones they would enjoy.
- Although there are many serious and important reasons for joining TLA (such as our **liability**

insurance), don’t discount the fact that TLA is a **fun** group. Some people outside our profession might find it inconceivable to put “fun” and “librarian” in the same sentence, but we know better.

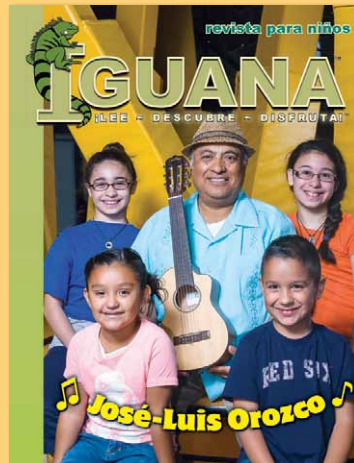
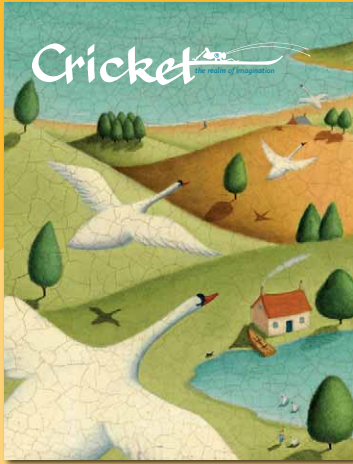
- When the Texas Legislature meets early in 2015, Texas libraries and librarians will be at the table, thanks to TLA and our Legislative Committee. Of course, we each have an **advocacy** role with our own local representatives and senators; but when we speak with them, we’ll be well prepared, armed with statistics and speaking points from TLA. TLA will follow library-related bills through committees and the Texas House and Senate, and let us know when it’s important that our voices be heard. During the 2013 session, we helped keep TexShare in our public and academic libraries, and we restored K-12 databases (soon to debut as TexQuest) to Texas students and their libraries. Not one of us could have accomplished this alone; TLA was essential.

My list of reasons to join TLA can be succinctly summarized:

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No Such Thing as Leading from Behind

BY GLORIA MERAZ

I'll start with a warning: the comments to follow are not for the faint of heart. I am offering my admittedly dogged view of advocacy within the profession.

Here's the deal. In the case of advocacy, there is no compromise. To be a leader, you have to lead. To improve one's lot requires moving ahead beyond existing boundaries – that's the only way for change, movement, and growth to happen.

Like many of you, I sometimes hear from librarians expressing concern about the general lack of appreciation they perceive for their work. They point to conditions, such as a lack of understanding (from bosses and others) about what they do, pay issues, and limited (if any) power-brokering at their respective institutions. Indeed, status, salary, trust, and appreciation are important markers of success for any professional and for any profession. These attributes should be an organic component of a healthy and rewarding professional life.

These benchmarks are important. What is troubling to me is that while many librarians discuss the general improvement they would like to see in these professional markers for themselves, a large percentage of these same librarians also state that advocacy and being political is not for them: "That's not what I signed up for." Or, "I chose to be a librarian who works behind the scenes." Or quite simply, "I don't like politics."

Well, I have news. That's not really the choice. The option is **not** between: A) a professional who focuses on internal work issues and B) a professional who focuses on external, political issues. The choice is really between: A) being a professional, which by today's definition does mean being willing to be advocate at all levels and B) being someone doing professional work but not exhibiting the outward focus of today's needed professional.

A profession is not defined by the separate actions of individuals. Rather, a profession is recognized when a large cohort of similarly-practicing individuals evidence similar outcomes, behaviors, and expertise. The "evidence" part involves community action and activism. One can succeed at

doing professional work, but that does not equate to being a successful professional. I hope we all agree that we want and need to be part of a successful profession.

Leaders don't say: it's someone else's responsibility; I don't have time. When it

comes to speaking out for their students and users, institutions, and profession, leaders – i.e., PROFESSIONALS – take on the cause. *It's not a choice; it's an imperative.*

LIBRARIANS ON ADVOCACY AND LEADERSHIP

In order for a field of study to "qualify" as a profession, it must have a set of principles and tenets. They include a philosophy of values, a body of knowledge, guidelines for behavior, requirements for practice, membership in associations, and leadership in articulating professional values. At the heart of all these tenets - and thus, at the heart of the profession – is a commitment to informing, educating, and gaining support both internally and externally for the profession's initiatives and causes through communication. This essential function is advocacy. While individual members of a profession may (or may not) choose to advocate for their own environments or for broader services and needs, we must recognize that, to be a true professional, one must lead and advocate. *Julie Todaro, Austin Community College*

Leadership and advocacy are tied together. Combined, they are the skills that equip us to articulate the value and impact of school libraries. Through them, we find our way towards the policy table - where we must be - and shape our work building relationships with elected officials to increase funding and support for libraries. *Carlyn Gray, Round Rock ISD*

Advocacy is a way of professional life. You have to constantly "sell" your institution and the work you do. If you don't tell people what is going on at your library and what your needs are how will anyone ever know and be willing to support you? You must advocate at all levels to lead. *Susan Mann, Hillsboro Public Library*

Promoting your library and advocating for libraries in general is not dependent on who you know, but rather on who knows you. To a significant degree this "being known" is integral to our professional stature. *Rebecca W. Sullivan, Riter C. Hulsey Public Library (Terrell)*

Advocacy is something that each of us must own. As important as it is for us to have a voice at national, state, and district level, the most important decisions about our programs are made every day in our own libraries. What sort of program do you envision? How do your goals help your principal achieve his or hers? Are you fighting for a strong library by demonstrating the value of having one, or just talking about it? Actions speak so much louder than words. Be the librarian who your principal would fight for if they had to choose!

Jennifer LaBoon, Fort Worth ISD

I love being able to share my passion for libraries and the profession of librarianship with others. Libraries and librarians make a difference in society. To be able to excite students to explore the unlimited potential of librarianship as a career, to deepen the understanding of citizens and library friends about the impact of libraries, to make political leaders aware of the return on investment when they support libraries, or to tell our stories of how lives are changed through the information and services provided by libraries and librarians, what can be more rewarding? When we are advocates, we are not bragging, we are leading. *Dana Rooks, University of Houston Libraries* ★

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- A free JOBLINE service to list available positions and attract qualified librarians.
- Interview opportunities with candidates at Annual Conference in the TLA Placement Center (conference registration required).

- Promotion of a minimum entry level salary of \$40,000 for a librarian with an MLS.
- Recognition of outstanding leadership, gifts, and service to Texas libraries through Association awards (e.g., Benefactor Award).
- Subscriptions to these TLA publications: *Texas Library Journal* and *TLACast*, the electronic newsletter of the Association.
- TLA Membership Directory
- Promotion of the importance of libraries in today's society through public information activities, legislative and policy action, Intellectual Freedom and privacy, and continuing education.

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Growing Like a Read:

Tailoring an Early Literacy Program for Your Community

Images used courtesy of Pioneer Library System

BY JENNY STENIS AND VALERIE KIMBLE

NOTE: The article is an edited and updated version of a piece published in (and printed here with the author's permission) *Programming Librarian*, July 2012.

Children's librarians work to model strong reading practices, provide information and tips for parents, and recommend books and activities that benefit children. At the end of the day, however, librarians are only one outside – albeit important – player in a child's education. Parents and caregivers are, of course, at the center of a child's development and have the most concentrated time to work with their kids on the pre-reading skills that pave the way for brain development. Given this foundation, children's librarians at the Children's Center of the Pioneer Library System (PLS) in Oklahoma developed a program to support parents in their role as their children's first teachers.

Develop Materials with the User in Mind: Parents and Caregivers

Baby, toddler, and preschool storytimes provide the perfect opportunity to reach parents and caregivers, as well as children themselves, and demonstrate and market the best materials and methods to develop language and early literacy skills. It has to be up to the parents and caregivers of young children who are with them hour after hour to instill the ritual and repetition necessary for early brain development. Early literacy skills are all about brain development, *not* learning how to read.

Staff of the Children's Center at PLS, a public library system with 11 branches that serve a diverse suburban and rural population in Cleveland, McClain, and Pottawatomie counties in central Oklahoma, realized that encouraging parents and caregivers to read aloud to their children was not sufficient. Families, whether because they lived far from the library or because they were constantly on the go, needed to have a book of their own and a series of simple, purposeful activities appropriate for their children's

developmental levels that promoted one-to-one language interaction between the adult and the child.

Use Best Practices

To provide parents with the tools needed to create a language-rich environment and extend learning beyond the library walls, PLS staff researched the literature, attended national trainings, assembled best practices, and developed Growing Like a Read (GLAR). Now in its fifth year, the program is still growing and reaching new families. Branch staff is committed to promoting GLAR to parents in the library and to daycare providers on outreach visits, while Children's Center staff and GLAR developers Jenny Stenis and Valerie Kimble focus on outreach to non-library users.

In research and practice, Growing Like a Read is based on the American Library Association's Every Child Ready to Read @ your library (ECRR). ECRR laid out the groundwork for promoting pre-reading skills in the public library. Stenis and Kimble developed GLAR, which incorporates all the principles of ECRR and provides materials for parents and caregivers to use when working with their children on a one-to-one basis.

Involve Expert Community Partners in Program Development

In developing the GLAR program, staff realized they needed expert help to ensure valid and appropriate activities for the children, a program design that would appeal to a grantor, and assistance with incentives from local communities. They turned to community partners, including child development specialists, child psychologists, children's advocates, educators, even bankers, who were

essential to every phase of the project, from planning through marketing and outreach.

GLAR materials were developed in-house by Stenis, Kimble, and other PLS staff, with input from early childhood professionals in the community. PLS children's librarians were polled for their favorite, public domain nursery rhymes and songs, which were compiled by Kimble and illustrated by Gary Kramer, PLS public information director. Stenis prepared activity logs for every six-month period from birth to age four with input from Vona K. Bowling, a student in child development at the University of Oklahoma, and Stevie Skaggs, a program specialist in Trauma Focus Services at the Center for Children and Families. Kimble gathered the literacy development tips for the logs, and Kramer did the layout. Lisa Monroe, a child development specialist at the University of Oklahoma, was instrumental in designing the program evaluation instrument, a self-administered, written pre-test/post-test.

Once the activity logs were developed, Child Development Specialist Mary Ann Boersma and Speech and Language Specialist Sonja Ice from the Cleveland County Health Department were approached to vet the activities for age and developmental appropriateness. All experts provided valuable insight into appropriate activities based on their knowledge of typical and accelerated and delayed or abnormal child development. For example, learning letters and the alphabet song originally appeared in the two-year-old activity log, but these activities were moved after age three at Ice and Boersma's recommendation. Other early childhood professionals reviewed the activity logs, including Christy Emig of Success By 6. All feedback received was incorporated.

Community partners were essential for materials development, but their contributions did not stop there. They continue to refer families to the library for GLAR materials, sponsor daycare provider trainings that showcase GLAR, contribute articles to the GLAR newsletter, and assist with outreach efforts.

Make the Program Widely Available

GLAR is offered at all 11 branches of the system and through the PLS Virtual Library. Families who sign up for the program receive a tote bag to carry picture and board books, a standup book of nursery rhymes, and a log of simple activities matched to the child's developmental age that the parents can do at home, on the go, at bedtime, at the library, or just about anywhere. Activities that develop early literacy skills are organized around six-month periods from birth through age four. The activity log resembles a bingo card, and as groups of activities are completed, parents can receive a board book and CD of nursery rhymes for their home library as well as many opportunities to enter their child in twice-yearly drawings for savings bonds, or the equivalent, from local banks.

Banks in all 10 communities, and in some cases, several banks in a town have generously sponsored these prizes. In addition, the Tinker Federal Credit Union sponsored 1,600 plastic piggy banks to be included as

giveaways with GLAR materials. These financial institutions were pleased to partner with the library on a project that represented an investment in children's futures. Community newspapers assist

with marketing efforts by publishing photographs of bankers awarding prizes to the winning babies or toddlers and their families. GLAR awards have even graced the front page!



All GLAR materials are available on request by library customers. The rhymes, songs, and finger plays from the standup book are demonstrated in baby, toddler, and preschool storytimes at all the branches. Parents are offered GLAR materials in these programs and invited individually to participate. Caregivers who are not able to visit the library can access the contents of the standup book and the activity logs from GLAR page on the library's website, www.justsoyouknow.us/glar.

Match the Grant Application to the Foundation's Mission

Families receive the materials free of charge to keep. The Inasmuch Foundation, a local Oklahoma organization, funded the initial purchase and printing of these materials. "Dedicated to the betterment of the neighborhoods in which we live," the Inasmuch Foundation supports educational and health programs and the arts and the environment, and it helps charitable and educational organizations achieve their goals. They post their annual grants on their website, and it is plain to see that they fund early literacy projects. They were a great match for the GLAR program.

Emphasize Staff Training

PLS children's librarians have been trained in early brain development by the child development staff of the Norman Public Schools, with follow-up trainings by Stenis and Kimble, who also demonstrated how to incorporate the pre-reading skills into their storytimes. Branch librarians are instructed to model for parents the *Stand-Up Book of Nursery Rhymes* during storytimes. Recent workshops with early childhood literacy consultant Saroj Ghoting, funded through Institute of Museum and Library Services grants, provided staff with additional training that refreshed the ECRR philosophy and introduced not only new ways to integrate the pre-reading skills tips into storytime dialogue, but also tips in tailoring a multi-age storytime for learning pre-literacy skills.

Offer Training to Childcare Providers

But what about all the children whose parents work or who are in daycare or Head Start programs? To meet the needs of these youngsters, PLS gives a poster version of the standup book to staffs at daycares, Early Head Start, and Head Start facilities. These resources are distributed through certification trainings on literacy taught by Stenis and Kimble in partnership with the Oklahoma Health Department, Success By 6, and the Oklahoma Department of Human Services, or through outreach visits by PLS staff to individual centers throughout the three counties served by the library system. Techniques for sharing the rhymes and songs with the children are demonstrated during training and site visits. Daycare program representatives who attend library storytimes also receive poster sets. They see how the librarians model the rhymes for parents, and how much the children enjoy them. "Do it again" is frequently heard, and adults see how much the children welcome repetition of these traditional verses that build strong neural pathways for language.



Use the Library Website to Capture Customers

Parents and childcare providers who visit the PLS website can get information about GLAR and also subscribe to a free twice-yearly GLAR newsletter, with information and tips on area services, an in-depth article on one of the six pre-reading skills, bibliographies of new and recommended titles that relate to that skill, and short articles by

child development specialists and child psychologists. The newsletter addresses ongoing training, current awareness, and readers' advisory issues. View back issues of the newsletter at www.justsoyouknow.us/component/acymailing/archive/listid-6-glar.

Adriana Edwards-Johnson, Pioneer Library virtual librarian, has recently expanded the GLAR Web presence. Customers can sign up for the program just as they would for summer reading programs. The site also offers PDFs of activity logs that they may printed, an interactive version of the standup nursery rhyme book, and lists of age-appropriate books by pre-reading skills compiled by Sandy Shropshire of the PLS Children's Center.

Make Efforts to Reach the Disadvantaged and Underserved

While information delivered through storytimes, the library website, and library publications reaches active library customers, the current target audience for the GLAR program is parents and caregivers who do not come to the library and who may not be readers. The strategy for GLAR developers is to make contact with community organizations serving disadvantaged families and to make the program available to them through outreach programs.

Outreach has grown slowly through relationship-building. While branch children's librarians use GLAR materials on visits to daycare centers in their communities, Children's Center staff has attempted to reach at-risk groups in the communities. Model storytimes and GLAR materials are provided to teenage mothers in Cleveland County. Contact for this program was made by Stenis networking through a committee of children's services providers. Mothers in Shawnee, Oklahoma, enrolled in Temporary Assistance to Needy Families (TANF), a welfare-to-work program funded by the US Department of Health and Human Services through state block grants, have received sets of GLAR materials and two parent trainings. The

Shawnee Public Library has an ongoing literacy program with this TANF program, so GLAR was introduced under their auspices with the help of Shawnee Literacy Assistant Beth Lyle. Another partner, Oklahoma Parents as Teachers, a program offered through the local public school system, provides a venue for demonstrating GLAR to parents and their children.

Each county served by Pioneer Library System is different in terms of services, organization, and needs, and each branch library has different contacts. GLAR developers are working within and outside the existing library network to establish and implement an effective outreach plan to meet and match these different needs. Perseverance is required: phone calls are not always returned, events may get canceled, audiences may be small, and the unexpected may surface. It is essential that library staff be reliable, flexible, and good-humored no matter what. The families who come are really committed to their children's development. They often have no transportation, no support, no money, and limited time. Giving them a book to keep is meaningful. One TANF mother hugged the board book from her GLAR bag to her face and said, "I can read this to my baby!" Then she smiled and rocked in her chair in excitement.

While the library field considers programs like GLAR as early literacy initiatives, the field of behavioral health considers them primary prevention tools. Young children who do not receive the kind of stimulation and early learning opportunities that GLAR offers are at risk for developmental delays, speech problems, and even emotional issues. Community organizations and agencies such as health departments, guidance clinics, human services, and others are excited about the public library's efforts to impact and improve early literacy. They readily partner with, advise, refer to, and support programs like GLAR.

Developing and maintaining these contacts is key to program success, and help in identifying those in need is everywhere. Recently, Oklahoma passed SB 346, which says, in effect, students who do not read at grade level at the end of the third grade cannot move on to fourth grade. In the new law, schools must focus on intervention and remediation



Left to Right: Callie Troglin, Vice President of Legacy Bank, Blanchard, OK; Savings Bond Award Recipient Merrick McClung; his mother Toni McClung; Kay Lowry, Library Assistant, Blanchard Public Library; Janie Kimbrough, Branch Manager, Blanchard Public Library.

in earlier grades so students will not be held back. Early literacy agencies such as Smart Start, Success By 6, and others wish to partner with libraries to find ways to impact and improve early literacy to positively influence the outcomes for future third graders.

A new initiative for marketing GLAR directly to new parents through local hospitals is in the works. PLS GLAR staff is developing a pamphlet explaining the program in cooperation with Kramer of the PLS Public Information Department. A library card application will be part of this publication. Staff hopes to have the publication ready by fall 2012. Reaching older adults who are non-library users but who may serve as a primary caregiver of a grandchild is another outreach goal. Research is underway on the best method of reaching this population.

Conclusion

Evaluation survey findings to date indicate that current library customers who use GLAR were already fairly knowledgeable about literacy development but increased the frequency of reading to their children. These findings provided the impetus for Stenis and Kimble to reach beyond the library walls and take the program into the community to reach families who do not use the library. Recognizing that every young child from birth on needs to be talked to, read to, rhymed with, sung

to, and played with in order to develop strong neural pathways for language and pre-reading skills, GLAR developers are motivated to reach the unserved. The more often children experience these language-enrichment and reading-readiness activities, the better. The pattern of ritual and repetition is key. A safe environment, a caring adult, and one-to-one interactions create a pleasant learning environment, so talking and reading have positive associations for the child and encourages him or her to grow into a reader.

GLAR is designed to increase parents and caregivers' knowledge of the pre-reading skills, provide them with materials and suggested activities to do with their little ones, and give them ongoing information, training, support, and incentives to encourage these new behaviors. The goal of this effort is improved brain development in young children related to language and early literacy. For more information on GLAR, or to offer your ideas, contact Jenny Stenis at 405-801-4580 or jstenis@pioneerlibrarysystem.org, or Valerie Kimble at 405-801-4585 or Valerie@pioneerlibrarysystem.org. ★

Jenny Stenis and Valerie Kimble are children's librarians at the Center for Children's Services, Pioneer Library System (Oklahoma).

Engaging in a Campus-Wide Conversation about Open Access

BY SHANNON KIPPHUT-SMITH

Introduction

Open access (OA) scholarship – generally, scholarship made freely available online with minimal copyright and licensing restrictions – is a major focus of many academic libraries. Increasingly, academic library staff members are actively engaged in the passage and implementation of campus-wide open access policies, which require faculty to place copies of their work (usually journal articles) in an institutional repository (IR). As part of OA policy management, library staff is often responsible for publicizing the policy, creating educational resources, soliciting and depositing faculty work, navigating copyright issues, and dealing with discrepancies between publisher policies and the OA policy. Because open access policy management presents new challenges for academic libraries, it is helpful for library staff at various institutions to share experiences. What approaches work and what do not?

Like many academic libraries, Rice University's Fondren Library has encountered a number of barriers to policy implementation. In particular, the library has experienced difficulty raising awareness of the policy and encouraging the deposit of faculty scholarship in the Rice Digital Scholarship Archive, Rice's IR. Despite these setbacks, the library's involvement with the policy has positioned it to engage in campus-wide conversations about open access and upcoming federal public access initiatives, and has invited further conversations about other scholarly communications issues.

Policy Implementation

In April 2012, the Rice Faculty Senate passed the Rice Open Access Policy, which was modelled after policies at institutions such as Harvard and MIT. This policy directs tenured and tenure-track faculty to

deposit copies of all peer-reviewed journal articles (published since April 2012) in the Rice's IR (Rice University Faculty Senate 2012).

When considering how to manage implementation of the new OA policy, Fondren librarians researched the experiences of other academic libraries. Although little of the literature addresses implementation workflow, it does show what types of activities are required. Advertising and outreach activities require ongoing engagement with faculty, subject knowledge, and coordinated promotional activities (Bailey 2005). In addition, library staff must possess knowledge of institutional repository software and scholarly communications issues, such as rights management. Staff must also keep up with the fast-changing (and often nuanced) nature of the open access environment (Salo 2008, 108; Buehler and Boateng 2005, 293). As library staff moved forward with policy implementation, they found all of this to be true. Because Fondren had never before conducted activities similar to the implementation of the OA policy, practically every activity has been experimental. It quickly became evident that such work requires flexibility and a willingness to adapt quickly to a fast-changing environment.

Before promoting faculty compliance with the OA policy, the library first developed the infrastructure necessary to implement the policy. A central website – <http://openaccess.rice.edu/> – houses tools related to submitting articles and requesting waivers (should a publisher not allow a copy of the work to be deposited). Documents related to faculty publication metadata guidelines, publisher self-archiving policies, and library publications harvesting and deposit workflows are housed within Fondren's Digital Projects Wiki, which can be found at <http://bit.ly/1hhdjL>.

Barriers to Policy Implementation

Fondren staff hoped that once the appropriate infrastructure was in place, faculty would rush to deposit material in the IR. Unfortunately, Fondren's experience with open access policy implementation is no different than

those of other libraries. In particular, Fondren has experienced difficulty raising awareness of the policy and difficulty encouraging the deposit of scholarship in the Rice Digital Scholarship Archive.

Perhaps the greatest obstacle to increasing faculty awareness of the OA policy is that the library must compete with other faculty priorities. The faculty is already inundated with commitments to teaching, research, and administrative responsibilities. Inconsistent promotion of the OA policy by library staff has not helped. Although a number of approaches to sharing information about the OA policy have been tried, including hosting drop-in informational sessions held in conjunction with International Open Access Week, mass and targeted mailings, post-print solicitations, and departmental presentations, they have been done sporadically in the past with no overarching marketing framework. Different outreach efforts often present different types of information about the policy, ensuring that few faculty members receive all information necessary to thoroughly understand the policy, its benefits, and how to comply.

Moving forward, efforts are being made to develop a more organized, focused outreach program to promote the OA policy. Library staff from different departments will collaborate to develop talking points and other resources, ensuring that a cohesive message is presented. Although activities still need to be flexible enough to quickly change if unsuccessful, a coordinated outreach effort will help to ensure that complete information about the policy, its benefits, and compliance can be easily discovered.

Even when faculty members do learn about the OA policy, many are still hesitant to comply. Discussions with Rice faculty reveal that their concerns with policy compliance are no different from faculty at other institutions. Faculty offer a number of reasons for not depositing work, including not wanting to make any version other than the published version (version of record) available. Often, publishers only allow the posting of the final manuscript – the post print (often a Word document) – that is submitted to the publisher after peer-review. Many faculty are hesitant to post post-prints,

because they do not look like the final, published version, and there may have been additional revisions included in the version of record. In addition to concerns over the version of record, faculty also report a fear of work being plagiarized, copyright issues, and the time required to add content to the IR (Davis and Connolly 2007; Kim 2010, 1909).

To address faculty concerns about time and effort required to deposit work in the IR, Fondren staff deposit most faculty publications. Library staff solicit faculty CVs for review and deposit all applicable articles. In addition, tools such as Google Scholar are used to harvest content from publisher and faculty websites and external repositories. Harvesting faculty publications is not unusual in academic libraries. Most IR deposits are mediated by library staff rather than by authors (Covey 2011, 2). Library staff routinely contact faculty with requests for post-prints, but response rates remain low. As a result, the contents of the faculty publication collections in Rice's IR do not represent the full scope of faculty scholarship.

Moving forward, it is hoped that, with increased promotional efforts, the library will see an increase in the number of faculty who deposit their own publications or who respond to requests for post-prints.

Successes in Policy Implementation

Despite some significant barriers to implementation, Rice's Open Access Policy continues to provide a number of opportunities for Fondren to engage in campus-wide conversations about open access and other scholarly communications issues. Fondren's role in OA policy implementation has helped to develop additional library resources and positioned the library to play a role in new federal public mandates.

Discussions about the OA policy naturally lead to conversations about other scholarly communications issues, such as author rights and copyright. In these discussions, faculty members often share their frustration with keeping up with scholarly communications issues and the lack of available resources. Faculty and staff want to know where they can go to find needed information. Often, it is not until

faculty are in the process of publishing or applying for a grant – and, thus, faced with a looming deadline – that they find that they do not know how to address specific scholarly communications issues. As more faculty members express this shared frustration, Fondren staff are in the process of developing new resources to meet faculty needs. Some library resources may already exist (e.g., workshops, LibGuides). In such cases, Fondren staff must work to increase awareness of such resources.

Fondren's work with the Rice OA Policy has also placed the library in a position to play a key role in new federal public access initiatives. In February 2013, the Office of Science and Technology Policy (OSTP) released a memo entitled "Increasing Access to the Results of Federally Funded Scientific Research." It directs all federal research agencies to develop and implement open access plans over the next several years (Holdren 2013). In an effort to prepare for new funding rules, Fondren created a Public Access Working Group. The purpose of this working group is to conduct an assessment of Fondren's ability to meet new federal public access requirements and offer recommendations for Fondren to prepare for the directive. As the assessment progresses, it is clear that Fondren's engagement with the Rice OA Policy has helped develop many of the workflows and resources needed to accommodate proposed models for funding agency public access policies, positioning it to play a major role in supporting institutional compliance.

Conclusion

Since the passage of the Rice Open Access Policy two years ago, Fondren Library has encountered numerous barriers to policy implementation and management, including difficulty raising awareness of the policy and hesitation depositing work in the Rice Digital Scholarship Archive. However, the library's work with the OA Policy is helping to situate it as a key player in discussions of campus open access issues. In particular, Fondren's experience managing an OA policy positions the library to play a large role in upcoming federal public access initiatives. For these reasons, there is a strong argument to continue actively engaging faculty in discussions about the OA Policy and other aspects of open access. Moving

forward, momentum must not be lost, and library staff must be flexible and willing to pursue new, innovative methods of reaching faculty and engaging the campus community.

Shannon Kipphut-Smith is the scholarly communications liaison at Fondren Library, Rice University.

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WIN at the Library:



On Workforce Development, Career and College Readiness and Business Support

BY GLORIA MERAZ

Workforce Development: What is it?

In its broadest sense, WORKFORCE DEVELOPMENT is an economic and educational development approach that attempts to enhance economic stability and prosperity by focusing on individuals. It is essentially a human resources strategy.

Workforce development has evolved from a problem-focused approach, addressing issues such as low-skilled workers or the need for more employees in a particular industry, to a holistic approach considering participants' many barriers, the overall needs of the region, and the potential for success of the emerging pool of workers from the earliest stages of learning to the success of the employers. Today workforce development often is seen as a solution to issues of social equity.

(Adapted from Wikipedia – a useful broad definition)

As educational institutions, a large part of our mission is to facilitate the achievement of these goals. Workforce development is of keen interest to our stakeholders, communities, administrators, parents, businesses, employers, decision makers, customers, and students.

Every week, Texas libraries are helping educate our current and future workforce. Libraries are also providing many programs and services to help people find jobs, businesses succeed, and employers benefit from a skilled workforce. Local, state, and federal policy is beginning to recognize that economic success depends

on a broad and lifelong spectrum of learning opportunities. Moreover, it is this educational infrastructure that lays the groundwork for economic returns.

Libraries of all types are integral in developing an effective and competitive workforce. Libraries achieve broad economic and educational outcomes by:

- Providing programs, technology, educational resources, and services to help people of all ages, students in all areas and levels of study, and businesses of all types meet their goals.
- Offering professional staff and facilities that allow learners to access services and information, either onsite or remotely.
- Partnering with other organizations, agencies, and businesses to broaden awareness, strengthen programs, increase efficiency, and extend opportunities to individuals and business.

The Texas Library Association is proud to announce a new campaign, WIN at the library. This program is designed to promote the many workforce, business, and career/college readiness programs, activities, and resources available at Texas libraries.

The goals of project WIN:

- Define and highlight the role of libraries

in workforce development, business support, and college/career readiness through discussion, best practices, and new programming.

- Learn about and collaborate with workforce solutions stakeholders to broaden the reach of workforce-related programming and resources.
- Strengthen the role of libraries and enhance program and service delivery while avoiding needless duplication of effort through collaboration while increasing access to effective services and resources.
- Increase public awareness as well as knowledge within the library and workforce field about resources, services, and programs through the development of resources and promotional materials.
- Open up pathways for partnerships and outreach with other allied groups.
- Create energy and shared messaging to build a case for additional local

WIN at the library • WIN at the library • WIN at the library • WIN at the library • WIN at the library

Your WORKFORCE INDIVIDUAL NEEDS Our Mission

Libraries FOR JOB SEEKERS

Need help finding a job?
Want to find a different job?
Would you like to improve your computer skills?
Need help preparing for a certification exam?
Do you need help building your résumé, preparing for an interview, filling out online applications, and finding which careers and jobs may be right for you?

Visit [INSERT YOUR LIBRARY NAME] today!

The [insert your library name] is here to help you meet your workforce individual needs. A friendly librarian is waiting to assist you!

We partner with several local groups to help bring you – our client – the best services, programs, and resources possible.

To see all of the programs and great online resources available to you, check out our website at: [insert website]

Insert library logo

connect to know LIBRARY ASSOCIATION

How can the library help me?

Free use of COMPUTERS

Free access to the INTERNET

Free PROGRAMS on

- Finding a job
- Identifying your skills & interests
- Writing a résumé and cover letter
- Preparing for an interview
- Looking for online job postings
- Filling out and submitting applications online

Free RESOURCES such as

- Online practice tests for the GED & certification exams (EMS, civil LearningExpress Library)
- Tutorials on software programs, like Microsoft products, Excel, and others
- Books, ebooks, and journals on job searching, career development, industry practices, and much more!

Free access to professional library staff to help ANSWER YOUR QUESTIONS

REFERRALS to other agencies that can support you through additional training, resources, job searches, and access to employers

WIN at the library • WIN at the library • WIN at the library • WIN at the library • WIN at the library

and state investment in workforce development training and resources for all types of libraries.

Over the coming months, the Texas Library Association will work with library and workforce development stakeholders to promote our collective work supporting the educational and economic goals of Texans. Changes in state and federal policy are creating an environment poised for even greater collaboration and support. Libraries, with their demonstrated success in these key areas, should be central to discussions concerning lifelong learning.



Please take our WORKFORCE SURVEY!

We invite the library community to participate in a broad survey designed to gather a first comprehensive look at library workforce-related activities throughout the state. The survey is designed for all types of libraries, and we hope to gather many responses.

A PDF version of the questions is available online for previewing: WWW.TXLA.ORG/WIN

Sample Questions

- Please enter the number of people served (regardless of whether the assistance occurred in a class or through one-on-one support).
- Please enter the number of individuals who accessed the Internet through the library for workforce development or college/career readiness activities.
- What services, resources, and support would be most beneficial to your library to help enhance college and career readiness, business, and workforce development services at your library?

RESOURCES:

WWW.TXLA.ORG/WIN

Check out all the template resources available for your use.

- Logos & Graphics
- Bookmarks (adaptable)
- Flyers for Job Seekers (adaptable)
- Flyers for Small Business Owners & Entrepreneurs (adaptable)
- PowerPoint Presentation (adaptable)
- Talking Points Sheet

- Please list the partnerships your library has established with outside organizations, businesses, and stakeholders to promote college and career readiness, workforce development, and business activity.
- What barriers do you face in developing or expanding workforce, business, and/or college and career readiness services?
- In thinking about providing business, college and career readiness services, and/or workforce development support, what “assets” does your library have that can be used to continue and expand services with regards to potential partners?

The Texas Library Association expresses its thanks to LearningExpress, LLC for its support of workforce development activities at Texas libraries.

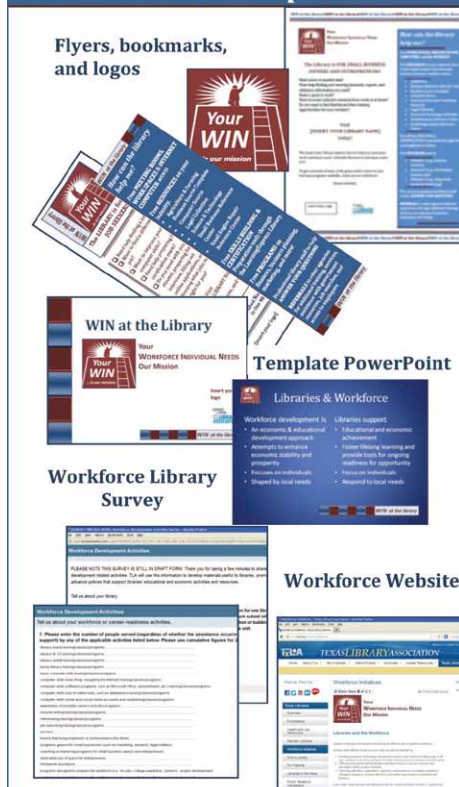


**Wish you were more informed?
Newsline is for you.**

www.nfbtx.org/newsline



Resources and Templates



And much more coming!

POLICY NEWS

ALA announced movement on the federal Workforce Investment Act.

According to the American Library Association, “The House and Senate have drafted a bill on workforce investment, which acknowledges the work libraries do to help the public gain important employment skills and find jobs – and the legislation allows libraries to be paid for these efforts... Senator Jack Reed (D-RI) and Representative Rush Holt (D-NJ) introduced the Workforce Investment in Local Libraries amendment to re-enforce the idea that libraries were helping the public find work and their efforts needed to be part of any Workforce bill moving forward. ... We hope the Senate will take up this House-Senate WIA Agreement for a vote in mid-to-late June, then it would move to the House...” 🌟



Loud and Strong in San Antonio

Beth Hallmark, far left, accepted the Libraries Change Communities Award on behalf of Comptroller Combs. PHOTO COURTESY OF CONSTANCE MATHENY.

The 2014 TLA Annual Conference – “Lead Out Loud!” – held this past April in San Antonio drew over 7,500 attendees. The convention showcased how libraries are at the forefront of changes in educational technology, digital publishing, and community initiatives for literacy and workforce development. Programs and activities examined innovative strategies libraries are using to advance education, literacy, and robust digital citizenship.

The conference featured a talented array of experts and leaders in all areas of information and library services. Keynote speakers included international best-selling author James Patterson, Pulitzer Prize-winning reporter Ron Suskind, director and actor Henry Winkler, writer

Maggie Stiefvater, Poet Laureate of Texas Rosemary Catacalos, best-selling author James Rollins, Lemony Snicket, Greg Iles, and many others.

Librarians and library supporters attended over 400 sessions and events covering topics such as scholarly communications, ebooks and epublishing, learning strategies for physical and digital classrooms, development of cooperative community partnerships, and privacy, as well as the latest in literary materials and books.

The 2015 Annual Conference will be held in Austin, April 14-17. The theme for next year is Sync Up! President Sharon Amastay and her committees are already hard at work planning programs and fun events for attendees.

Suzanne Sears gets a hug from President Yvonne Chandler as Mary Woodard (standing) & Donna Kearley look on.



Keri Rabe
(presenter)

Arturo
Cavazos



Dana Rooks



John
Trischitti



Toni Simmons

Elaine Mosely
(presenter)



Suzanne Sears

**ANNOUNCED AT CONFERENCE
ASSOCIATION AWARDS**

Lifetime Achievement: Dana Rooks,
Dean, University of Houston Libraries

**Distinguished Service Award: Suzanne
Sears,** Assistant Dean of Public
Services, University of North Texas
Libraries

Librarian of the Year: John Trischitti III,
Director, Midland Public Library

**Libraries Change Communities: Texas
Comptroller Susan Combs**

**Outstanding Services to Libraries: Judge
Jack Hightower** *(posthumously)*,
Commissioner of the National
Commission on Libraries and

Information Science, Texas State
Senator, U. S. Representative, First
Assistant Attorney General of Texas,
and Texas Supreme Court Justice

**Wayne Williams Project of the Year: Zula
B. Wylie Library** *(Toni Simmons
accepting)*

Benefactor Award: Ella Prichard

TLA Spectrum Scholar: Elena Baeza

BRANDING IRON AWARDS

BEST OF SHOW: Frisco Public Library

CATEGORY WINNERS:

Broadcast Advertising: Denton Public
Library

Print Media: Nicholson Memorial Library

Honorable Mention Print Media: Austin
Public Library

Special Events: Frisco Public Library

Honorable Mention Special Events:
William T. Cozby Public Library

Editorial Strategies: Vicki Chiavetta

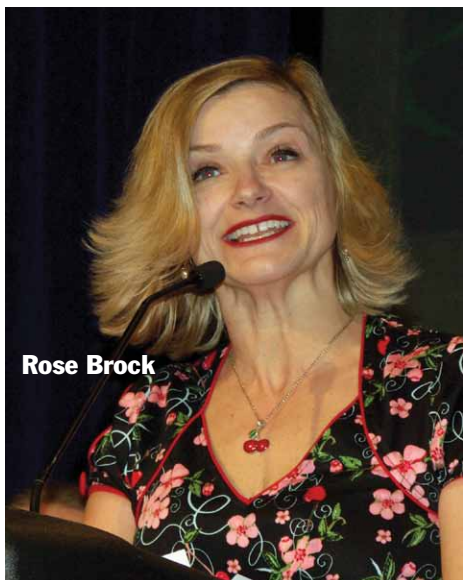
Non-traditional Media: Victoria Public
Library

Brands and Logos: Fort Worth Public
Library

**ASSOCIATION SCHOLARSHIPS,
GRANTS, AND STIPENDS**

Junior Library Guild Diversity

Outstanding New Members Stipends:
Angelica Garcia and Melissa Meadows



Rose Brock



Jan Jackson



Ella Wall Prichard

Junior Library Guild Diversity

Outstanding New Professionals

Stipends: Monica G. Lozano and Maria Esther Rodriguez

Escue Memorial Scholarship: Joy Urbina

Vivian Greenfield Scholarship: Lisa Hernandez

Van Dusen-Tobin-Kaiser Scholarship: Ashley Nichols

TLA Summer Scholarship: Susan VanDeWater

Escue TLA Conference Stipend: Kathy Leloux

Upstart Innovative Programming Award (school) sponsored by Demco: Thelma Nelson, Sagamore Hill Elementary



Corporate Sponsor Janet Nelson of Demco presented the Upstart Innovative Programming Awards to Jan Jackson (left) and Thelma Nelson (right).



It was Naomi Bate's turn to get the boot this year. The Standing TALL Award is presented by the TALL Texans Round Table to recognize outstanding leadership.

Upstart Innovative Programming Award (other) sponsored by Demco: Jan Jackson, Frisco Public Library

Woll Fund Grant: Pflugerville Elementary School Library, under the leadership of Erica Leu

DIVISIONS

College and University Libraries Division MLIS Scholarship: Barbara Love, University of North Texas

College and University Libraries Division Melody Kelly Support Staff TLA Conference Stipend: Elizabeth Levkoff Derouchie, Lamar University

Public Libraries Division Conference Stipends: Vanessa Gempis, Hampton-Illinois Branch Library, Dallas Public

Library; Marcos Martinez, Houston Public Library; Kathryn A. Peery, White Settlement Public Library; and Jennifer Truman, Mesquite North Branch

Texas Association of School Librarians, Distinguished Library Service Award for School Administrators: Arturo Cavazos, Harlingen CISD

Texas Association of School Librarians, Laura Edwards Award: Julianne Bamford, Berkman Elementary School

DISTRICTS

District 3 Conference Stipends: Julianne Bamford, Berkman Elementary School; and Elizabeth Switek, Austin Discovery School

District 8 Conference Stipends: Shelly Lane, Montgomery County Memorial Library System; and Jackie Cundieff, Bane Elementary School

ROUND TABLES

Archives, Genealogy, and Local History Round Table Conference Stipend: Ashley DeVaudrecourt

Automation and Technology Round Table Conference Stipend: Raquel Williams, Houston Community College / Northwest College Houston

Automation and Technology Round Table Scholarships: Pamela Perry King, Harris County Public Library / South Houston Branch South Houston; Lana L. Miles, Lamar Consolidated ISD / Jackson Elementary Rosenberg; and Jessica L. Jackson, Aldine ISD / Shotwell Middle School in Houston

Black Caucus Round Table Conference Stipend: Jean Darnell

Black Caucus Round Table Encourager Award: Kimberly M. Gay, Prairie View A&M University

Patti Mayfield of Bertha Voyer Memorial Library (Honey Grove) is the 2014 Small Community Librarian of the Year. She is shown here with Darryl Tocker of the Tocker Foundation at the annual SCLRT Social.



Cataloging and Metadata Round Table

Conference Stipend: David Lee Stagers

Childrens Round Table, Siddie Joe Johnson

Award: Rose Brock, Coppell Middle School

Government Documents Round Table/

MARCIVE "Knowledge is Power"

Award: Suzanne Sears, University of North Texas Libraries

Library Instruction Round Table

Zimmerman Conference Stipend:

Heather Aston, Coppell Middle School East

Library Instruction Round Table Project

of the Year Award: "Teaming Up to Teach @ the Library" at Sharyland High School

New Members Round Table Conference

Stipends: Jennifer Rowe, Nora Ohnishi, and Monica Lozano

Small Community Libraries Round

Table, Small Community Librarian of the Year (sponsored by the Tocker Foundation): Pattie Mayfield, Bertha Voyer Memorial Library

Library Instruction Round Table/

Biblionix Conference Stipends: Tracy Luscombe and Cherie Robinson.

Library Instruction Round Table

Advocates of the Year: J. D. Clark, Mayor of Chico, TX; Hall-Voyer Foundation; and Friends of the Bowie Public Library

Supervision, Management and Administration Round Table/

Innovative 2014 SMART Award: Paige Alfonzo, Townsend Memorial Library at Mary-Hardin Baylor

TALL Texans Round Table Standing

TALL Award: Naomi Bates

Young Adult Round Table/ABC-Clio

Conference Stipends: Kathryn Peery and Jennifer Ward

AFFILIATED

James A. Love Award: Rube Sessions Memorial Library (Wells, TX)

Tocker Foundation Stipends

- Alpine Public Library
- Buna Public Library
- Kirbyville Public Library
- Claud H. Gilmer Memorial Library/Rocksprings ISD
- Carson County Library
- D. Brown Memorial Library
- Dawson County Library
- Lakehills Area Library
- Menard Public Library
- Olton Area Library
- Real County Public Library
- Stonewall County Library
- Schleicher County Public Library
- Wolfforth Library

Texas Book Festival Grants

- Alpine Public Library
- City of Presidio Library
- Comfort Public Library
- Dallas West Branch, Dallas Public Library
- Dublin Public Library
- East Branch Library, Arlington Public Library System
- Elgin Public Library
- Fannie Brown Booth Memorial Library
- George Washington Carver Branch Library, Austin Public Library
- Kirbyville Public Library
- Lakehills Area Library
- Leander Public Library
- Live Oak County Library, George West
- Mesquite Public Library
- Olton Area Library
- Schleicher County Public Library
- Sterling County Public Library
- Tyler Public Library
- Winters Public Library

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Learning Express

Sourcebooks, Inc.

It's not too early. . . to start compiling documentation to showcase those stand-out projects and events at your library and to identify colleagues who deserve recognition for their leadership, commitment, and service to the profession. The TLA Award nomination process opens again on September 15.

For a full listing of association, unit, and corporate-sponsored awards, scholarships, grants, and stipends, visit www.tsla.org/awards. 🌟



2014 PR Branding Iron Awards

Each year, the Texas Library Association honors libraries and library support organizations that promote library services. We congratulate the winners of the 2014 TLA Public Relations Branding Iron Awards Competition.

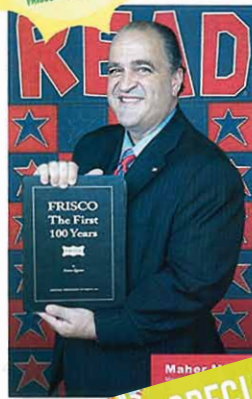
A critical job in libraries is the promotion of library services and the positive impact they have on our communities, campuses, and state. This public relations work is at the heart of delivering services and ensuring that support for libraries is strong.

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

Visit www.txla.org/branding-iron for award application information and a full listing of categories.

BEST OF SHOW (and winner in the Special Events Category): Mayor's Summer Reading Challenge, Frisco Public Library

Our City Leaders Are Readers!



TEENS
JULY 10 - YOGA WITH SMARTS CLUB
Bring your yoga mat or beach towel and learn some yoga poses with SMARTS Club.

SPECIAL PROGRAMS

FPL KIDS SUMMER SCHEDULE 2013
frisco public library
LIBRARY of Summer Fun!

STORY TIMES
June 11 - July 27, 2013
No story times week of July 2nd

How to Attend Story Time

1. Get your free ticket at the 1st-floor Ask Us desk on the day of the program.
2. Park your vehicle along the yellow wall, far left.
3. If your listening ears are on and get ready for fun!

Dates We're Closed

- Staff in Service: May 20-27
- Memorial Day: May 27
- Independence Day: July 4

Other Important Dates:

- First day to turn in reading logs is July 31
- No story times in August
- Story Times resume September 3

Get Ready for Kindergarten
Saturday, August 17
10:30, 11:15 am

Have a little one making the leap from preschool to kindergarten? This story time is just for them.

Featuring Special Guests!
For complete schedule, visit www.fplibrary.com.

8th-17th
Bibles & Books
Wednesday
10:00, 10:30, 11:00, 11:30

- Board books
- Songs
- Finger plays
- Booklet "The Signing Bear"

18mo-23mo
Young Toddler Story Time
Friday
10:15 am

- Stories
- Songs
- Finger plays
- Booklet "The Signing Bear"

2-3yr
Toddler Story Time
Tue, Thurs
10:15, 11:00

- Stories
- Songs
- Finger plays
- Sign language
- Puppets

3-5yr
Preschool Story Time
Tue, Thurs, Fri
Noon, 1:00 pm

All Ages
Bedtime Story Time
Wednesday
7:00 pm

- A variety of stories
- Songs
- Finger plays
- Puppets

All Ages
Family Story Time
Saturday
10:30 am

- A variety of stories
- Songs
- Finger plays
- Puppets

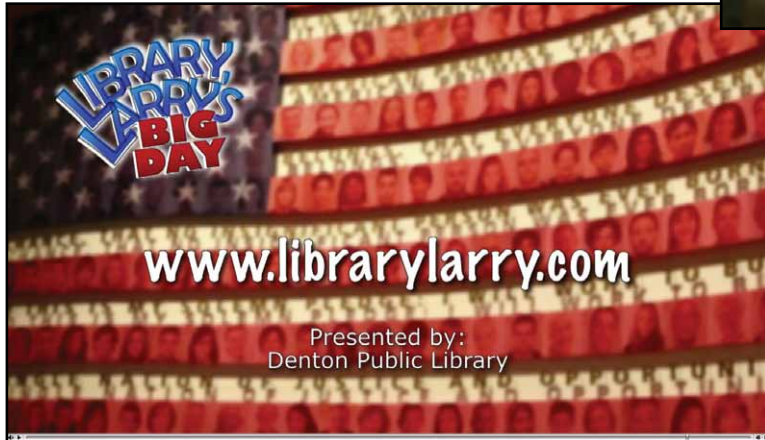
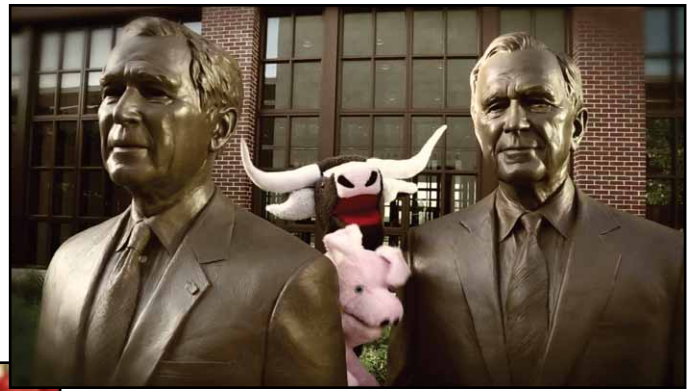
Frisco Public Library transformed its summer reading program into *The Mayor's Summer Reading Challenge* in 2013. The library branded summer

reading with a new logo, strong message, and undertook an aggressive campaign to promote and conduct the reading program. From creative posters and social media messaging to clever collaborations, the campaign brought users into the library, had an entire city reading, and gained champions among the city's leadership.

CATEGORY WINNERS

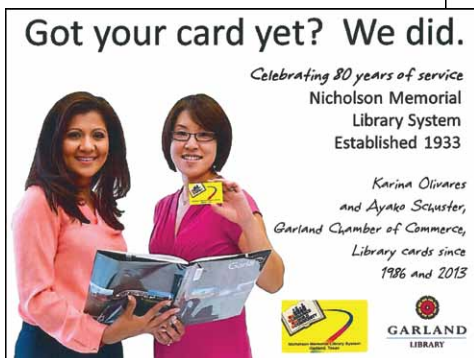
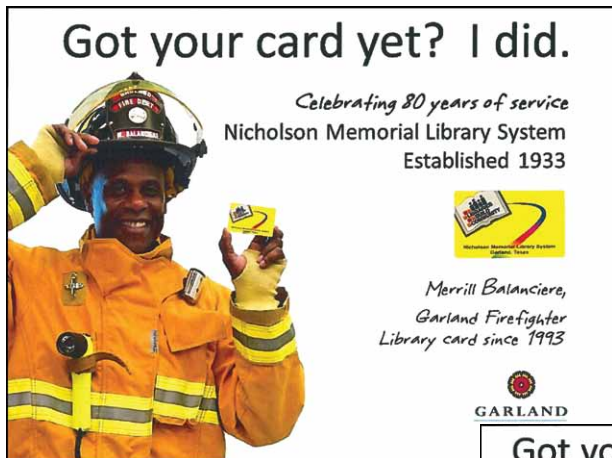
Broadcast Advertising Category: *Library Larry's Big Day* movie trailer, Denton Public Library

Denton Public Library teamed up with Denton Television (DTV) and the George W. Bush Presidential Library and Museum to produce a movie trailer promoting an episode of the library's literacy-based television show *Library Larry's Big Day*. The trailer ran for two months at Cinemark 14 in Denton as well as airing on DTV and on YouTube.

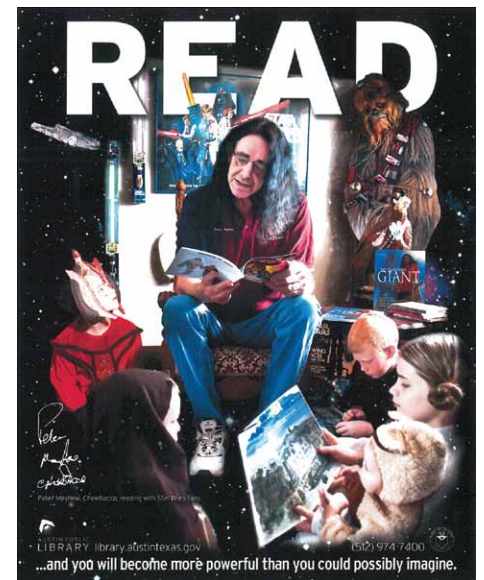


Print Media Category: "Got your card yet? I did." In celebration of the library's 80th anniversary, Nicholson Memorial Library

The Nicholson Memorial Library System celebrated its 80th anniversary in 2013. To honor the milestone, the library designed a campaign illustrating the institution's longevity of service. Campaign materials included print advertisements, posters, and images for online publication. Each image featured the tagline – "Got your card yet? I did." – and cardholding citizens announcing what year they got their library card. The series featured city leaders, first responders, community members, and representatives of local groups.



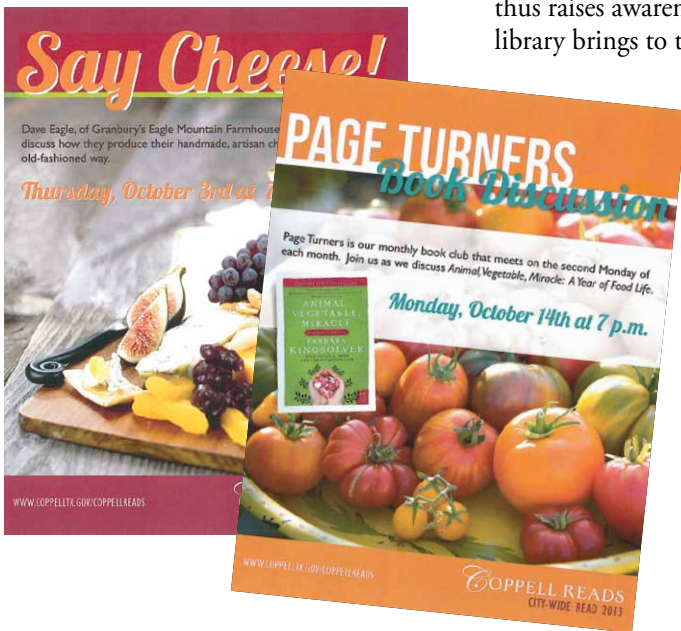
Honorable Mention Print Media Category: Read Poster – READ ... and you will become more powerful than you could possible imagine! Austin Public Library



The poster, titled READ ... and you will become more powerful than you could possible imagine!, emphasizes that strong reading skills lead to success in life. Peter Mayhew, the actor who played Chewbacca in the *Star Wars* films, reads alongside kids on the poster. The poster has been widely distributed throughout APL's system, other city departments, and the Austin Independent School District.

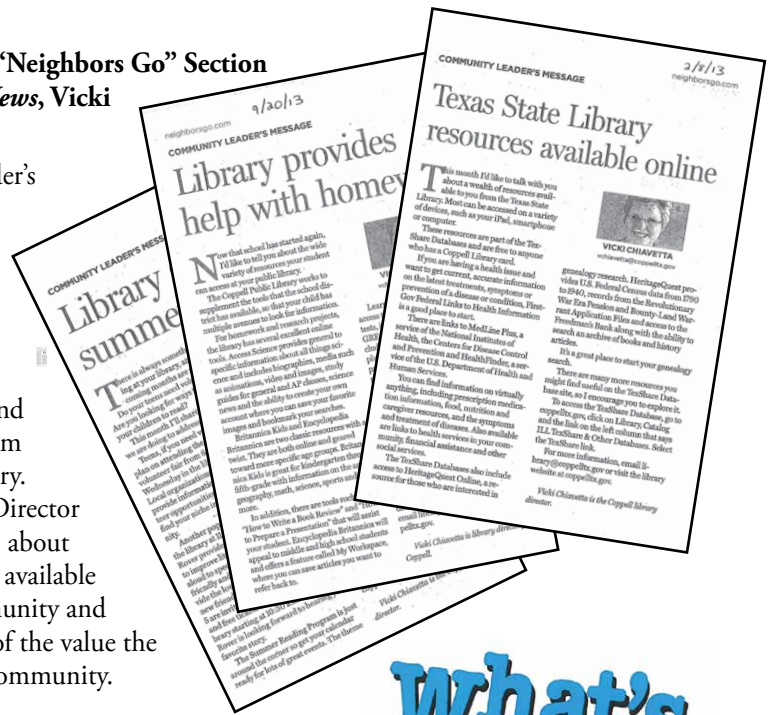
**Honorable Mention Special Events:
Coppell Reads, William T. Cozby
Public Library**

The William T. Cozby Public Library annually sponsors Coppell Reads, a citywide “one book” event. In 2012, the library decided to select a book that would involve local partners to celebrate reading and farming, nutrition, and gardening groups. Barbara Kingsolver’s *Animal, Vegetable, Miracle: A Year of Food Life* formed the basis of diverse discussions, programming, library activities, and partnerships that promoted reading, healthy lifestyles, and local farmers. Participation in the program increased by 10%!



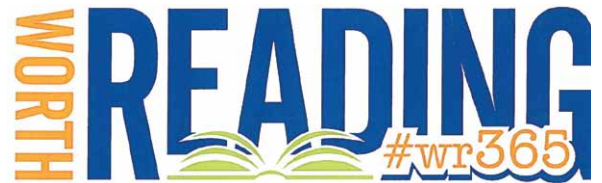
**Editorial Strategies: “Neighbors Go” Section
in Dallas Morning News, Vicki
Chiavetta**

The Community Leader’s Message column in the “Neighbors Go” section of the *Dallas Morning News* offers consistent and positive exposure to the diverse activities and resources at the William T. Cozby Public Library. Each month Library Director Vicki Chiavetta writes about programs and services available to the Coppell Community and thus raises awareness of the value the library brings to the community.



**2014 Brands and Logo: Worth
Reading 365 Logo – year long
literacy campaign, Fort Worth
Public Library**

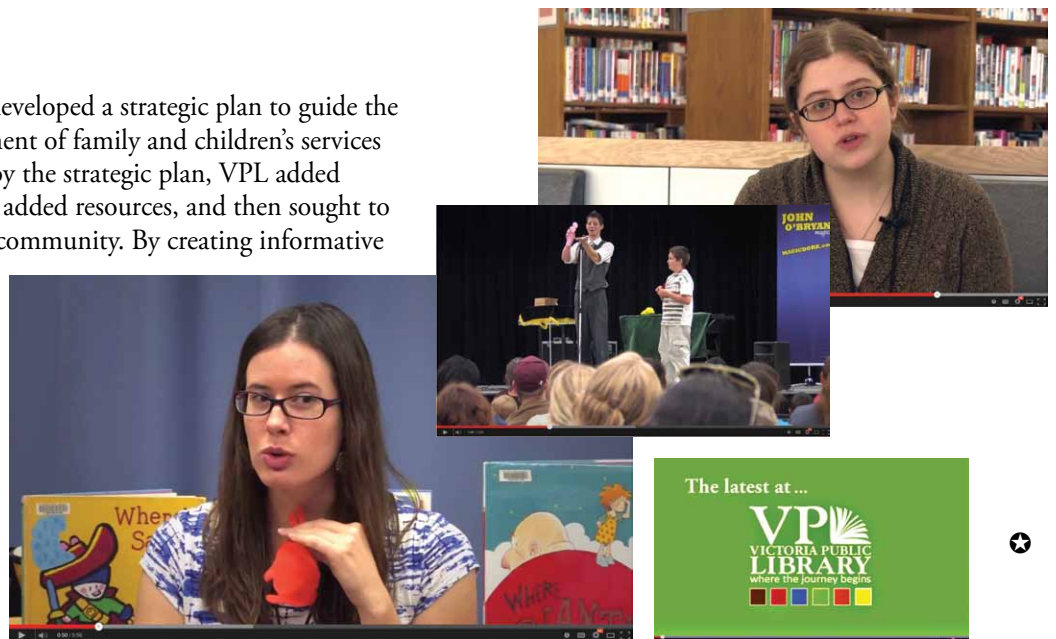
In 2013, the Fort Worth Library launched Worth Reading, its year-round literacy initiative. The program’s goals are to establish a culture of reading, lifelong learning, and self-improvement. The project is a collaborative among many organizations, including Fort Worth ISD as well as museums and organizations. The logo embodies the program’s key message.



**Non-traditional Media: YouTube videos on activities
for family and children, Victoria Public Library**

<http://youtu.be/ZjUXgSP3Qwo>
<http://youtu.be/kPw1rb3x6WY>

In 2011 Victoria Public Library developed a strategic plan to guide the growth of services. The enhancement of family and children’s services was central to this plan. Guided by the strategic plan, VPL added programs, consolidated activities, added resources, and then sought to promote these new efforts to the community. By creating informative and fun YouTube videos, the library highlighted its programs and talented staff in a cost-effective manner. Through careful promotion of the videos through social media, the library worked to create a larger audience for its efforts.



LEGISLATIVE NEWS

The 84th Legislative Session is just around the corner. With primary runoff elections just completed, the Fall general election fast approaching, and state budget activities already underway, policy and fiscal deliberations for the next two years are in the works.

TLA is working closely with the Texas State Library and Archives Commission as the agency completes its Legislative Appropriations Request (i.e., budget request) for the 2016-17 biennium. Library supporters have asked the agency to request additional funds for electronic content (TexShare, K-12 resources) and continuing education and training (particularly in the areas of workforce development) for Texas libraries.

The Commission and the agency's leadership have been very responsive to these requests. Preliminary drafts of the Legislative Appropriations Request (LAR) contain requests for additional funds in these areas. The Commission must finalize its budget by the end of July, as the formal budget must be submitted to the Legislature in August.

The Commission will meet in June to further consider the budget. In addition to the budget request for current programs and operations (the base budget request), the agency is considering requesting funding in the following areas (**amounts are approximations at this time**): electronic content for libraries (\$3-4 million/year of the biennium); e-records programming (\$450K/year of the biennium); continuing education and consulting for libraries for broad workforce activities (\$2-3K/per year of the biennium); and records analysts (\$2-3K/year of the biennium).

Other policy issues TLA is following concern the desired extension of the state's telecommunications discounts (with where extended in 2011 through 2015), expansion of the uses of local economic development funds to include community library support, school related issues, and capital bonds for higher education. The Association is also looking at ways to promote the collaborative power of libraries and workforce interests to secure favorable policy and potential funding sources.

TLA staff recently visited legislative offices of members who serve on the House Committees on Technology and Government Efficiency. The two groups held a joint hearing on Wednesday, May 21, to review their shared interim charges to study the state's provision on government services to the public and to study options for increasing transparent and open government.

State Librarian Mark Smith was invited to testify for the TSLAC. He addressed legislators on the importance of the TexShare databases and TexQuest (the newly named K-12 database program). Noting the significant return on the investment, Smith told legislators that library resource sharing programs are an excellent example of efficient and important online government services. He also noted the work of the agency supporting public libraries' requests for over \$4 million in annual e-rate funding. The committees also heard about the critical need at the State Library to support an e-records program. As one of only nine states without such a program, Texas lags behind in the maintenance and long-term care of its electronic information. The members were engaged in a lively discussion and noted the important work of the agency in all these areas.

Texas representatives attended the American Library Association's National Legislative Day in early May. In meetings with Congressional and Senate staffers and elected officials, Texas librarians discussed the importance of federal funding for libraries, codification of the critical role of school librarians in education, the Workforce Investment Act (and the inclusion of libraries within that federal policy), E-rate, and privacy and Internet neutrality for the public.

Public Library Accreditation & Standards

TLA and the Texas State Library and Archives Commission (TSLAC) created two task forces: one to review the TLA Public Library Standards and one to review the TSLAC Minimum Criteria for Accreditation. These task forces have worked over the last year and have taken input from librarians throughout the state, including a full presentation of the recommendations at the conference in San Antonio. Since then, the task forces have incorporated additional input and have now completed their respective recommendations.

The Association is grateful to the members of both task forces for their tremendous work. Through these efforts, the cause of libraries is advanced by the establishment of standards and criteria that better present an acceptable benchmark for modern Texas libraries.

While this work must consider the realities of local budgets and policies, standards and accreditation work must point to a brighter future that allows libraries to increase viability statewide. For this reason, standards should embody a doable but progressive level of achievement while offering libraries a means to meet those standards over time or to justify a differing local experience. The proposed criteria and standards do both.

ACCREDITATION TASK FORCE

For information about the process, existing accreditation rules, and proposed changes, go to the State Library's site at: <https://www.tsl.texas.gov/ldn/atf>. The site contains detailed information on the potential impact on libraries.

The Library Systems Act Advisory Board reviewed the proposal at its meeting on June 5. The revised accreditation standards will now be brought before the Texas State Library and Archives Commission in late summer for formal action by the Commission (as accreditation standards are regulatory).

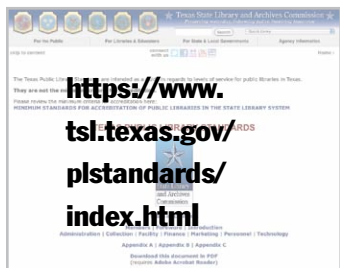
PUBLIC LIBRARY STANDARDS

The Public Library Standards are designed to help librarians assess activities and resources at their institutions given statewide benchmarks. These standards

are voluntary. The existing standards were developed several years ago, and as a natural part of progress, the standards are reviewed periodically by the library community. The proposed new standards are available for review on the PLD homepage.

The proposed standards will be brought before the TLA Legislative Committee, Public Libraries Division, and Small Community Libraries Round Table at Annual Assembly for adoption and will then be forwarded to the TLA Council. Upon approval by the TLA Council, the TLA Public Library Standards will be forwarded to the Texas State Library and Archives Commission for approval.

Current Standards:



CONTINUING EDUCATION

Visit www.tsla.org/CE for information about credits, events, and registration

July 22, 3-4pm: *Workforce Development and Libraries*: Workforce development is one of the state's highest priorities. Libraries of all types provide frontline services and resources. Learn more about the extensive statewide digital resources available for use to support learners and job seekers. Speakers will discuss TLA's workforce development marketing resources, and you will hear from librarians running successful programs.

August 12, 3-3 pm: *Introduction to Cataloging and Functional Requirements for Bibliographic Records*:

Understanding FRBR is critical for cataloging under new RDA rules – or just for understanding changes in library classification systems. Guest speaker Annie Glerum, head of Complex Cataloging of Florida State University, will explain the principles of both FRBR and RDA for catalogers and noncatalogers.

STATE LIBRARY NEWS

Announcing TexQuest: The K-12 Database Program

TLA and the library community worked hard last session to restore funding for K-12 database access. As a result of successful advocacy of that initiative, the Texas State Library and Archives Commission will begin making resources available this summer. Database licenses for the upcoming 2014-2015 school year began June 15, 2014, and Texas public school districts and open-enrollment charter schools can sign up for the program now at <http://texquest.net/>.

Working with a statewide groups of school librarians and other librarians and educators, the State Library will offer 15 databases and a collection of ebooks from Gale Cengage, including *Student Resources in Context*, which provides cross-curricular support for papers, projects and presentations; *General OneFile*, 24/7 access to a large collection of full-text periodicals; and *National Geographic Kids*,

Honoring a Library Hero

Texas librarians gather to honor Representative Jim Pitts of Waxahachie. He is the first legislator to receive the Texas Library Political Action Committee S. Joe McCord Library Hero Award. TLA President-Elect Susan Mann and husband Arthur (editor of the *Hillsboro Reporter*) hosted a dinner in his honor in Hillsboro. Featured in the photo (Left to Right): Mark Smith, Gloria Meraz, Rebecca Sullivan, Jim Pitts, Gretchen McCord DeFlorio, Jennifer LaBoon, Cyd Sheffy (a librarian recipient of the Hero Award), Susan Mann, and Julie Todaro.



adventures in science, nature, cultures, archeology, and space. The K-12 database program has been renamed at TexQuest.

Participation Fee

As with the TexShare program, TexQuest is built on a cost-sharing model approved by legislators. For the 2014-15 school year, there will no charge for these resources for Texas public school districts. Beginning in the 2015-16 school year, districts that wish to continue participation will be assessed an annual cost-sharing fee in the amount of 22 cents per pupil, based on October 2013 enrollment data provided by TEA.

TSLAC expects to send invoices to Districts for 2015-16 school year participation fees in January 2015. These 2015-16 contracts begin June 15, 2015. School districts that do not pay the participation fee will lose access to the K-12 databases. Questions should be directed to Len Bryan at k12@tsl.texas.gov, 512-463-5852. See also: <https://www.tsl.texas.gov/k12/e-resources>.

Conference by Committee

With Annual Assembly coming up in July, conference planning shifts into high gear. As the 2015 committee members deliberate programs and start finalizing the schedule for next spring, it seems appropriate to pause and thank the 2014 committee members for the outstanding work they did to plan and run TLA 2014.

PROGRAM

Daniel Alemneh
Elizabeth Avery
Dreanna Belden
Daniel Berdaner
Kristi Betts
Jacqueline Bridges-Shepherd
Kelly Brouillard
Stacy Cameron
Ivey Carey
Margaret Carroll
Ana Cleveland
Evelyn Curry

Carmen Grant
Elizabeth Hanisian
Greg Hardin
Kris Helge
Donna Kearley
(chair)
Vistoria Kemp
Renee Newry
Tuan Nguyen
Annita Owens
Jodi Phibrick
Michael Pullin
Beth Scudder
Daniella Smith
Dean Washington

LOCAL ARRANGEMENTS

Viki Ash
Veronica Barajas
Elspeth Blakeman
Moica Bustillo
Christine Crowley
T. Matther De Waelsche
Tressia Edwards
Camille Fiorillo
Arthalene Gordey
D. L. Grant *(co-chair)*
Maureen Hanson
Barbara Henderson

Angelia Johnson
Reuben Kaller
Vicki Kresbach
Jessica Lilly Hughes
Dale McNeill
Tracey Mendoza
(co-chair)
Ernestina Mesa
Natalie Morgan
Dianna Morganti
Dede Rios
Martha Rossi
Jacob Sherman
Anna Skinner
Robin Stauber

L. G. Swift
Joe Tedesco
Sarah Timm
John Weed
Kelli Wilder
Renee Wood
Jennifer Zinn

Texas Book Festival and Texas Teen Book Festival

The Texas Book Festival will next be held October 25 and 26, 2014, and for the first time, it will be “bookended” by the newly-named Texas Teen Book Festival on October 18. Young Adult genre rock star author James Dashner, creator of the wildly popular *Maze Runner* series, will be the headliner of the Texas Teen Book Festival at St. Edward’s University.

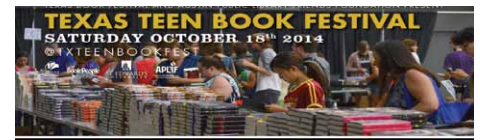
The Texas Teen Book Festival is one of the largest of its kind in the nation, a major annual event in the young adult YA world that draws some of the most popular authors writing for the age group. YA literature is one of the hottest categories in book publishing today, drawing not only teen but adult readers in significant numbers.

Formerly known as the Austin Teen Book Festival, the gathering of young adult authors and readers, which attracted a record audience of 4,000 in 2013, has been sponsored by the Austin Public Library Friends Foundation since 2011.

“It’s invigorating to join forces with the dedicated collaborative that has nurtured this grassroots young adult literary festival to where it is today,” says Lois Kim, executive director of the Texas Book Festival. “With back-to-back festivals, we aim to put books and reading front and center for all Texans this October.”

The Austin Teen Book Festival started in 2009 when librarian Heather Schubert partnered with Book People to organize a gathering at her school district library. Five hundred people and 16 authors attended the first year. By 2013 the one-day Festival had grown to host more than 40 authors, four publishers, 17 sessions, and a fervent fan base of young adult readers of all ages.

“I couldn’t be more excited that our homegrown Teen Book Festival will now be stewarded by the Texas Book Festival, which will strengthen the Festival for years to come,” says Schubert.



Pictured are some of the TLA members who teamed up with TLA President Yvonne Chandler for months (years!) to make TLA 2014 the best library conference ever!



Austin Public Library: On the Road to a New Central Library



Images used courtesy of Austin Public Library

EDITOR'S NOTE: The ongoing work of building Austin Public Library's New Central Library has been a fascinating study in tenacity, vision, and hard work. For years before its ultimate approval by local voters in the 2006 bond election, library supporters rallied to gain support from the community and local leaders. Once voters approved initial funding for the project, city and library leaders ironed out details on everything from location to additional funding, from architects to service philosophies.

Now under construction, the library project is a source of pride and inspiration for the community. The library staff and the city are working to keep the public informed about the progress of Austin's "library for the future." The information that follows was developed by the City of Austin and Austin Public Library.

The City of Austin recently released the final renderings for the 198,000-square-foot, six-story library that will replace the 110,000-square-foot Faulk Central Library at 800 Guadalupe St. that opened in 1979. The \$120 million library project resulted from a voter-approved 2006 bond referendum. Set to open in 2016, it aspires to be an urban destination that is seamlessly integrated with the eclectic local community and the lush natural surroundings.

The New Central Library will be a "library for the future." Austin Public Library leaders worked with library consultant and futurist Joan Frye Williams to develop their own "library for the future" building program which incorporates flexible and blended spaces and focuses on the electronic delivery of information. People from all walks of life – working professionals, retirees, students, artists,

teens, families with children and more – will have a niche at the New Central Library.

The facility will incorporate adaptable spaces to accommodate the rapidly accelerating development of technology. Cozy areas for silent reading and study, rooms that can be used for classes and workshops as well as large open expanses for community gatherings and events have been incorporated into the building's design. Customers can read the latest bestseller or get some work done on their laptops while enjoying the fresh air and breathtaking view from the Reading Porches overlooking Shoal Creek and Lady Bird Lake.

Austin is known worldwide for its thriving art, music and film scene. The New Central Library will celebrate these elements of the local culture. It will have a gallery that features local and

national artists. There will also be special display areas to honor Austin music and musicians and to highlight the Austin film collection and celebrate Austin's cinematic achievements. A selection of beloved puppets created by the Austin Public Library will also be on permanent display.

The New Central Library seeks to nurture a sense of community. The main Atrium Space adjacent to Shoal Creek will be a landmark public gathering space for the entire district, bringing together the many facets of Austin's rich creative tapestry. Recycled Reads, the Austin Public Library's zero-waste bookstore, will have a retail space on site. There will be a Café integrated with the Library that will provide indoor and outdoor dining. The multi-purpose event forum will host large-scale Library and public events adjacent to Shoal Creek and Cesar Chavez Blvd.

Forward-thinking strategies such as demand controlled ventilation, variable air and water flow, day lighting control, extensive use of LEDs and on-site energy production are just some of the ways that the New Central Library will provide for a sustainable future. Overall, the facility is designed to operate 30% more efficiently than code requires resulting in energy savings equivalent to the energy needs

of 130 households per year. It features a 200kW Photovoltaic array – the largest local PV installation for a non-Austin Energy facility. Austin Energy is the City of Austin’s public utility.

The New Central Library will be accessible to pedestrians, cyclists, public transportation users, and cars, too – especially electric and hybrid models, for which charging stations are provided. There will be 200 parking spaces on-site with additional parking available at nearby garages. The adjacent 7.2 mile Lady Bird Lake Hike and Bike Trail will connect to the Library’s entrance and there will be abundant bicycle parking in the Bicycle Corral adjacent to the hike and bike trail.

For more information and updates on the project visit library.austintexas.gov/new-central-library-austin.

What is a “library for the future”?

- Flexible & Blended Spaces
- Focus on electronic delivery of information
- State-of-the-art technologies
- Community gathering place promoting a mixture of lively and contemplative spaces
- Collections displayed to encourage discovery

What will the New Central Library offer?

- Reading porches and an indoor reading room overlooking Shoal Creek and Lady Bird Lake
- Landmark public gathering atrium space adjacent to Shoal Creek
- Library café with outdoor dining adjacent to Second St. and Shoal Creek Park

- Recycled Reads bookstore and upcycling facility
- Gallery space featuring local and national artists
- Abundant bicycle parking
- A permanent exhibit of beloved puppets created by the Austin Public Library

New Central Library Schedule

- August 2013: Site Development Permit received
- August 2013: Construction Begins
- February 2014: Garage Building Permit received
- March 2014: Building Permit received
- Spring 2016: Building Construction completed
- Summer 2016: Grand Opening Ceremony



PROJECT UPDATES

On Friday, May 9, 2014 at 10 PM in the Lower Shoal Creek area, the Construction Manager at Risk, Hensel Phelps, poured over 10,400 cubic yards of concrete over a 24-hour period to form the foundation of the New Central Library. The mat slab is approximately 200' x 200' and is 5'6" thick and has 1,433 tons of reinforcing steel. The placement of the mat slab is a significant milestone in construction and heralds the beginning of vertical construction. The placement of the mat slab involved the non-stop delivery of concrete by more than 1,000 trucks. 🚚

ART IN PUBLIC PLACES

On January 6, 2014 the Art in Public Places Panel approved the final design for the New Central Library Art Project titled *Birds* by Christian Moeller, an innovative public artist whose works often incorporate robotic elements. *Birds* is a 37' kinetic sculpture resembling a cuckoo clock with a swinging pendulum which will be wall-mounted in the atrium of the new Library.

An accompanying LED animation screen featuring a black bird will be mounted on the 5th level. A computer program will drive the behavior and gestures of the bird using an artificial life system. This work is inspired in part by Austin’s relation to its resident grackle population and by the strong presence black birds have in mythology and literature.



FACES of TLA

connect
to know **TLA**

In the Connect to Know Membership Area at the 2014 Annual Conference, a space was set aside to capture thoughts and images of TLA members who stopped to visit. Here are a few of their faces and comments:



Favorite thing about being a librarian?

Disappointing people! I don't shhhh them and we don't run a quiet library.

LISA CHARBONNET



Funniest library story?

Asking a teen volunteer to empty the book drop and then realizing that he was hauling the entire box up the staircase.

BETH FOX



A touching library story?

A man came into my library regularly. He revealed that he was out of work and didn't know how to use a computer. He needed to be trained in technology, having worked in a manual labor business that was downsized. Over a few weeks, I showed him how to access job search websites and maneuver key databases. He was very grateful.

HOWARD MARKS



Favorite thing about being a librarian?

Watching children grow and learn and LOVE reading!

LIZ PHILIPPI

How has TLA enhanced your career?

So many years ago, I attended my first TLA conference. I was so impressed with the collective wisdom and professionalism. Mentors galore!

TRACEY MENDOZA

